

When Words Matter!

An ACEC/MA Leadership Education Development Course

June 5, 2019, 2:30-5:00 PM

@ Simpson Gumpertz & Heger, 41 Seyon St, Bldg 1, Ste 500, Waltham, MA

One 2-hour session featuring instructors:

David Hatem, Esq., Donovan Hatem and Michael Herlihy, Ames & Gough Insurance

If you write scopes of work, proposals, or contracts for your firm, this course is a must! The words you use make the difference between a smooth-running project and one that fails, resulting in claims. This course provides solid guidelines for selecting words that work and cautions words that can get you in trouble. Are your words open to inconsistent interpretation? This high impact seminar is specifically designed for the person who is responsible for executing contracts or proposals on behalf of the firm.

Consider this:

- Can everyone be the “best” or “most innovative”? Can these words be a guarantee?
- What happens if “synergy” is not found?
- What is the difference between “inspection” and “observation”, “resident engineer” and “field representative”? Are these terms interchangeable?

The words that we choose to use, while beautifully combined to convey our findings, to create an image of our approaches, or to detail our deliverables, can often lead us into trouble. As engineers, designers, managers and business development professionals we strive to provide well crafted, detailed, and readable materials. These materials vary from business qualifications and proposals to progress and design reports, from design and construction documents, to operations and emergency response manuals. Each product is prepared for a unique purpose. As such, each needs to be prepared differently, inclusive of the language that is used to present our thoughts and results.

When Words Matter goes beyond the basic writing skills necessary for grammatically correct technical reports and marketing documents, and addresses word choice, implied meaning, and assumption of risk.

Fee: \$250 ACEC/MA member; \$500 non-members

Registration is on a first-come, first-serve basis. Light snack and beverages will be served.

To ensure a high-quality learning and networking experience, we are **limiting enrollment to 35***

**2 employees per firm, additional employees from your firm who are interested will be placed on a waiting list*

Registrations & Cancellations by Friday, May 31, 2019

Registration

ACEC/MA Member* Non-Member

Registrant Name: _____

Firm _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Email: _____

Food Restrictions/Allergies _____

Payment Options

Visa MC Amex or Check payable to: ACEC/MA

Name on Credit Card: _____

Billing Address: _____

Billing City/State/Zip: _____ / _____ / _____

Card #: _____ Exp Date: _____

Signature: _____

Email receipt to: _____



**If Your Firm is an ACEC/MA member, YOU are an ACEC/MA member.*

This program is worth 2 PDHs (not in NY or FL), which may be accepted in some states for continuing education for PEs & PLSs.

To register: Fax this form to 617-227-6783 or email form to acecma@engineers.org

Or Mail payment with form to: ACEC/MA, The Engineering Center, One Walnut St, Boston, MA 02108-3616

To receive the ACEC/MA Member Rate online, login using your personalized login information; Don't use someone else's login.

Need help? Contact: acecma@engineers.org call 617/227-5551 or visit www.acecma.org

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