

## ABOUT THE SPEAKER

The seminar leader is John Philip Bachner, president and CEO of Bachner Communications, Inc., a business-communication firm John established in 1971. John is a prolific writer. His more than 250 books, texts, manuals, and guides include GBA's *Contract Reference Guide* (editions 2, 3, 3.1, and 4); the *ECS Contract Reference Guide*, editions 1 and 2; the *DPIC Guide to Better Contracts*; the *RA&MCO Contract Reference Guide*; and well-received books and guides on subjects such as forensic engineering, alternative dispute resolution, case histories, and limitation of liability.

John Wiley & Son published John's *Practice Management for Design Professionals*; van Nostrand Reinhold published his *Marketing and Promotion for Design Professionals*. McGraw-Hill and Charles C. Thomas have published additional books by John, and he also has to his credit some 2,500 magazine articles and columns, plus literally thousands of newsletters, case histories, brochures, and flyers. He has had more than a dozen movies produced. He has written, directed, and produced hundreds of successful television and radio ads. He lectures and leads seminars throughout the United States. His columns appear regularly in *GeoStrata* magazine.

He is the creator of the profoundly influential Fundamentals of Professional Practice (FOPP) program, a six-month basic-training course whose alumni include more than 2,000 engineering and environmental firms' rising stars, more than 100 of whom are today the CEOs of the firms that enrolled them.