



PO Box 84184
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SAN DIEGO CHAPTER

The Society for Design Administration

Affiliated with The American Institute of Architects

The Society for Design Administration advances management and administrative professionals in the A/E/C industry.

FEDERAL STANDARD FORMS 330 & NAVFAC DESIGN-BUILD DOCS --

Think Outside the Box!

Thursday, January 19, 2012

Conducted by:

Beverly Peterson

Marketing & Business Development Consultant

Hosted by:

Cavnac & Associates

450 B Street, 18th Floor, San Diego 92101

Beverly Peterson, a marketing and business development consultant for the design and construction industry, will offer insights for planning and preparation of winning written responses to public-sector *Requests for Qualifications*. Her presentation will address RFQ assessment, evaluating the "Go/No Go" process, strategy, planning, production and the responsibilities of the response team.

Date:	Thursday, January 19, 2012
Time:	Lunch Meeting: 11:30am – 12:00pm Networking; 12:00 – 1:00pm Presentation Questions? Call Jamie Shirey 760-445-4959
Location:	Cavnac & Assoc., 450 B St, 18 th Floor, San Diego 92101, 619.234.6848
Cost:	Meeting Fees: Members \$20; Member Firms/AIA & ASLA Members \$25; Non-Members \$40; Late Registrations \$50
RSVP by:	12:00 pm, Thursday, January 12, 2012 Email reservation to: jshirey@brummitt.com
Payment Options:	1) Make a check payable to SDA San Diego . Bring your check to the meeting, or mail to P.O. Box 84184, San Diego, CA 92138 2) To pay by credit card, go to www.sdasaniego.org , click on "Upcoming Seminar," and use the Paypal link at the bottom of the page.

Please let us know if you require a vegetarian meal.

*Because our meetings are catered, 24 hours' notice is required for all cancellations.
No-shows will be billed.*

SDA CAN ONLY CONTINUE WITH YOUR PARTICIPATION! PLEASE SHOW YOUR SUPPORT BY ATTENDING MEETINGS AND EVENTS.

Beverly Peterson
*Marketing & Business Development
Consultant*



Beverly is a private consultant offering marketing and business development services to architects, engineers, and contractors. She has more than 30 years of experience in the design and building industry.

Her long-time participation in industry associations includes serving on the Board of Directors for the Society of Military Engineers, Society for Marketing Professional Services, the San Diego Chapter of the Associated General Contractors and the U.S. Green Building Council. She was a 2nd Vice President of the San Diego Highway Development Association.

Beverly has been an instructor for the following presentations:

- SMPS Marketing Workshop: ***“Winning Presentations”***
- AGC Marketing Seminar: ***“Strategies to Win and Maintain Clients”***
- SMPS Marketing Workshop: ***“Cold Calling – Come out of the Cold and into the Warm”***
- American Institute of Architect’s YAF Seminar E-55, Young Architect’s Balancing Act: ***“Winning Presentations”***
- City of San Diego and Naval Facilities Engineering Command Southwest Workshops: ***“SF 330 Forms”***

Honors she has been given include the YWCA’s *“Tribute to Women in Industry (TWIN)”* and the AGC’s *“Affiliate of the Year”* awards.

Beverly’s consultant services include marketing research; marketing plan development; strategic planning; preparation of statements of qualifications and proposals for public-sector agencies including Naval Facilities Engineering Command and U.S Army Corps of Engineers; presentation preparation and coaching; promotional activities; and information, resource and organizational management.

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