

### AWARD WINNING PROGRAM

As an award-winning, members-only program, Senior Business Leaders' Forum is designed for members who are in senior (10+ years) marketing and business development positions who are seeking a peer-based learning experience. Members share successful (and not so successful) stories about how they support their firm's leadership and lead management teams through difficult and challenging business decisions.

### SENIOR LEVEL LEADERSHIP

Members learn from colleagues who have charted their paths to leadership positions within their firms, have built and fostered business development cultures that work vertically throughout their

organizations, and who manage staff and structure their internal departments to align with greater business goals of their firms.

### THREE LOCATIONS

We currently have three groups formed, one each in: San Francisco, East Bay (Walnut Creek), and the South Bay. Each group includes up to 15 individuals for bi-monthly round-table discussions centered around business strategies, resource management, and professional development. The series provides a venue for open communication and sharing of lessons-learned and best practices among colleagues in the A/E/C professions.

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## GENERAL INFORMATION

### REQUIREMENTS

Candidates must meet the following minimum criteria:

- Senior level position in their firm
- Manage BD and/or marketing systems and budgets
- Manage and direct staff and firm resources
- Possess 10 or more years experience in the A/E/C industry

### COST

The cost of the program is \$250 for all six sessions.

### SCHEDULE

For the 2018-2019 SMPS calendar, the series will feature one morning session every other month beginning in December.

### LOCATIONS

#### SAN FRANCISCO GROUP

Second Tuesday of the Month, Every Other Month  
8:30 am - 10:30 am

Location: Cumming Corporation, 475 Sansome St., # 700, San Francisco, CA 94111

First Session: December 11, 2018

#### EAST BAY GROUP

First Tuesday of the Month, Every Other Month  
8:30 am - 10:30 am

Location: BKF Engineers, 1646 N. California Blvd., #400, Walnut Creek, CA 94596

First Session: December 4, 2018

#### SOUTH BAY GROUP

First Wednesday of the Month, Every Other Month  
8:30 am - 10:30 am

Location: Biggs Cardosa Associates, Inc., 865 The Alameda, San Jose, CA 95126

First Session: December 5, 2018

## APPLICATION

NAME: \_\_\_\_\_ SMPS #: \_\_\_\_\_

DATE: \_\_\_\_\_ YRS. OF MEMBERSHIP: \_\_\_\_\_

YRS. IN THE A/E/C INDUSTRY: \_\_\_\_\_

PLEASE CHECK ALL THAT APPLY

Senior level position for your firm

CPSM Certified

Manage BD and/or marketing systems and budgets

Possess 10 or more years experience in the A/E/C industry\*

Manage and direct staff and firm resources

*\*If you do not possess the 10 year requirement, and would still like to participate in the forum, please include a letter of recommendation from your supervisor explaining how you would benefit from the program, and how you would provide value to the group. Acceptance into the program will be on a case by case basis.*

FIRM NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## SUBMIT

Please send completed application and letter of recommendation (if needed) to the BLF leaders below. Once your application is approved, you will receive a link to register and submit payment for the program.

## HAVE QUESTIONS?

### SAN FRANCISCO

Vanessa Pelletier, CPSM  
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### EAST BAY

Cindy Bustamante, Assoc. AIA  
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### SOUTH BAY

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