

## Registration Form

Registration Deadline January 13, 2023

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: \$600/person from ACEC/MA Member Firm; \$850/person/Non-member firm.



# Genesis Program

## ACEC/MA Leadership Education Program 2023

*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 17, 2023  
**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 2:**  
January 24, 2023  
**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

**Session 3:**  
January 31, 2023  
**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

*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



**3 Sessions:**

January 17  
January 24  
January 31  
**3:00—6:00 PM**

**On Zoom**

**Cost:**

- \$600/person from ACEC/MA Member Firms
- \$850/person from Non-Member Firms

**Refund Policy:**

Cancellations made by 1/13/2023 will be refunded. No refunds after 1/13/2023. If you need to change the name of attendee, call us at (617) 227-5551