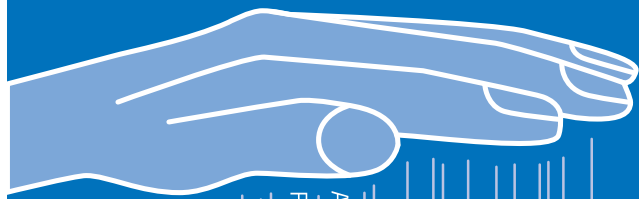


Become a Rainmaker



A dynamic half day workshop for A/E/C
Principals, Associates & Project Managers

Ford Harding teaches you
how to cultivate great clients

January 19, 2005



The "go to" place for A/E/C marketing
and business development.

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for you? Learn how to attract and keep great clients for your A/E/C firm.

- simple strategies to help your firm grow
- building client relationships that last
- increase your value within the firm
- networking: the alternative to cold calling

Free!

Register by Dec. 15, 2004
and you'll receive a free
copy of Ford Harding's book. ▶



"The Professional who does not
market has a far higher probability
of seeing their career plateau than
one who brings in new business."
—Ford Harding, *Rain Making*



be there Wednesday, Jan. 19, 2005

7:30am Registration

8:30am–12:00pm, Lunch on your own

The Doubletree Hotel in Hazard Center

7450 Hazard Center Drive, San Diego, CA 92108

\$150 for members of SMPS, AIA*, APWA, ASCE, ASLA, BDA, CELSOC, CMAA,
ITE, NAWIC, SAME, ULI, WTS // \$250 for non-members // Group discounts
available for five or more people from the same firm. Contact Kelly Tellez

*AIA members must self-report continuing education credit. This workshop is eligible for CEU.

to register Contact Kelly Tellez, ktellez@hirsch-sd.com
Register and mail checks payable to SMPS San Diego Chapter
by December 15, 2004 to receive a free copy of *Rain Making!*
Books will be distributed the day of the workshop. Mail to:
SMPS c/o Hirsch & Company, 4499 Ruffin Road, Suite 300
San Diego, CA 92123



Ford Harding Rainmaking Workshop
HALF DAY // JANUARY 19, 2005

www.SMPSsd.org for more

An interactive workshop for
Principals, Associates,
Marketers & Project Managers