

## Registration Form

Registration Deadline January 25, 2022

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 \_\_\_\_\_ CVV: \_\_\_\_\_

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](mailto: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 2022

*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:**  
**January 27, 2022**  
**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 than just engineering.

**Session 2:**  
**February 3, 2022**  
**How Firms Get Business**

*Instructor:*  
**Genevieve Cahill**  
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:**  
**February 10, 2022**  
**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 working-relationships.

**Questions?**

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

Design Courtesy of GZA GeoEnvironmental, Inc.  
Supported by The Engineering Center Education Trust Staff



*Class Details:*  
**Three 3-hour sessions**  
**January 27**  
**February 3**  
**February 10**  
**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 1/25/2022 will receive a refund. No refunds after 1/25/2022. If you need to change the name of attendee, call us at 617/227-5551.