American Society of Professional Estimators
Orange County Chapter 3

EDUCATION
ETHICS
STANDARDS
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PROFESSIONALISM

ASPE

Wednesday, January 11, 2017

Networking/Social — 5:30-6:00 p.m.
Dinner & Program — 6:00 p.m.

Ayres Hotel
325 Bristol St., Costa Mesa, CA

Cost - $45.00 if RSVP and Pay by January 9, 2017
$50.00 if RSVP* after January 9, 2017
*RSVP no shows will be invoiced if not prepaid

Includes: Salad, New York Cheese Cake, coffee/tea
Choice of entrée: Pot Roast, Grilled Salmon or Mushroom Ravioli

REGISTER HERE

* If the "register here link" above does not work, go to www.aspe-oc3.org/01112017.html
This is our new website address and you can now pay on line!

"Conceptual Cost Estimating – Art and Science"

Presented by Marcene N. Taylor, CPE, President, Marcene Taylor, Inc.

Marcene Taylor is an expert in conceptual cost estimating, she is a published essayist, national President of the American Society of Professional Estimators, and president of Marcene Taylor Inc. Marcene conducts cost planning and analysis for a variety of different facility types with a focus on healthcare, educational, civic and academic facilities. Marcene specializes in early conceptual estimating in ensuring that a project's scope is achievable for the budget available, emphasizing not only the construction cost portion of the project, but also the entire project budget.

Cost estimates can be used as incredible planning tools during the design phase of a capital project. However, to be effective tools, they must have enough accuracy and detail to be reliable. Marcene will discuss the art of building up a conceptual cost estimate based on a building program and type along with the science of using control quantities and data from prior estimates to develop an accurate estimate prior to the commencement of the Schematic Design process.

Talking points include:

- · Purpose of and Uses For a Conceptual Cost Estimate
- · Development of Control Quantities
- · Construction Pricing by Building Component
- · Use of Appropriate Mark-Ups