

Charlotte Contact: Kathy Scheessele, Vice-President
MBDⁱ
(704) 553-0000
kscheessele@mbdi.com

PENC Contact: Paul B. Goodson, PE
Executive Director
Professional Engineers of North Carolina
(919) 832-7333 ext. 230
exec@penc.org

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Charlotte Consulting Firm Provides Professional Development Services for State Association of Professional Engineers

Mastering Business Development, Inc. (MBDⁱ), a national business development consulting and training firm, announced the scheduling of a seminar on Ethics and Leadership for the Professional Engineers of North Carolina (PENC). The presentation will take place at the PENC Professional Development Conference in Williamsburg, Virginia on June 19, 2003.

This opportunity is the result of the successful seminar on Mastering Business Development presented by MBDⁱ at the December 12, 2002 PENC Professional Development Workshop Series held in Raleigh, North Carolina. Paul B. Goodson, PE, PENC's Executive Director, stated, "MBDⁱ's December workshop was very well received by our membership. Given tight local and state government budgets and reduced public works spending, it was clear that our membership needed to become more efficient in business development. MBDⁱ, with their strong engineering background, was a logical choice to assist our private-sector membership in this critical business development area."

Bill Scheessele, President and CEO, said, "We are pleased by the confidence PENC has placed in our services and processes. It is with great satisfaction that we are now given the opportunity to continue to participate in PENC's long-tradition of professional development excellence."

MBDⁱ has been providing business development training and consulting services for more than 24 years. It specializes in transformational learning experiences for business development professionals dealing with services or goods with high intangible and/or intellectual value. For more information, go to www.mbd.com.

Professional Engineers of North Carolina (PENC) is a professional association of over 2,000 individuals including Professional Engineers, engineering interns, engineering graduates, and engineering students in nine local chapters and five university engineering programs. PENC is a state society of the National Society of Professional Engineers. Members represent all technical disciplines and all practice areas including construction, education, industry, government, and private practice. PENC's headquarters offices are located in Raleigh, North Carolina. Additional information can be found at www.penc.org.