



## Who We Are

For 60 years, SDA has promoted excellence in design firm management through education, and networking. It is the largest organization for managers and administrators in the architectural and engineering industry. SDA membership stretches across the United States and Canada and includes personnel in architecture, engineering, construction, landscape and interior design.



**BizTrak™** - a one-day workshop covering practice management in the A/E/C industry - is coming to Seattle and Spokane!

**2 workshop dates . . . 2 workshop cities! Which one will you and your colleagues attend?**

- 9/24/19 in Seattle (4th & Madison Bldg.)
- 9/25/19 in Spokane (Bernardo | Wills Architects, P.C.)

Designed for emerging professionals, the learning objectives for this workshop are based on ARE PM and PcM curriculum and focus on:



### Marketing

Presenter: Bill Strong, FSMPS, CPSM, Associate AIA



### Project Management

Presenter: Deborah Gill, CPA, FSDA



### Financial Management

Presenter: Deborah Gill

### Practice Management Business Overview

Presenter: Deborah Gill

## Who should attend?

Architects, engineers, landscape designers, business managers, marketing staff, administrative staff, project administrators; pretty much anyone in the office (or those looking for work in the industry) who want to learn more about A/E/C practice management: the nuances of business development and marketing in the industry, and the difference between the two; financial management acumen; the art of project management from a financial perspective; and the pitfalls when starting a firm.

Students studying A/E/C and related fields, and students taking business courses with a desire to work in the A/E/C industry will also benefit from this workshop.

## Questions? Contact Us

Stephanie Kirschner, CDFA  
SDA National  
Executive Director  
513.268.5302 ext 4  
[admin@sdanational.org](mailto:admin@sdanational.org)  
[www.sdanational.org](http://www.sdanational.org)

SDA Seattle Chapter  
[sdaseattle@gmail.com](mailto:sdaseattle@gmail.com)  
[sda-seattle.org](http://sda-seattle.org)

**Space is limited.  
Reserve your seat now!**

### Seattle workshop



### Spokane workshop



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LUs, PDHs, or CEUs