



# Join us for the Certified Business Developer (CBD) Training Program!

*Provided by the Business Development Guild in collaboration with the ASU Ira A. Fulton Schools of Engineering.*

The Business Development Guild's Mission: "To Be the Premier Source of Education, Coaching, and Support for the Business Development Profession."

The Certified Business Developer (CBD) curriculum is a critical element in training current and the next generation of Business Development (BD) professionals. The curriculum is designed to take you, the BD professional, and your organization to the next level. This is the third year this program has been presented.

## The benefits of obtaining your CBD include:



**Maximize Your Return on Business Development Investment**



**Practical Applications to Daily Activity**



**Advanced Industry Knowledge**



**Access to Industry Experts**



**Improved Communications with Your Operations Team Investment**



**Understanding Best in Class Revenue Generation**

# Program Schedule

The curriculum has been designed in 6 modules, each encompassing two class sessions of 90 minutes each. Each module is the third Tuesday afternoon each month starting on May 21, 2019. Lunch is provided. The full cost for the CBD Training Program is \$1,800 for members, \$2,100 for non-members, and \$1,500 for young professionals. Once certified it takes 6 CEU's annually to maintain certification.

**Location:** DLR Group (6225 N. 24th St., # 250, Phoenix, AZ 85016) **Class Time:** 11:30 – 4:00/5:00 PM

## Module 1 | Tuesday, May 21, 2019

### **Anatomy of a Pursuit**

Mike Brinkley, *Healthcare Advisor*, Land Advisors  
Jennifer Frost, AIA, NCARB, CHC, CCM, LEED AP BD+C,  
*Vice President, Arizona Area Manager*, The Vanir Team  
Lisa Kane, *Group Director, Strategy*, Siegel+Gale

### **Ethics, Politics and Business Development**

Dean Howard, *Business Dev. Manager*, Hill International  
Rebekah Morris, *President*, BEX

## Module 2 | Tuesday, June 18, 2019

### **Market Research – The Fundamentals**

Ted Ritter, LEED AP, CBD, *Principal*, LMI360  
Nicole Christy, CBD, *Managing Partner*, John Delano

### **Business and Strategic Planning**

Anthony Jeffers, CM-Lean, *Project Dev. Director*, Hensel  
Phelps

## Module 3 | Tuesday, July 16, 2019

### **Return on Relationships / Leveraging Your Network**

Cynthia Wrasman, CBD, *CEO*, Kefi Catalyst

### **Project Delivery Methods**

Wylie Bearup, PE, PhD, DBIA, *Professor of Practice  
& Beaver Ames Heavy Civil Chair*, ASU Del E. Webb School  
of Construction

## Module 4 | Tuesday, August 20, 2019

### **Budgeting and Operations in Business Development**

Danielle Feroletto, CPSM, *Principal/Owner*, Small Giants

### **BD Models and Role Definitions**

Rock Rickert, CBD, *Principal, Business Dev.*, Archicon  
Don Helton, CBD, *Director of Business Dev.*, Brycon

## Module 5 | Tuesday, September 17, 2019

### **The Business of The Industry. How is the Money Made?**

Ron Ensley, *Operations Director*, Katerra

### **Know Your Leadership Style and That of Others**

Rebecca Timmer, CBD, *Corporate*, Dibble Engineering

## Module 6 | Tuesday, October 15, 2019

### **Client for Life**

Jana Brickey, CPSM, *Associate, Business Development  
Director*, DFDG Architecture

### **Expectations and Measuring Success**

Jennifer Delaporte, *Director of Business Development*,  
Pepper Construction, WI