



62nd Annual  
WESTERN WINTER  
WORKSHOP™

FEBRUARY 9 - 12, 2023

THE INN AT SPANISH BAY™ AT PEBBLE BEACH RESORT®

organized by



supported by



[www.westernwinterworkshop.com](http://www.westernwinterworkshop.com)

# Event Prospectus

## We'll help you get in front of your audience

The Western Winter Workshop™ (WWW) is an annual event that showcases Public Infrastructure's most challenging capital programs and the very latest in project controls tools and techniques. The workshop provides major capital project delivery organizations, owners, executives, managers, engineers and other industry professionals a unique networking opportunity with key decision makers. The three day workshop consists of technical presentations given by some of the best and brightest individuals within the project controls, program, project and construction management community, capital management program presentations given by owners who will address the challenges and accomplishments of their current projects and several networking events!

The Planning Committee is excited to welcome over 400 attendees. We are committed to enhancing value for exhibitors, sponsors and attendees. To do this, we will offer:

### Exhibitor/Sponsor Benefits\*:

- Access to attendees, capital management speakers and technical speakers
- Complimentary Workshop registrations
- Logo on Workshop banners, Western Winter Workshop™ website and program
- Annual exhibitor/sponsor reception or social events
- Special recognition during the Workshop
- Partnered Marketing - The WWW will work with Exhibitors/Sponsors to invite potential clients
- Marketing materials included in Workshop tote bags
- Exhibitor space at the Workshop
- Company name and logo on sponsorship items

**\* Benefits are based on exhibitor and/or sponsorship level. See following pages for details.**

### Attendee Benefits

- Group incentives available
- Admission to meals, exhibitor breaks and sponsor receptions
- Networking Opportunities with Industry Owners and Professionals
- Opportunities to receive credit hours towards recertification
- The WWW program will consist of multiple diverse technical tracts and capital speakers to attract a broad audience
- The WWW program will offer a software showcase where vendors can introduce attendees to their software products and latest industry innovations

# Past Capital Management Presenters 2014 - 2022

**Willie Hopkins Jr.**, Alameda County

**Randell Iwasaki**, Amazon Web Services

**Peter Tateishi**, Associate General Contractors

**Andy Fremier**, Bay Area Toll Authority (BATA)

**Jason Weinstein**, Bay Area Toll Authority (BATA)

**Jack Haupt**, City of Hope

**Osa Aimufa**, Common Spirit Health

**Dave Howard**, County of Los Angeles

**Emil Zordilla**, CSU Fullerton

**Roshni Thomas**, CSU Dominguez Hills

**Mark Zakhour**, CSU Long Beach

**Michael Meredith**, Department of General Services

**Gulshan Ibrahim**, Google

**Patrick Lammerding**, Hollywood Burbank Airport

**Jeanet Owens**, LA Metro

**Sameh Ghaly**, LA Metro

**Frank Peters**, LAWA

**John Post**, Lawrence Livermore National Library

**Cynthia Guidry**, Long Beach Airport

**Alan Reising**, Long Beach USD

**Dr. Rueben Smith**, Los Angeles Community College District

**Andrew Moey**, Los Angeles County Dept. of Public Works

**Alicia Ramos**, Los Angeles County Public Works

**Mark Hovatter**, Los Angeles Unified School District

**Justin Erbacci**, Los Angeles World Airports

**Chuck Coryell**, MemorialCare Long Beach Campus

**Edith C. Florence**, Norwalk-La Mirada Unified School District

**Jeffrey C. Smith**, Ontario International Airport Authority

**Jim Beil**, Orange County Transportation Authority

**Itzel de Ulloa**, Panama Canal Authority

**Marlene Dupras**, Port of Long Beach

**Thomas Baldwin**, Port of Long Beach

**Karl Wagner**, Providence St. Joseph Health

**Farrah Farzaneh**, San Bernardino Community College District

**Hasan Ikhata**, San Diego Association of Governments

**Geoff Neumayr**, San Francisco International Airport

**Ivar Satero**, San Francisco International Airport

**Julia Katz**, San Francisco International Airport

**John Funghi**, San Francisco MTA

**Alan Johanson**, San Francisco Public Utilities Commission

**Mojgan Yousefkhani**, San Francisco Public Utilities Commission

**Ronn Gonzalez**, So Cal Gas

**Kaveh Dabiran**, United Airlines

**Todd Bofinger**, US Department of Veterans Affairs



# 4th Annual Marla Miller Memorial Golf Tournament

**Thursday, February 9, 2023**  
**PEBBLE BEACH GOLF LINKS**

presented by: **AACE**  
SOUTHERN CALIFORNIA SECTION

in association with: **62nd Annual WESTERN WINTER WORKSHOP™**

## GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

### CHAMPION SPONSORSHIP: \$40,000

- 2 foursomes, 8 Tourney packs
- Marquee Sponsor at WWW and golf registration, signage at 7th hole, Special Appreciation Award
- Exclusive 7th Signage and Hole Photo
- (8) \$100 Pro Shop Gift Cards
- 8 Pebble Beach Quarter Zip Jackets
- Logo on Pebble Beach branded Polo for all golfers
- Exclusive Wednesday Night Sponsor Happy Hour
- Priority Pairings for Incredible Day of Networking
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)
- Ability to add to Swag Bag Marketing
- Recognition in Western Winter Workshop™ Program

# GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

## EAGLE SPONSOR - \$15,000 (2X)

- 2 Foursomes
- 8 Tourney Packs
- Signage at Registration, Lunch and Bar
- Signage at a Hole
- (8) \$100 Pro Shop Gift Cards
- 8 Pebble Beach Quarter Zip Jackets
- Tournament Appreciation Award
- Ability to add Marketing items to Swag Bag
- Exclusive Wednesday Night Sponsor Happy Hour
- Recognition in Western Winter Workshop™ Program

## BIRDIE SPONSOR - \$10,000 (2X)

- 1 Foursome
- 4 Tourney Packs
- Signage at a Hole
- (4) \$100 Pro Shop Gift Cards
- Tournament Appreciation Award
- Ability to add Marketing items to Swag Bag
- Exclusive Wednesday Night Sponsor Happy Hour
- Recognition in Western Winter Workshop™ Program

## BREAKFAST SPONSOR - \$3,000 (4X)

- 1 Golfer
- 1 Tourney Pack
- Signage at Breakfast
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Tournament Appreciation Award
- Recognition in Western Winter Workshop™ Program

## LUNCH SPONSOR - \$5,000 (3X)

- 1 Golfer
- 1 Tourney Pack
- Signage at Breakfast
- Hole Signage
- Ability to add Marketing items to Swag Bag
- Tournament Appreciation Award
- Recognition in Western Winter Workshop™ Program

## GOLF BALL SPONSOR - \$3,000

- Logo on Giveaway Balls in Swag Bag
- 1 Golf Registration + Hole Signage
- Ability to add Marketing items to Swag Bag

## SWAG BAG SPONSOR - \$3,000

- Logo on Swag bag given to all attendees
- 1 Golf Registration + Tourney Pack + Hole Signage
- Ability to add Marketing items to Swag Bag

## CLOSEST TO THE PIN SPONSOR - \$2,500 (2X)

- 1 Golfer
- 1 Tourney Pack
- Signage at a Hole
- Ability to add Marketing items to Swag Bag
- Winner's Prize
- Recognition in Western Winter Workshop™ Program

## LONG DRIVE SPONSOR - \$2500 (2X)

- 1 Golfer
- 1 Tourney Pack
- Signage at a Hole
- Ability to add Marketing items to Swag Bag
- Winner's Prize
- Recognition in Western Winter Workshop™ Program

## HOLE SPONSOR - \$2000 (10 MAX)

- 1 Golfer
- 1 Tourney Pack
- Signage at a Hole
- Ability to add Marketing items to Swag Bag
- Tournament Appreciation Award

## RAFFLE SPONSOR - \$500 (10 MAX)

- Option to give actual Raffle Prize
- Recognition during raffle

## ROUND OF GOLF

SINGLE GOLFER - \$750

FOURSOME - \$3,000

TOURNEY PACKS - \$50

- Includes Raffle Tickets
- Closest to the Pin Competition
- Long Drive Competition

# Exhibitor /Sponsor Packages

## **MARQUEE EXHIBITOR: \$40,000**

- Host premiere social event, a one-of-a-kind afternoon culinary experience by celebrity chefs. Offers intimate access to VIP attendees alongside culinary and wine sommelier, complete with wine tastings and culinary cooking demos. Bringing you an unforgettable culinary experience for you and your guests.
- General Session Marquee for Friday morning during presentation
- 4 seats to the exclusive Capital Management Dinner
- 30 minutes to address the general assembly on the latest industry innovations
- Workshop registration fee for four
- 20 x 10 exhibit space (2 - 6 ft. tables and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **PLATINUM INNOVATOR: \$30,000**

- 30 minutes to address the assembly on the latest in Industry Innovations
- General Session Marquee for Friday morning during presentation
- Workshop registration fee for four
- 20 x 10 exhibit space (2 - 6 ft. tables and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **BUILDING INFORMATION MODELING (BIM) INNOVATOR: \$30,000**

- 30 minutes to address the assembly on the latest for Digital Twin, cBIM, Innovation
- General Session Marquee for Friday morning during presentation
- Workshop registration fee for four
- 20 x 10 exhibit space (2 - 6 ft. tables and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **PM/CM/PC INNOVATOR: \$25,000**

- 30 minutes to address the assembly on the latest for PM/CM/PC Innovation
- General Session Marquee for Friday morning during presentation
- Workshop registration fee for four
- 20 x 10 exhibit space (2 - 6 ft. tables and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **EXHIBITOR RECEPTION SPONSOR (Friday Night) : \$15,000**

- Company logo displayed on signage during event
- Opportunity to introduce your company and its services during exhibitor's reception
- 2 hr. hosted bar
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **CAPITAL MANAGEMENT DINNER KEY NOTE (Thursday Night): \$12,000**

- Four seats to the Capital Management Dinner
- Sponsorship of a table of 8
- Prominently displayed company logo on signage during event
- Opportunity to introduce your company and its services during the dinner

## **CAPITAL MANAGEMENT SESSION PANEL: \$10,000 (4 available)**

- 5 minutes to introduce the panel
- Workshop registration fee for four
- Three seats to the Capital Management Dinner
- One 10 ft. exhibit space (6 ft. table and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **CAPITAL MANAGEMENT DINNER TABLE (Thursday Night): \$5,000 (8 available)**

- Two seats to the Dinner and Two Workshop Registrations
- VIP access to owners and key decision makers
- Sponsorship of a table of 8 including VIP owners. (first come first serve)

## **PLATINUM: \$7,500 (10 available)**

- Workshop registration fee for three
- One 10ft exhibit space (6ft table)
- Company name displayed as breakfast and lunch break sponsor
- Onsite lead capture provided to enable attendee badge and business card scanning
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)

## **GOLD : \$4,000 (10 available)**

- Workshop registration fee for two
- One 10ft exhibit space (6 ft. table and two chairs)
- Attendee List (Contact information to comply with GDPR and CANSPAM acts/regulations)acts/regulations)

## **SMALL & MEDIUM SIZE ENTERPRISE RECEPTION (Saturday Night): \$2,000 ea. (MBE/WBE/SBE/DBE etc.)**

- Requirement to bring your own tabletop display
- Company logo displayed on signage during event and Program
- 1 Hr. hosted bar
- Workshop registration for one

# Sponsorship Opportunities

Sponsorship Item	Benefits	Cost
Coffee & Snack Breaks (Two Available)	<ul style="list-style-type: none"> <li>Company logo on sign next to refreshments and snacks.</li> <li>Option to upgrade to professional coffee &amp; espresso bar (Cappuccino, Mocha, Latte, Americano etc.) for \$1500 more</li> </ul>	\$2,000
Workshop Tote Bags	<ul style="list-style-type: none"> <li>Company logo on tote bags used by WWW attendees. Participating firm provides this promotional item and must send to hotel prior to the event.</li> </ul>	\$2000
Lanyards	<ul style="list-style-type: none"> <li>Company logo on lanyards used by WWW attendees. Participating firm provides this promotional item and must send to hotel prior to the event.</li> </ul>	\$2000
Promotional Items	<ul style="list-style-type: none"> <li>Exhibitors are encouraged to send promotional items to be included in the attendee tote bags. Please keep the promotional smaller to accommodate several items. Costs are incurred by participating firms. Workshop staff will be happy to hand these out at check-in or stuff in goodie bags.</li> </ul>	Included

## In addition to the above opportunities, all sponsors receive:

- Recognition as a sponsor in the WWW program, sponsorship banner and during event (awards presented to all sponsors during Saturday night Exhibitors Reception)
- Listed as a sponsor on the WWW website with link to company's website
- One company marketing piece included in the bag with workshop materials

## Previous Exhibitors & Sponsors

- 4Liberty
- 10/6 Professional Services
- Adept
- AECOM
- Anser Advisory
- ARES Corporation
- Arcadis
- Arete
- Alice Technologies
- Assignar
- Autodesk, Inc.
- BuildOut California
- Built on Vision
- Burns & McDonnell
- Cannon Design
- Cleopatra Enterprise
- CM SOLUTIONS
- Deltak
- Destination Enterprises
- DRMcNatty & Associates
- Encore Group
- Exponent
- Fieldwire
- Gaea
- GCC LLC
- GraphicSchedule
- Hexagon PPM
- HCSS
- Headlight
- Hill International, Inc.
- Ibbs Consulting Group
- InEight
- Jacobs
- Kahua
- Kiewit
- Kitchell
- KKCS
- Lydon Solutions
- Mott MacDonald
- MyLCM Solutions, Inc.
- Oracle Construction and Engineering
- Pacific Gas & Electric
- Plan Academy
- Plangrid
- Planisware
- PMA Consultants
- Pride Resource Partners
- Project Controls Online
- Schedule Reader
- Smart PM
- Sundt Construction
- TD Thornton
- Trimble
- TRIUNITY
- Turner and Townsend
- US CAD
- Vanir Construction Management, Inc.



# Western Winter Workshop™ Contacts

## General Information:



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Capital Management and  
Communications Director  
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## Past Technical Program Presenters

**Adam Shaw**, Anser Advisory

**Bryan Payne**, Arcadis

**Joe Seibold**, Arcadis

**Lance Stephenson**, AECOM

**Stephen Polechronis**, AECOM

**Rene Morkos**, Alice Technologies

**Geoffrey Stubson**, ARES

**Adam Finkin**, Arup

**Nour Bouhou**, ASLPM

**Jason Barber**, Autodesk, Inc.

**Tristen Randall**, Autodesk, Inc.

**John Anderson**, Berkeley Research Group

**William Canterbury**, Catenbury Construction

**Nick Lavingia**, Chevron

**John Jackson**, Encore Group

**Winnie Davis**, Exponent

**Ron Drake**, GraphicSchedule

**Mark White**, Hexagon PPM

**Hossam Mohammed Kandeel**, Hill International

**Brad Barth**, InEight

**James G. Zack, Jr.**, James Zack Consulting

**Adam Althoff**, Kiewit

**Des Orsinelli**, Lawrence Livermore Lab

**Jeff Lydon**, Lydon Solutions

**Ken McBroom**, McCarthy

**Ryan Price**, McKinsey and Company

**Mark Jenkins**, Oracle

**Stephanie Thatcher**, ORCAS Project Controls

**Stephen Cabano**, Pathfinder, LLC

**Calvin Gidlof**, Parsons

**Michael Le Page**, Plan Academy

**Rahul Shah**, Plangrid

**Bruce Stephan**, PMA Consultants

**Natalie Saylor**, Saylor Consulting

**Eric Law**, Swinerton

**Joseph Poskie**, Trimble, Inc.