

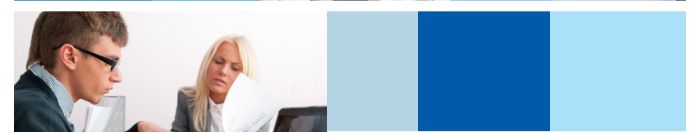
# Registration Form

Registration Deadline October 1, 2018

Participant Name _____	Position _____
Firm _____	Years with Firm _____
Work Address _____	
City _____	State _____ Zip _____
Cell _____	Home T _____
Direct Supervisor Name: _____	Supervisor Email: _____
MC/Visa/Amex (circle one) # _____	Exp Date _____
Name on Card _____	Card Billing Address _____
City _____	State _____ Zip _____
	Email for Receipt _____

**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.

ACEC/MA  
The Engineering Center  
One Walnut Street  
Boston, MA 02108-3616



## Genesis Program

ACEC/MA Education  
Program Starts October 4, 2018

*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: Oct. 4, 2018 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: Oct. 11, 2018 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: Oct. 18, 2018 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**  
**Oct. 4, 11 & 18, 2018**  
**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  
10/1/18 will receive a refund.  
No refunds after 10/1/18 .  
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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