



wallace
marketing
group, inc.

Tara Wallace, CPSM
MARKETING CONSULTANT

(951) 973-3900
twallace@wallacemarketinggroup.net
www.wallacemarketinggroup.net

8660 Jenny Avenue
San Diego, California 92123

Please email comments and subscription requests, or let me know of events you would like added to future calendars.

SERVICES

- Proposal preparation
- InDesign software training
- SF 330 preparation
- Presentation preparation
- Subconsultant coordination
- Good faith efforts
- Graphic design
- Copywriting
- Marketing collateral

A/E/C industry business development events

Southern California

OCTOBER

23

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			01	02
			<ul style="list-style-type: none"> ■ AAa/e: 32rd Annual Awards Banquet at 6:00-9:00p in Los Angeles ■ BDA/OC: Come and Meet the new CEO of OCTA, Will Kempton, at 11:30a in Costa Mesa 	<ul style="list-style-type: none"> ■ CMAA/SC: Breakfast of Champions, 8:00-10:30a in Irvine
05	06	07	08	09
<ul style="list-style-type: none"> ■ USGBC/IE: GREEN California Community College Summit (10/5-10/7) in Pasadena 			<ul style="list-style-type: none"> ■ USGBC/IE: Coachella Valley Branch Inaugural Membership Meeting, 5:30-7:30p ■ CMAA/SD: Moving California Forward: California High-Speed Rail Project, 5:30p in San Diego 	
12	13	14	15	16
<ul style="list-style-type: none"> ■ DBIA/WP: Golf Tournament at 11:30a in Irvine 	<ul style="list-style-type: none"> ■ CASH: Fall Conference in Costa Mesa (10/13-10/14) ■ SMPS/OC: State of the County Address, 11:30a in Tustin ■ NAWIC/SD: Project Presentation, 5:30p in San Diego ■ ULI/SDT: Real Estate Development Stimulus - The Recovery Package for Builders 	<ul style="list-style-type: none"> ■ ICSC: RetailGreen Conference & Trade Exposition in Los Angeles (10/14-10/16) ■ ACEC/LA: New Buildings on the LA Skyline, 11:30a in Los Angeles ■ SMPS/LA: The New Normal: Senior Executives Discuss the Economic Outlook of the A/E/C, 8:00a in Los Angeles 	<ul style="list-style-type: none"> ■ ICSC: Next Generation Program in Los Angeles ■ SWE: Region B Meeting in Long Beach ■ AIA/PF: Caltech's New Center for Astrophysics: A Staircase to the Stars at 6:30p ■ LAHQ: Members Only Event: ARTIC Vision, 5:30p in Los Angeles 	<ul style="list-style-type: none"> ■ WUF: Art and the City, 7:00a in Los Angeles
19	20	21	22	23
<ul style="list-style-type: none"> ■ BDA/IE: Charity Golf Tournament at 12:00p in Riverside 	<ul style="list-style-type: none"> ■ ACEC/SD: Update on the City of San Diego Water and Wastewater Departments, 11:30a in San Diego ■ SEAOSD: Shake-Table Studies of Seismic Performance of Masonry Str. in San Diego ■ ACRE/SC: Tenant Showcase 	<ul style="list-style-type: none"> ■ WTS/OC: Monthly Meeting, Costa Mesa ■ ACRE/IE: Developer's Showcase: What's New for 2010, 3:00-6:00p in Ontario ■ SMPS/SD: Focus on the Future: The Southern California Businesscape of Tomorrow, at 11:30a in San Diego ■ USGBC/SD: Green Meet 	<ul style="list-style-type: none"> ■ AIA/SD: BARchitecture, 5:30p in San Diego ■ APWA/SC: Chapter Luncheon in Lakewood ■ CMAA/SC: Transportation Night: Capital Program Updates, 5:30p in Long Beach 	
26	27	28	29	30
	<ul style="list-style-type: none"> ■ BDA/IE: Higher Education Luncheon at 11:30a in Ontario ■ OCBC: 2009 Economic Forecast Conference, 11:00a in Irvine ■ WTS/LA: TRB Conference on Women's Issues in Transportation 	<ul style="list-style-type: none"> ■ USGBC/IE: Frontier Project LEED Demonstration Building & Facility Tour, 6:00-8:00p ■ ACEC/OC: Meet Your Elected Officials ■ SMPS/SD: How to Use the SF 330 Form to Your Advantage and WIN, 8:00a in San Diego ■ NAIOP/SD: Developing Leaders Fall Mixer in San Diego 	<ul style="list-style-type: none"> ■ USGBC/OC: Social & Meet the Candidates! at 5:30p ■ USGBC/LA: Green Gala in Los Angeles 	<ul style="list-style-type: none"> ■ LABC: 2009 Mayoral Housing, Transportation, and Jobs Summit, 7:30a in Los Angeles