

## Registration Form: Registration Deadline October 1, 2024

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, initial limit of 2 per a firm until 20 attendees are reached. There will be a waitlist.***

Fax or email completed forms to 617/227-6783

or [acecma@engineers.org](mailto:acecma@engineers.org) Mail checks payable to ACEC/MA to: ACEC/MA One Walnut St, Boston, MA 02108

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



## Genesis Program

**ACEC/MA Genesis Leadership  
Education Program  
Fall 2024**

*Building your successful career in the  
design professions*

# ACEC/MA

Genesis  
Leadership Education Program  
Fall 2024



CONNECT. LEARN. GROW.

Important sessions feature ways to refine skills necessary for building your career. Designed for professionals with 3 to 5 years experience.

### Session 1: October 8, 2024 How Your Firm Gets Business

*Instructors:*  
**Lori Chicoyne**, Affinity Business Development, Founder & Strategic BD Advisor  
**Becky Bozadjian**, VP, Strategic Growth Team, WSP

What roles do marketing and business development play in running a successful firm? A big picture overview of marketing & BD for technical professionals where you'll learn how you can contribute to winning work. Topics include: marketing & BD lifecycle, networking and building relationships, and how to deliver a winning pursuit. You'll be an active participant, learning the importance of go/no-go decisions, how to network and develop your elevator pitch, best social media practices, & what goes into creating winning proposals.

### Session 2: October 15, 2024 How a Firm Makes a Profit—the Business Side of Engineering

*Instructor:*  
**Kevin Dandrade, PE, PTOE**  
Principal, TEC, Inc. The Engineering Corp.

Focus on how and why an engineering firm makes a profit. Kevin covers project and firm economics, overhead, how billing rates are established, utilization importance, the difference between project and firm profits, plus how & 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 3: October 29, 2024 Personal Communication Effectiveness

*Instructor:*  
**Paul 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.



**3 Sessions In Person:**  
October 8, October 15,  
& October 29  
**3:00—6:00 PM**

Blue Sky Center, 45  
Blue Sky Dr. 3rd Flr,  
Burlington, MA.  
Thank you to Stantec  
for this location.

**Cost:**  
• **\$600/person from ACEC/MA Member Firms**  
• **\$850/person from Non-Member Firms**

**Refund Policy:**  
Refunds for Cancellations made by 10/1/2024. No refunds after 10/1/2024. If you need to change name of attendee, call us: 617- 227-5551.

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.

### Questions?

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

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