## **Registration Form**

Registration Deadline January 13, 2023	
Name	Position
Discipline (i.e. engineering, environmental, struc mechanical, civil, survey, marketing)	
Firm	Years with Firm_
Work Address	
	Work Phone
MobileDirec	ct Supervisor Name
Supervisor Email	
Payment Options	Amex or Dia 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 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.

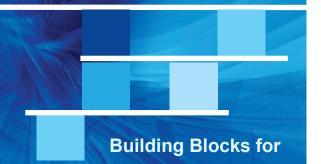


## ACEC/MA Leadership Education Program 2023

Building your successful career in the design professions

# ACEC/MA

**Leadership Education Program** 



# **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.



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. 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 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, РТОЕ Principal / Vice President TEC / The Engineering Corp Focus on how and why an engineering firm makes a profit. Mr. Dandrade covers project and firm

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 <u>acecma@engineers.org</u>

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