

# business leader's | FORUM

## Award Winning Program

As an award-winning, members-only program, **Business Leader's 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: Oakland, 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 (If you do not possess the requirements contact group admin)

### COST

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

### SCHEDULE

For the 2017-2018 SMPS calendar, the series will feature one morning session every other month beginning in December.

### LOCATIONS

#### **Oakland Group** - TEECOM's Office

1333 Broadway Street, Suite 601, Oakland, CA 94612  
Second Tuesday of the Month, Every Other Month  
8:30 am - 10:30 am

**First Session:** December 12, 2017

#### **Walnut Creek Group** - BKF Engineers

1646 N. California Blvd., #400, Walnut Creek, CA 94596  
First Tuesday of the Month, Every Other Month  
8:30 am - 10:30 am

**First Session:** December 5, 2017

#### **South Bay Group** - Cornerstone Earth Group

1259 Oakmead Pkwy, Sunnyvale, CA 94085  
First Wednesday of the Month, Every Other Month  
8:30 am - 10:30 am

**First Session:** December 6, 2017

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## APPLICATION

Name: \_\_\_\_\_ SMPS #: \_\_\_\_\_

Date: \_\_\_\_\_ Years in the A/E/C Industry: \_\_\_\_\_

### PLEASE CHECK ALL THAT APPLY

Senior level position in firm

Manage BD and/or marketing systems and budgets

Manage and direct staff and firm resources

CPSM Certified (not required)

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

\*If you do not possess the 10-year requirement, or your experience is not in the A/E/C industry, and would still like to participate in the forum, please include a letter of recommendation from your supervisor explaining how you would benefit the group. Acceptance into the program will be on a case by case basis.

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SUBMIT APPLICATION / QUESTIONS

### SUBMIT

Please send completed application to the leader (noted above) for the group you wish to join. Once your application is approved, you will receive a link to register and submit payment for the program.

#### WALNUT CREEK

Cindy Bustamante, Assoc. AIA  
LPAS Architecture + Design  
cbustamante@lpas.com

#### OAKLAND

Nicole La  
TEECOM  
nicole.la@teecom.com

#### SOUTH BAY

Wendy Goodman  
Marketing Plus  
wendygoodman@yahoo.com

Julia Oseland, CPSM, ACC  
Executive Coaching & Business  
Consulting  
Julia.Oseland@gmail.com