



## SMPS Connecticut Chapter

End of Summer Newsletter

August 2011

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### Thank You to Our Annual Sponsors!

Annual Sponsors



Dear Sara,

I cannot believe we are well into summer and putting a big bow on the end of my 2010-2011 presidency. It has been a year of incredible personal enlightenment and growth from participating in SMPS in this capacity and I value this experience and respect my predecessors all the more.



Challenged by the economic climate, our organization has continued to thrive by providing a special resource to our industry unmatched by others. With this purpose, we set goals to support this mission and were incredibly successful through attendance, feedback, sponsorship and recognition throughout the year. Thank you to all who recognize SMPS as a valued organization! It is because of you, our members, sponsors, and volunteers that we continue to grow.

I would like to welcome Lauren Dabek as our incoming President and know she will prosper in the 2011-2012 year. Her commitment and dedication continues to shine as she has begun to ramp up the planning for the 2011-2012 program year with an amazing support system of volunteers. Please keep your eyes open for the next exciting

installments of programming, networking, building tours and fun as we roll out the calendar. I promise it will prove to be better than the last.

Thank you again to all for your support and enjoy the rest of your summer!

All the best,  
Kara

## ANNUAL MEETING

On June 22nd, SMPS members and guests gathered at Shuttle Meadow Country Club in Kensington for the 2011 SMPS-CT Annual Meeting & Luncheon, which included a riveting panel discussion entitled "Get the Inside Track on the Connecticut Budget."

The meeting kicked off with a welcome & introduction by outgoing SMPS-CT Chapter President Kara Gruss. The new members of the Board of Directors were officially voted in, and are as follows:

President: **Lauren Dabek**, VHB/Vanasse Hangen Brustlin, Inc.  
President-Elect: **Beth Taylor, CPSM, LEED AP**, BVH Integrated Services  
Past-President: **Kara Gruss**, JCJ Architecture  
Treasurer: **James Bancroft**, PE, FSMPS, Lenard Engineering, Inc.  
Secretary: **Katherine Serafin**, Fuss & O'Neill  
Directors: **Melissa Shaffer**, GEI Consultants  
**Krista Kenney**, Michael Baker Corporation  
**Jacqui Copp-Moffett**, Fuss & O'Neill  
**Allison Gapski**, JCJ Architecture



The Grace Waldvogel Member of the Year Award went to Marcia Kellogg, for her outstanding leadership of and contribution to the Programming Committee. Incoming President Lauren Dabek took the podium to discuss her vision and goals for the upcoming year, which include a strong focus on continuing to provide valuable programming, as well as growing and engaging membership.

A diversified panel spoke about the Connecticut State Budget and its Impact on the A/E/C

Marketplace. Panelists included:

- Faith Gavin Kuhn, ABC's Director of Regulatory Affairs & Communications
- Carl Casa, Undersecretary for Legislative Affairs at the Office of Policy and Management
- Christine Stuart, editor of CTNewsJunkie
- Fred Carstensen, Director CT Center of Economic Analysis, University of Connecticut
- Keith M. Phaneuf, State budget reporter from the CT Mirror
- Al Herring, Chief Engineer of CT Department of Public Works

Moderated by Bruce Kellogg, AIA, Principal of JCJ Architecture, topics of discussion included:

- State spending
- School construction and state reimbursement rates
- Transportation, Infrastructure, and Capital Improvement/Renovation Projects
- Tax burden on small and midsize versus large businesses

## **MCA AWARDS**

On June 8, 2011, SMPS-CT had its annual Marketing Communications Awards and Member Appreciation ceremony at Lyman Orchards Homestead in Middletown. Over 75 members joined together to celebrate the 2010-2011 year and to pay tribute to this year's award winners. Thank you to everyone that submitted and again, congratulations to the winners!

### **RECIPIENTS OF THE 2011 MARKETING COMMUNICATIONS AWARDS**

#### **Best Holiday Piece**

BVH Integrated Services, Inc.

#### **Best Brochure**

Golden Egg Concepts and Diggs Construction, LLC

#### **Best Newsletter**

Woodard & Curran

#### **Best Website**

Consulting Engineering Services, Inc.

#### **Best Feature Writing**

On Target Marketing & Communications, LLC

#### **Best General Marketing Piece**

Bligh Graphics, LLC



## PLANNING RETREAT

The 2011 SMPS-CT Annual Planning Retreat took place on July 15th at Community Lake Park in Wallingford, CT. The objectives for the day were for each of the chapter's committees - Membership/Communications/Sponsorship/Programs - to establish concrete goals, schedules and action items for the upcoming 2011-12 year. After a welcome and recap of this past year's accomplishments by incoming president Lauren Dabek, attendees participated in a fun icebreaker and brainstorming session, then broke into groups to get to work with their specific committees. A productive work session allowed committee members to identify and prioritize goals for the year, define roles and responsibilities for each committee member, and set schedules and timelines to keep it all on task. Attendees enjoyed a potluck picnic under a beautiful sunny July sky, and left the retreat energized and excited for the upcoming SMPS year!

## 2010 - 2011 COMMITTEE RECAPS

### ● Programs

- Committee members included: Co-chairs Marcia Kellogg & Beth Taylor, and members Geryl Rose, Allison Gapski, Bill O'Connor, Jacqui Copp Moffett, Leslie Fredette, Cathy DeFrances and Kara Gruss.
- Developed the 'Get Revved Up' Theme
- Enhanced member value by reinstating the Members Only programs, which included various webinars (Marketing Pit Stops) hosted at member firm's offices

### ● Communications

- Committee members included: Chair, Krista Kenney and members Kim Walsh, Lindsey Burke, Jennifer LaVoie, Kathy Serafin and Geryl Rose
- The MCA Award Ceremony at Lyman Orchard's was a highlight of this year's planning efforts. 74 members and non-members attended, all of whom thoroughly enjoyed the event
- Members and non-members are utilizing the Chapter's social media outlets to keep apprised of the upcoming and past programs. Twitter, Facebook and

LinkedIn continue to be updated weekly.

- Switched from Cvent to Constant Contact for program invitations and email blasts
- **Membership**
  - Committee members included: Co-chairs Lauren Dabek & Ruth Millward, and members Vicki Pancoast, Pat Bilotto and Jessica Samios
  - We have 7 new members this year!
  - Instituted the Chapter Membership Challenge geared to help new members get engaged in SMPS, build business for their company, advance their career, and make new friends.
  - Established a Member Spotlight section on the SMPS-CT website
- **Sponsorship**
  - Ariel Martinez helped to secure sponsors for the year and for various programs.
  - Sponsors included:
    - Annual Sponsor: GEI Consultants, Inc.
    - Program Sponsors: Antinozzi Associates, ARCADIS, Consulting Engineering Services, Dewberry, Dietz & Company Architects, Fuss & O'Neill, JCJ Architecture, Kleinfelder/SEA, Office Resources, Standard Builders, Towers/Globe Landscape Architects, URS
    - In-Kind Sponsors: BVH Integrated Services, Universal Copy
- **Job Bank**
  - Terry Casey continued to provide her valuable help with updating open job postings and coordinating resumes of members who were in-between engagements, and will continue to do so next year.
- **CPSM**
  - Mary MacIlvain led a study group for several members that were interested in pursuing CPSM certification

## MEMBER NEWS

- Krista Kenney has accepted a position as Marketing Specialist at Michael Baker Corporation in Rocky Hill.
- Our President-Elect, Beth Taylor, CPSM, LEED AP, welcomed a baby girl on August 8th! Natalie Caroline Taylor weighed in at 9 lbs and measured 21 inches. Congratulations Beth!



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