



Want additional proposal support, but don't want to create an additional full-time marketing position?

Want someone to take care of your marketing needs while you search for the ideal full-time candidate?

Want to free up more time for Principals and Project Managers to focus on clients and projects?

Or just want a higher proposal win rate?

Flexible marketing services from Wallace Marketing Group allow you the freedom to adjust to changing workloads.

When you need to ramp up, I'm there for you. It's the most efficient way to add marketing services capacity without adding permanent staff or compromising the quality of your proposals and other marketing material.

Give me a call and let me take care of that project for you.

SERVICES

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

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RESOURCES

A/E/C industry business development events

Southern California

FEBRUARY 2009

If you are interested in attending an event, please check the organization's web site to verify the date and time of the event, and to RSVP. Web site addresses for the organizations listed on the calendar are shown below.

Inland Empire-area meetings

- **AIA/IC:** American Institute of Architects, Inland California Chapter
www.aiaic.org/events.html
- **APWA/SC:** American Public Works Association, Southern California Association of the Inland Empire
<http://southernca.apwa.net>
- **BDA/IE:** Business Development Association of the Inland Empire
www.bdate.net/calendar.htm
- **BIA/SC:** Building Industry Association of Southern California
www.bia.org
- **USGBC/IE:** United States Green Building Council, Inland Empire Chapter
<http://chapters.usgbc.org/inlandempire/events.html>
- **WRCOG:** Western Riverside Council of Governments
<http://www.wrcog.org>

NOTE: Email comments, or let me know of events you would like added to future calendars —
twallace@wallacemarketinggroup.net

San Diego-area meetings

- **ACEC/SD:** American Council of Engineering Companies, San Diego
www.acec-ca-sd.org/calendar.asp
- **CMAA/SD:** Construction Management Association of America, San Diego
www.cmaa-sd.org/calendar2.asp
- **NAWIC/SD:** National Association of Women in Construction, San Diego
www.nawic.org
- **NAIOP/SD:** National Association of Industrial and Office Properties
www.naiop.org
- **SMPS/SD:** The Society for Marketing Professional Services, San Diego
www.smps.org/calendar.cfm

- **ASCE:** American Society of Civil Engineers, Region 9 (California)
<http://region9.asce.org>
- **CASH:** Coalition for Adequate School Housing
www.cashnet.org/meetings/index.html
- **SWE:** Society of Women Engineers, Region B —
www.swe.org/regionB

Other meetings

- **ACEC/OC:** American Council of Engineering Companies, Orange County Chapter
www.acec-oc.org
- **AEP/OC:** Association of Environmental Planners, Orange County Chapter
www.aep-oc.org
- **AIA/OC:** American Institute of Architects, Orange County Chapter
www.aiaoc.org
- **APWA/SC:** American Public Works Association, Southern California
<http://southernca.apwa.net>
- **BDA/OC:** Business Development Association of Orange County
www.bdaoc.org/calendar.htm
- **BIA/SC:** Building Industry Association of Southern California
www.bia.org
- **NAWIC/OC:** National Association of Women in Construction, Orange County Chapter
www.nawicoc.org/meetings.html
- **PMA/W:** Professional Environmental Marketing Association, Southern California Chapter
www.pema-west.org/futureevents.htm
- **SMPS/OC:** The Society for Marketing Professional Services, Orange County
www.smps-oc.org/events.asp

Orange County-area meetings

- **AIA/PF:** American Institute of Architects, Pasadena and Foothill
www.aia-pf.org
- **ACEC/LA:** American Council of Engineering Companies, Los Angeles
www.acec-la.org/calendar.asp
- **APWA/SC:** American Public Works Association, Southern California
<http://southernca.apwa.net>
- **CMAA/SC:** Construction Management Association of America, Southern California Chapter
www.cmaa-sc.org/calendar2.asp
- **ICSSC:** International Council of Shopping Centers
www.icssc.org/paps/meeting_list.php
- **NAWIC/LB:** National Association of Women in Construction, Long Beach
www.nawiclongbeach.org/meetings
- **SCAG:** Southern California Association of Governments
www.scag.ca.gov/cgi/calendar/

Los Angeles-area meetings

LinkedIn member? Want me as a connection? Here's my LinkedIn profile:
www.linkedin.com/in/tarawallace
Or email me to let me know at
twallace@wallacemarketinggroup.net

FEBRUARY

A/E/C business development events in Southern California

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
02	03	04	05	06
<p>■ APWA/SC Coachella Valley Branch General Membership Meeting Rancho Mirage</p> <p>■ SWE Region Meeting in Albuquerque [NOTE: event is on 2/1]</p>	<p>■ USGBC/IE Edible Landscaping for Riverside County, with Ecological Designer Darren Butler 6:00 to 8:30p</p>	<p>■ ICSC Conference on Open-Air Centers Los Angeles [NOTE: 2/4 to 2/6]</p>	<p>■ AEP/OC Lunch topic: Essential Fish Habitat Irvine 11:30a to 1:00p</p> <p>■ BDA/OC Business Development During this Recession Using Relationship Selling Santa Ana 11:30a to 1:15p</p>	<p>■ APWA/SC 11th Annual Dinner Dance & Casino Night [NOTE: event is on 2/7] Los Angeles 6:00p</p> <p>■ AIA/PF First Friday Forum Pasadena 7:30 to 9:00a</p>
09	10	11	12	13
	<p>■ SCAG California Land Opportunities Tracking System (CA LOTS) Los Angeles 10:00a</p> <p>■ ACEC/LA Legislative Visit Day in Sacramento</p> <p>■ SMPS/OC Monthly Luncheon 11:30a to 1:30p</p>	<p>■ SMPS/SD InDesign Level 2 Training 8:45a to 5:00p</p>		
16	17	18	19	20
	<p>■ BIA/SC Antelope Valley Chapter Luncheon 11:30a to 1:30p</p> <p>■ ACEC/SD General Membership Meeting San Diego 11:30a</p>	<p>■ BIA/SC CSBE General Membership Breakfast in Corona 7:30 to 9:00a</p> <p>■ ACRE/IE Changes in Commercial Development Ontario 3:00 to 6:00p</p> <p>■ CMAA/SC LAUSD & LACCD Bond Program Updates Los Angeles, 5:30 to 8:30p</p> <p>■ NAWIC/LB Construction Industry Mixer Signal Hill, 5:00 to 7:30p</p>	<p>■ PEMA/SC: Luncheon topic: Brownfields Costa Mesa, 11:30a to 1:00p</p> <p>■ AIA/OC: Reception at Irwin-Pancake Architects Costa Mesa, 5:30 to 7:30p</p> <p>■ CMAA/SD: Administrative Office of the Courts CIP 5:30 to 8:30p</p> <p>■ CMAA/SD: Managing Capital Project Risk 8:00 to 10:30a</p> <p>■ AIA/PF: Monthly Program 6:30 to 8:30p</p>	<p>■ BIA/SC Orange County Chapter PASS Vendor Supply Show and Luncheon in Costa Mesa 11:00a to 1:30p</p> <p>■ SMPS/OC Member Appreciation Event - One Year Anniversary! 8:00 to 11:30a</p> <p>■ NAWID/SD Block Kids 2009! [Note: event is on 2/21] 9:00a to 1:00p</p>
23	24	25	26	27
<p>■ CASH 30th Annual Conference in Sacramento [NOTE: 2/23 to 2/26]</p>	<p>■ ASCE Region 9 Infrastructure Symposium Sacramento</p> <p>■ BDA/IE Water Districts Ontario 11:30a to 1:30p</p>	<p>■ ACEC/OC Member Lunch</p> <p>■ USGBC/IE General Membership Meeting Riverside 6:00 to 8:00p</p> <p>■ AIA/OC Horizons of the Great Park Irvine 1:00 to 4:30p</p>	<p>■ APWA/SC Chapter Luncheon at Disneyland Luncheon and Tour 11:30a to 1:30p</p> <p>■ WRCOG 10th Annual Advancing the Choice Expo Temecula 8:30a to 3:00p</p> <p>■ NAIOP/SD Market Snapshot Series: Office 7:30 to 9:15a</p>	<p>■ NAWIC/OC Updated Tax Tips Santa Ana 6:00 to 8:00p</p>