

SMPS

Society for
Marketing
Professional
Services
Connecticut

smpsconnected
quarterly membership newsletter

In This Issue

[SMPS Regional & National Conferences](#)

[SMPS 2011 Build Business Recap](#)

[Past Program Recaps & Upcoming Programs](#)

[Member News](#)

[Of Interest: Habitat for Humanity Gingerbread Build](#)

[Sponsorship Information](#)

Quick Links

[Board / Committee Contacts](#)

[Membership Info](#)

[Events Info](#)

[Our Sponsors](#)

SMPS Northeast
Regional & National
Conferences

The SMPS Regional and National Conferences are right around the corner! Be sure to save the

SMPS Connecticut Newsletter

FALL / WINTER 2011 EDITION

Dear Sara,

Welcome to another exciting SMPS Program Year! I am pleased to have been elected as your 2011-2012 SMPS Connecticut Chapter President, and look forward to a great year, with a top notch Board of Directors, committee chairs and volunteers. As I stated at the Annual Meeting back in June, my goals for this year are to have a strong focus on growing and engaging our membership, while continuing to provide exceptional programming that provides meaningful insight, education and value to all our members and guests.



"THE NEW REALITY"

Over the summer's brainstorming sessions, one theme that kept popping up was the concept of being "real" and the value placed on authenticity, transparency and humanization in our dealings with clients and colleagues, particularly in this difficult economic climate. From this concept sprung this year's theme, "THE NEW REALITY - FOCUS & ENGAGE." Our programs this year will strive to address the key, and sometimes sensitive, issues relevant to our industry and our careers in these turbulent and uncertain times. Each program will provide a "Reality Check" to record key takeaways, so that by the end of our programming year you will walk away with a handy resource to help you "keep it real" while building business for your firm and advancing your career.

We are now well into our programming year, with two outstanding events under our belt. In September, Carolyn Bligh of Bligh Graphics kicked off the fun by moderating an engaging panel discussion revolving around the Multi-Generational Workplace. Reality Check: did you know that there are now FOUR generations in the workplace? Panelists and audience members discussed the challenges and

dates:

SMPS Northeast
Regional Conference:

May 9 - 11, 2012

New Haven, CT

SMPS National
Conference:

July 11 - 13, 2012

San Francisco, CA

Social Links



opportunities that this new reality presents to the A/E/C industry. The October building tour of the new Marine Science Magnet High School in Groton was met with rave reviews. Bruce Kellogg, AIA, LEED AP, of JCJ Architecture walked us through this inspiring and breathtaking educational facility, which, for me personally, served as a great reminder as to why I've pursued a marketing career in this industry. I think we are off to a great start, with more interesting and thought-provoking programs to come.

Additionally, the Connecticut chapter is privileged to be the host of the Northeast Regional Conference May 9-11th, 2012 at the Omni Hotel in downtown New Haven. This conference will be an excellent opportunity for our chapter to showcase the strength and talent of our members, and to collaborate with our fellow chapters from around New England and New York. Planning is well underway, and I encourage you all to mark the dates on your calendar - you will not want to miss what we have in store!

If you haven't done so already, be sure to connect with the Chapter on LinkedIn and Twitter to keep apprised of the latest news and events. And of course, check out our [website](#) to view our Calendar of Upcoming Programs/Events, Job Bank, chapter contact information, and much more.

Finally, I wish to thank all our volunteers for their energy, creativity, hard work, and dedication to our organization. I think it is obvious from our first couple of programs that we have a powerhouse team coming up with innovative programming, as well as fresh educational and networking opportunities for you to enjoy. I'm so thrilled to have them on my team! I also wish to thank all of our sponsors - without your support, we would not be able to make these programming opportunities a reality.

We have a great year ahead of us! Please feel free to call, e-mail, or speak to me or any of the Board Members at the next event to share your thoughts, suggestions, and any great ideas you may have for a better SMPS Connecticut. Hope to see you at our next event!

Sincerely,

Lauren A. Dabek
President, SMPS Connecticut

VHB | Vanasse Hangen Brustlin, Inc.
860.632.1500 | ldabek@vhb.com

[Back to Top](#)

Thank You to Our Annual Sponsors!



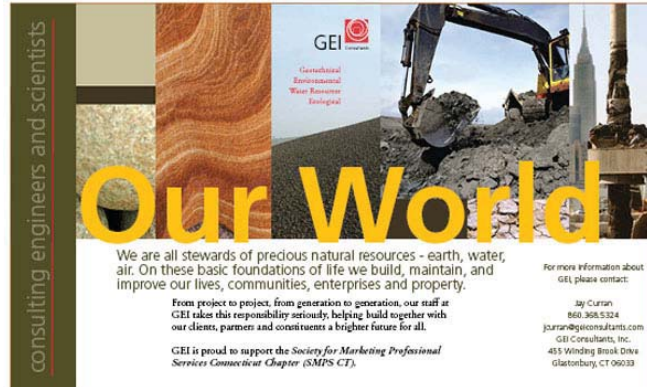
SMPS Northeast Regional Conference

SMPS Northeast Regional Conference | May 9 - 11, 2012

New Haven, CT

SMPS CT is proud to host the 2012 Northeast Regional Conference: "**The New Reality**", as an extension of the Connecticut Chapter program year. The New Reality is expressed through authenticity, transparency and humanization in how we manage our client relationships as professionals and collectively as A/E/C firms. If perception is reality, then it is critical to understand the nuances of how our business practices are changing. Get REAL by joining us May 9 - 11 at the Omni Hotel in New Haven.

[Back to Top](#)



SMPS 2011 Build Business Recap

The bottom line: Build Business 2011 was a rousing success. Approximately 820 attendees met August 24-26 at the Sheraton Hotel & Towers in Chicago to interact with clients with work; explore trends in business development, marketing/communications, leadership, and management; learn how to deliver extraordinary service to clients; and gain knowledge to become more effective leaders.

Read the entire recap [here](#)

[Back to Top](#)

CONSIDER THE
TIME AND MONEY
YOU SPEND
MANAGING YOUR
EVERYDAY
PRINTING AND
REPROGRAPHIC
NEEDS.

Convinced that there's
got to be a better way?

Buckaplan.com, a subsidiary of Universal Copy, is a one-stop resource for all your printing and reprographic needs. We can save you time and money.

Let us download, process, print and deliver your ConnDOT plans for the fixed price of just a buck a plan. Try us on your next bid.

No processing charges.
No set up fees. It's as
simple as it sounds. At
just one dollar per sheet -
it's a buck a plan.

Announcing a simple
new solution to your
complex, ever-changing
reprographic needs.

Email your files to plans@buckaplan.com

BUCK
A PLAN.COM

buckaplan.com | 855-buckaplan

a subsidiary of
UNIVERSAL COPY

A Proud Annual In-Kind Sponsor
of SMPS Connecticut

Digital Printing
Color & Black & White Copies
Business Cards & Post Cards
Graphic Design Services
Bindery Services
Presentation Boards
Full Color Banners & Posters
Brochures & Programs
Blueprinting

Past Program Recaps & Upcoming Programs

September 2011 Program: *What You Need to Understand to be Successful in a Multi-Generational Workplace*

Are you "Talkin' 'bout my generation?" Generational issues are having a major impact on how AEC firms function, the workplaces they design, engineer, and build, and the way they interact with clients. That was abundantly clear at SMPS Connecticut's program season kickoff panel event on the multi-generational workplace. This distinguished panel of experts shared their own experiences as building owners, designers, contractors, educators, authors, and multi-generational experts.



Itself generationally diverse, the panel included members from all four of the generations currently represented in the workforce: Traditionalists (age

66+), Baby Boomers (age 46-65), Generation X (29-45), and Generation Y (< 28). Though these labels vary, each generation has broadly unique ways of doing things and work/life expectations. In the context of the building industry, the panel explored the communication gaps between them, how to understand the difference in work styles, and the impacts on productivity and project delivery methods. They conveyed the realities of the marketplace, and the need for firms to be generationally aware in their marketing strategies, business development, operations, and employee retention efforts. The following were some of the main discussion categories and their highlights.

For more on this program, visit the SMPS CT [website](#).

October 2011 Program: ***Building Tour of the Marine Science Magnet High School of Southeastern Connecticut***

As Architectural Project Manager for the Marine Science Magnet High School, SMPS Member Bruce Kellogg, from JCJ Architecture guided the tour of this 65,000SF educational facility which reflects LEARN's (a Regional Educational Service Center - RESC) curriculum, goals and the coastal site. The school's design exhibits a marine science educational theme and the client's mission of preparing students for marine-related higher education and employment, equipping students with both practical skills and theoretical knowledge through the field study of the fresh water and salt water features.



Upcoming Program:

November 16, 2011 - Verbal Branding Baci Grill, Cromwell, CT

About the Program

Verbal Branding uses plain language differentiation and a fully defined conversational application to create an ultra-simple business platform. It simultaneously improves at least four critical business elements: sales, internal culture, message "density" through all channels (including to unify Sales and Marketing), and management modeling for executives.

Apparently unique in the world, Verbal Branding also becomes the basis for far reaching business simplicity. Using no more than two positioning concepts as drivers - conveying why you are "different and better" - the platform reflects total branding logic where the most important ideas can be said in five seconds or less and are easily understood by everyone, internally and externally.

Your organization will now have an impact multiplier framework that improves your ability to marginalize the competition, drive faster growth, and unify any number of people. Considered another way, Verbal Branding functions as a new basis to Think and Speak, representing a vastly superior way to sell and an indispensable simplicity foundation for multi-faceted competitive advantage.

For more information on this program, and to register visit the SMPS CT [website](#). We hope to see you November 16th!

[Back to Top](#)

Member News

Kudos to SMPS Member Ruth Millward!

Bernice Bako, CPSM, Marketing Director for Turner Construction Company in NYC and [Ruth Millward](#), Partner in Millward and Millward LLC have received national design awards for several Turner Logistics marketing projects.

A suite of five brochures packaged in a presentation folder for Turner Logistics service units, and a separate overview booklet, both won Certificates of Excellence in American Graphic Design competitions. The competitions were hosted by Graphic Design USA, and winning pieces will be displayed on a website and in a publication. More than 8,000 entries are received annually and approximately 15% recognized with awards.



Previously, Turner Logistics' Conference and Tradeshow was awarded First Place for Special Events in the SMPS National Marketing Communications Awards competition.

Turner Logistics of Hawthorne, NY is a subsidiary of Turner Construction Company, furnishing supply chain management services to the design and construction industries. They employ 160 professional staff nationally.

Millward and Millward of Stamford is a graphic design and communications firm serving the A/E/C industry with print, electronic, and display design solutions.

Welcome 2011 New Members!

Elise Holder | Burns & McDonnell
Lindsay Sacco | Antinozzi Associates PC
Adria Torcellini | The Lane Construction Corporation
Shawna Kitzman | Fuss & O'Neill
Denise Brown | The S/L/A/M Collaborative
Kathleen Bouffard | Towers Golde LLC

New Member Challenge

The SMPS Connecticut Chapter wants to help you get engaged in SMPS, build business for your company, advance your career, and make new friends! If you are looking to join SMPS for the first time, have recently become a member, or have been away from us for at least a year - we encourage you to take this challenge. Please contact our Membership Chairs [Kara Gruss](#) or [Allison Gapski](#), to find out how you can complete the challenge, to receive a \$25 gift card and a free attendance at one upcoming SMPS CT event!

Members on the Move

Dietz & Company Architects Welcomes **Mary MacIvain, CPSM**
Mary MacIvain, CPSM, Marketing Coordinator
marym@dietzarch.com

Michael Baker Engineering Inc. Welcomes **Krista Kenney**
Krista Kenney, Marketing Specialist
krista.kenney@mbakercorp.com

Svigals + Partners Welcomes **Allison Gapski**
Allison Gapski, Marketing Manager
agapski@svigals.com

[Back to Top](#)

Of Interest:

Hartford-Area Habitat For Humanity's First Gingerbread Build!

Calling all aspiring gingerbread architects, bakers, chefs, artists and builders!



Enter your edible masterpiece in the inaugural **Hartford Habitat Gingerbread House Show and Competition**, Dec 1 -8 in Blue Back Square, West Hartford.

Click [here](#) for entry rules & categories

All entries must be entirely edible (not necessarily gingerbread) and delivered to the event space on Tues., Nov. 29 or Wed. Nov. 30.

For More Information or to Submit an Entry, contact: [Brooke Penders](#), 860-541-2208 ext. 112

[Back to Top](#)

Sponsorship Information

SMPS CT is your key to connecting with the marketers, business developers, principals and decision makers in the A/E/C industry throughout Connecticut & Western Massachusetts.

Our regular emails reach nearly 1000 A/E/C professionals. In addition, sponsorship rewards you with free admission to events, giving you an opportunity to introduce your firm face-to-face.

And this year, you have the special opportunity to combine a targeted year long campaign with a Regional component! The SMPS Northeast Regional Conference will be held right here in Connecticut, expanding your investment throughout New England.

Would you like to:

- Have access to principals, marketers, professionals, and decision-makers in A/E/C and related firms;
- Receive recognition at targeted industry events;
- Cultivate new and existing relationships face-to-face, the most effective way to get your foot in the door with potential partners and clients;
- Build your business through cost-effective marketing that delivers results

If so, [contact us](#) NOW to discover the many ways we have to get you and your firm the recognition you deserve!

Call us for details:

Robert Saunders 860.623.0569 and Diane DeGray 860.623.2697
SMPS Connecticut Sponsorship Co-chairs

[Back to Top](#)

Enjoy the rest of the fall season! We look forward to seeing you at our next program.