

## Registration Form

Registration Deadline February 15, 2019

Name \_\_\_\_\_ Position \_\_\_\_\_

Engineering discipline (i.e., environmental, structural, electrical,  
mechanical, civil, survey, non-engineering) \_\_\_\_\_

Firm \_\_\_\_\_ Years with Firm \_\_\_\_\_

Work Address \_\_\_\_\_

Email \_\_\_\_\_ Work T \_\_\_\_\_

Cell Phone \_\_\_\_\_ Direct Supervisor Name: \_\_\_\_\_

Supervisor Email: \_\_\_\_\_

Dietary Restrictions? \_\_\_\_\_

**Payment Options**  Visa  MC  Amex or  Checks payable to: ACEC/MA

Card# \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Email for Receipt \_\_\_\_\_

Signature \_\_\_\_\_

**Note:** Participation is limited to 30. Registration is first-come first-served, but there is a wait-list. Fax or email completed forms to 617/227-6783 or [acecma@engineers.org](mailto:acecma@engineers.org).

Make checks payable to ACEC/MA.

Cost: \$500/person from ACEC/MA Member Firm; \$750/person/Non-member firm.



# Genesis Program

ACEC/MA Education  
Program Starts February 20, 2019

*For building your successful career  
in the design professions*

# ACEC/MA Educational Program

## Building Blocks for Professional Development

Building a professional career requires you to develop expertise in more than technical skills. In Genesis, you'll learn about a range of appropriate protocols, values, ethics, reputation and relationship-building strategies to help you advance your career.

ACEC/MA's Genesis Program provides a foundation for moving forward.

Three carefully designed instructional sessions address key topics identified by firm leaders as vital for the professional with 3-5 years experience. These engaging sessions will give you new techniques and insights through discussion and instructional exercises.



## CONNECT. LEARN. GROW.

Important seminars feature ways to refine skills necessary for building your career. Designed for professionals with 3 to 5 years experience.

### Session 1: Feb. 20 2019 How a Firm Makes a Profit— the Business Side of Engineering

*Instructor:*

**Bruce E. Beverly, PE**  
Managing Director,  
Beverly Management  
Consulting, LLC

This session focuses on how and why an engineering firm makes a profit. Mr. Beverly covers project and firm economics, overhead, how billing rates are established, utilization importance, the difference between project and firm profits, and how and why managers benchmark economic indicators against other firms. Key concept: to keep an engineering firm afloat, you need to know more than just engineering.

### Session 2: Feb 26, 2019 How Firms Get Business

*Instructor:*

**Genevieve Cahill,**  
Associate Vice President/  
Business Development  
Michael Baker International,  
Inc.

In this session, Ms. Cahill will introduce the role that marketing plays in running a successful firm. Topics will include what a go/no-go decision is and how it is made, how marketing is achieved at every level in a firm, the proposal process, and the role of marketing as part of project delivery.

### Session 3: Mar. 6, 2019 Personal Communication Effectiveness

*Instructor:*

**Paul D. Weisman, PE**  
President, SMART  
Conversations

Join us for skill-building in key communication areas that will improve your ability to work successfully with colleagues, supervisors and in teams. Topics include: Personal Mastery, Professional Conversation, and Interpersonal Collaboration. The goal is to build confidence in your ability to exchange information while enhancing rapport and working-relationships.

#### *Class Details:*

**Three 3-hour sessions**  
**Feb. 20, 26 & Mar 6,**  
**2019, 3:00-6:00 PM**  
**All sessions held at:**  
**CDM Smith**  
**75 State St, Suite 701**  
**Boston, MA 02109**

#### **Cost:**

- \$500/person from ACEC/MA Member Firms
- \$750/person from Non-Member Firms

#### **Refund Policy:**

Cancellations made by 2/18/19 will receive a refund.  
No refunds after 2/18/19 .  
If you need to change the name of attendee, call us at 617/227-5551.

**Questions?**  
**617/227-5551 or [acecma@engineers.org](mailto:acecma@engineers.org)**

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