

Registration Form

Registration Deadline January 19, 2021

Name _____ Position _____

Discipline (i.e. engineering, environmental, structural, electrical, mechanical, civil, survey, marketing) _____

Firm _____ *Years with Firm* _____

Work Address _____

Email _____ Work Phone _____

Mobile _____ Direct Supervisor Name _____

Supervisor Email _____

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

Card# _____ Exp Date _____

Name on Card _____

Card Billing Address _____

Email for Receipt _____

Signature _____

Participation limited to 30. Registration is first-come first-served, but there will be a wait-list.

Fax or email completed forms to 617/227-6783 or acecma@engineers.org

Make checks payable to ACEC/MA, mail to: One Walnut St, Boston, MA 02108

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



Genesis Program

**ACEC/MA Leadership
Education Program**
January 21, 28, February 4, 2021

*Building your successful career in the
design professions*

ACEC/MA

Leadership Education Program

Building Blocks for Professional Development

Building a professional career requires you to develop expertise in more than technical skills. In Genesis, 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:
Thursday, January 21, 2021
How a Firm Makes a Profit—the Business Side of Engineering

Instructor:
Kevin Dandrade, PE, PTOE
Principal / Vice President
TEC / The Engineering Corp

Focus on how and why an engineering firm makes a profit. Mr. Dandrade 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

Session 2:
Thursday, January 28, 2021

How Firms Get Business

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

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:
Thursday, February 4, 2021

Personal Communication Effectiveness

Instructor:
Paul D. Weisman, PE
President, SMART
Conversations

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



Class Details:
Three 3-hour sessions
Jan. 21, 28 & Feb. 4,
2021 3:00—6:00 PM
All sessions held on Zoom.

Cost:
• **\$500/person from ACEC/MA Member Firms**
• **\$750/person from Non-Member Firms**

Refund Policy:
Cancellations made by 1/19/2021 will receive a refund. No refunds after 1/19/2021. If you need to change the name of attendee, call us at 617/227-5551.

Questions?

617/227-5551 or acecma@engineers.org

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