



AIA-NJ Education Seminar  
The Architect's Roundtable

**Retool your firm for the new decade by minimizing risk,  
increasing profitability and speeding up cash flow**  
presented by Stephen R. Whitehorn, Whitehorn Financial Group, Inc.:  
Creator of The A/E Empowerment Program™

**Help create a demand for your services. Learn about profitability and the  
successful integration of sustainability and the art of architecture**  
presented by The Sheward Partnership:  
David N. Scheuermann, AIA Michael Sheward, AIA and Michael Pavelsky AIA

**Connect to the Core: Learn how to create a powerful and  
motivating message that differentiates your firm from the competition**  
presented by Teresa Easler

Tuesday March 2, 2010 4:30 – 9:00PM Food will be served  
Weston Lecture Hall 1, College of Architecture and Design  
New Jersey Institute of Technology , University Heights, Newark, NJ

Free parking in the NJIT parking deck.  
For GPS use: **154 Summit Street**, Newark, NJ 07102

3 CEUs Submitted for approval for AIA, CID and USGBC requirements  
For more information or online registration, please go to [www.aianj.org](http://www.aianj.org).

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Please reserve my space at the March 2<sup>nd</sup> Architects Roundtable Program!

- \_\_\_ AIA Members \$75.00
- \_\_\_ NJIT AIAS Members and Mark Bess's Pro Practice class FREE with registration
- \_\_\_ Students \$50.00
- \_\_\_ Guests \$100.00

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_  
AIA # \_\_\_\_\_ Phone/FAX \_\_\_\_\_  
e-mail (required) \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ Bill my \_\_\_ VISA \_\_\_ MC  
Name \_\_\_\_\_ credit card # \_\_\_\_\_  
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Signature \_\_\_\_\_

Please fax (with credit card info) or mail (with check) your RSVP to Lori Lee by Feb 23, 2010  
Checks payable to AIA-NJ  
Send to: Lori Lee, AIA-NJ, 414 Riverview Plaza, Trenton NJ 08611 phone 609.393.9891