



# Pikes Peak Chapter

The Construction Specifications Institute



December, 2017

## The ABC's of Technology Engineering Amy Hoepfner, BCER



Amy Hoepfner, LEED AP®  
Marketing Manager, BCER

With fourteen years of experience in marketing and business development for A/E firms, Amy Hoepfner understands the importance of building strong relationships with clients and owners as well

as how to craft a winning proposal. Amy obtained an English and Business degree from Indiana University in 1995 and successfully passed the Leadership in Energy and Environmental Design (LEED®) exam in 2007. She was named the Society for Marketing Professional Services Colorado Member of the Year in 2009 for her efforts to bring SMPS programs and luncheons to the Southern Colorado region.

After starting at Rimrock Group in 2010, she took on the dual roles of Marketing and Finance Manager in 2012 and helped the firm through a successful merger with BCER Engineering in 2013. Earlier this year, she became the Marketing Manager for BCER and manages marketing efforts and qualifications packages for all of BCER's engineering divisions: mechanical, electrical, technology, and fire protection. She also develops the fee proposals for BCER's technology division, a task that has cultivated her expertise in helping clients understand the benefits of planning for technology systems in the facility design.

**Technology Engineering can mean different things in different contexts – from software design and programming to network construction and server layout. In the building industry, Technology Engineering generally refers to the design of the infrastructure and/or equipment for the IT, Telecom, Audiovisual, Security, and Specialty Technology Systems, such as those used in healthcare. This presentation gives an overview of the systems designed by a Technology Subconsultant along with definitions and examples of these sometimes confusing, complex systems.**

### Learning Objectives:

- 1. Gain a better understanding of the technology systems that are incorporated in a facility design.**
- 2. Discover the five main categories of Technology Engineering for facilities and the specific systems that are part of each.**
- 3. Review basic guidelines for technology construction costs for various project types.**
- 4. Learn the definitions of technology system terms**

**Wednesday, December 13  
11:30 to 1:00 p.m.**

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We also offer advertising on our website, [www.pikespeakcsi.org](http://www.pikespeakcsi.org) for \$200 per year. This presents your company as a sponsor of our website and is seen each time members and guests log in to check our upcoming programs and events, with the added bonus of a link to your company's website.

For more information on either option contact Joni Zimmerman at [jzimmerman@tk-architecture.com](mailto:jzimmerman@tk-architecture.com) or 719-393-2987 or any board member.



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