

I like winners

Mark Zweig praises the winners of the 2014 Hot Firm List and Best Firms To Work For ranking.

I get energy, ideas, and inspiration from a positive group of can-do entrepreneurs and intrapreneurs whose firms are all working to make their firms – and our world – a better place.



Mark Zweig

EDITORIAL

With the winners of both ZweigWhite's Best Firms To Work For and Hot Firm competitions announced (both lists are found in this very issue of **THE ZWEIG LETTER**), it's great to see the excitement and joy as the principals of these firms find out they're on one or both of our lists.

You have to be doing something right or you wouldn't make these lists. When you consider that there are 100,000-plus design/planning/engineering/environmental consulting firms out there, being one of the best places to work or at the top of the growth stats is a real accomplishment. And it says that the marketplace is responding to your offerings – be that the employment market or clients.

That's why I am really looking forward to being with these winners at our all-new ZweigWhite Hot Firm and A/E Industry Awards Conference this September in Beverly Hills. I get energy, ideas, and inspiration from a positive group of can-do entrepreneurs and intrapreneurs whose firms are all working to make their firms – and our world – a better place. This year we combined two events into one "super-event." And then we decided to present even more awards at our conference. And then we got some

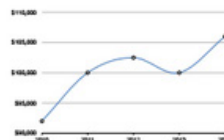
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MORE COLUMNS

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- GUEST SPEAKER: Retail construction evolved. Page 8

TRENDLINES

Marketing pays



The 2014 Marketing Survey finds that marketing directors' total compensation has risen to a five-year-high of \$106,500 this year. At a low of \$92,000 in 2010, marketing directors' total compensation climbed to \$100,000 in 2011, and increased again to \$102,500 in 2012. This year's increase follows a drop to \$100,000 in 2013.

– Margot Suydam, Survey Manager

RIGHT TECH

Engage employees through social media

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WINNERS REVEALED!

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WHAT'S WORKING



Video fusion

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THE VOICE OF REASON FOR A/E/P & ENVIRONMENTAL CONSULTING FIRMS

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BOOKS

BUSINESS ADVICE THAT STICKS TO YOUR RIBS!

Marilyn Deane Mendell, founder and president of WinSpin CIC, Inc., a growth strategy firm, and a frequent THE ZWEIG LETTER collaborator, uses her current experience as a well-documented entrepreneur, writer, and publicist in combination with her past life as one of the largest off-premise caterers in western New York, to cook up an inspiring book with recipes for both food and successful business.

"Each chapter reveals solutions to business pitfalls; intriguing ways a creative mind can improvise, along with best practices from ethical conduct to showing appreciation. Mendell explains how to gain balance and to be in a perpetual state of life learning," one can read in the book's description.

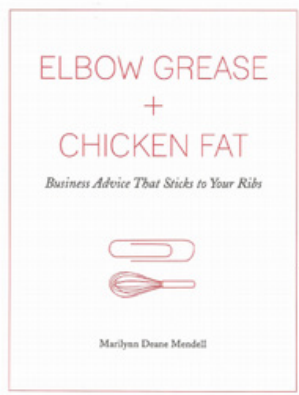
Of course, many of these tips can be applied to the A/E/P and environmental consulting industry, an industry Mendell

relishes.

Mendell speaks at national conferences, is often on television shows, and has been featured on ABC-TV Good Morning America.

Named Washington Women in PR's Woman of the Year in 2008, Mendell also claims numerous other national awards for her business achievements as well as for her original client campaigns. She's an adjunct professor at Georgetown and George Mason Universities, where she teaches marketing and business leadership to graduate students.

Bill Cunningham, television producer, Los Angeles, said, "Marilyn Deane Mendell's inspirational book is not only a HOW TO but a WHY NOT? – offering entrepreneurial ingredients for tasty meals, healthy businesses, and fruitful lives. Delicious food for thought!"



Find the book on Amazon at <http://amazon.com/1mR6M80>

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