



Summer 2010



Letter From The President

Dear Colleagues:

It is time to make the statement that all outgoing presidents make: "Where did the year go?" It seems like yesterday that we gathered at the Annual Planning Retreat, during which we defined three goals for the year:

- Increase membership and value
- Become a recognized (relationship) source
- Increase revenue for the chapter

With these goals in mind throughout the year, we launched our newly re-designed website in September. We entered the world of social media with LinkedIn and Twitter keeping members apprised of the latest SMPS-CT happenings. We continue to take strides to reduce our carbon footprint by utilizing the web-based program CVENT for our chapter mailings and event registration.

I am sure that everyone who attended the programs this year will attest to their value. We had terrific speakers at our Breakfast and Lunch Programs, Client Panels, and Marketing Roundtables. We held our first Annual Mochavino Marketing Mixer that was a great success, with proceeds from this event providing over 2,700 meals to the Connecticut Food Bank!

As I turn the reins over to our President-Elect, Kara Gruss, I am reminded of the generous support the Chapter has received from our sponsors, volunteers, and Board Members -- THANK YOU.

And finally, on a personal note, thanks to all of you for your kindness and support this past year. It has been an honor to serve as your Chapter President.

Sara Ruggiero, CPSM
SMPS-CT President

Many thanks to our 2009-2010 Annual Sponsors



Upcoming Events

The 2010-2011 Program Calendar is almost complete and will be published soon. This year's theme?

"GET REVVED UP to Stay Competitive in the AEC Marketplace"



Recent Events

Northeast Regional Luncheon at Build Business (July 15, 2010) Boston Marriott Copley Place, Boston, MA

SMPS CT proudly sponsored the first Northeast Regional Luncheon with special guest speaker **Frank Stasiowski**, FAIA, founder, CEO, and President of PSMJ Resources, Inc., a worldwide firm that specializes in improving the performance of A/E/C firms of all sizes and their personnel. Frank's vibrant presentation illustrated many relevant economic trends affecting A/E/C firms, our markets and clients. His dynamic and interactive session also included some of Frank's economic forecasts on viable markets in the recent past, present and future.

This informative event was free to all Build Business attendees from the Northeast Region.



Annual Meeting & Higher Education Panel Focus Group (June 16, 2010) Shuttle Meadow Country Club, Kensington, CT

At the final SMPS CT program of the year, members voted on and announced our new board of directors, presented chapter awards, and participated in a lively discussion with higher education colleagues.

Attendees were treated to an informative panel discussion in which Higher Education Facility Managers gave their "insiders look" on the challenges of building and construction in a down economy. Much insight was gained regarding how academic institutions and their A/E/C consultants must find ways to "do more with less."

Panelists included Sally Katz, Trinity College's Director of Facilities, Tom Beebe, University of New Haven's Assistant Vice President of Capital Projects, Stephen George, Connecticut College's Manager of Planning Design and Construction, and Alexandria Roe, Uconn's Director of Planning and Project Development.

Panel Topics included:

- Dwindling operating/capital budgets and growing deferred maintenance
- Rising student expectations
- Sustainability initiatives

SMPS CT thanks **Standard Builders** for their generous support of this program.



Marketing and the A/E/C Industry - Where do your skills stand? (May 18, 2010)
BKM Total Office, East Hartford, CT

This program offered six round table discussions guided by several of our chapter's seasoned marketing professionals. Attendees had the opportunity to choose four of six marketing topics and ask probing marketing questions, test new ideas, share challenging marketing projects with peers and marketing colleagues. Topics included:

- Marketing Awards – led by Terry Casey, On Target Marketing and Communications
- Social Media for Marketing – led by Carolyn Bligh, Bligh Graphics
- Interpreting an RFP - Cathy DeFrances, Tecton Architecture
- Event Planning - Ruth Millward, Millward & Millward; Bernice Bako, Turner Logistics
- Business Development - Donna Maltzan, Business Development Training & Consulting
- Technology & Marketing - Alan "Chip" Green, Jr., Green Ink Communications

A special thanks to program sponsor **BKM Total Office**.



Principals Program: Aligning Yourself to Your Clients (April 21, 2010)
Baci Grill, Cromwell, CT

Douglas Reed, P.E., President of FosterGrowth, conducted a workshop on improving the effectiveness of A/E/C sales and marketing processes by integrating the "who we are" with "what clients want" to create a corporate culture in harmony with clients and a more enjoyable and profitable professional experience for all.

Thank you to **VHB** and **Standard Builders** for sponsoring this successful event.



SMPS CT Congratulates its Newest CPSM

SMPS offers a credential that recognizes achieved marketing expertise, the Certified Professional Services Marketer (CPSM). A CPSM is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services and has demonstrated their knowledge of the practice and related disciplines through a thorough examination of marketing competency.

SMPS CT is proud to recognize its newest CPSM, **Mary MacIlvain**, who passed the rigorous three-hour exam on August 3rd. Congratulations, Mary!

Please note, while formal study groups are organized annually to coincide with the national conference, eligible candidates can sit for the exam at any time throughout the year when proctored by a current CPSM, anywhere with internet access. Contact **Beth Taylor** for more information or visit www.smpsct.org.

Two Members Receive National SMPS Marketing Communications Awards

80 Marketing Communication Awards were announced at Build Business: “Reinvent. Retool. Rebound,” the SMPS National Conference held in Boston in mid-July. The entries this year were an incredible display of the expertise of talented marketing professionals working at A/E/C firms today, and included two award-winners from the Connecticut chapter.



BEST Feature Article: On Target Marketing & Communications, LLC

Theresa Casey, Principal of On Target Marketing & Communications and her client, Cardno TBE of Clearwater, FL, were the joint recipients of the national SMPS Marketing Communications Award in the Feature Article category.

The feature article, *Brown is the New Green: Sustainable Design on Brownfields Coming into Vogue*, was one of a series of Florida Engineering Journal (FEJ) articles, written by Ms. Casey. This is the third award for the public relations campaign, and the second national award. The campaign series also received the ZweigWhite

Marketing Excellence Award in the Media Relations category in May 2010, and the Society for Marketing Professional Services Connecticut 2009 Best Feature Article Award.

BEST Direct Mail Campaign - Standard Builders

Marcia Kellogg, Marketing Manager of Standard Builders, received an SMPS National Award for the Standard Builders' direct mail campaign. The postcard series was among an elite group of marketing pieces recognized in this prestigious awards program for professional services firms in the design and building industry. After being displayed at Build Business, the winning entries were sent to various locations and will continue touring throughout the year to help educate SMPS members and the industry about the marketing trends and innovative tactics that firms are using during these difficult economic times.

Congratulations, Terry and Marcia!



SMPS CT Member of the Year Award

Congratulations to **Terry Casey** of On Target Marketing and **Carolyn Bligh** of Bligh Graphics. They were the co-recipients of the second annual *Member of the Year Award* for their extraordinary efforts and contributions to the chapter.

This award was given in honor of beloved colleague and SMPS CT member Grace Waldvogel who passed away in October 2008.



SMPS CT Planning Retreat

The Board and Committees met on June 25th at the Baci Grill in Cromwell for the Annual SMPS CT Planning Retreat. Facilitated by Jacqui Copp-Moffett of Fuss & O'Neill, the group identified the chapter's strengths, weaknesses, opportunities and threats and created a strategic plan for the upcoming 2010-2011 program year.

Job Bank

Visit the [SMPS CT job bank](#) for positions open and positions wanted or contact Theresa M. Casey, FSMPS, CPSM at tcasey@on-target.biz.

Introducing the 2010-2011 Board of Directors



President:

Kara (Bacik) Gruss
Kenneth Boroson Architects
Kgruss@kbarch.com

President-Elect:

Lauren Dabek
VHB| Vanesse Hangen Brustlin

ldabek@vhb.com

Secretary:

Katherine Serafin
SEA Consultants
kathy.serafin@seacon.com

Treasurer:

James R Bancroft, PE, FSMPS, CPSM
Lenard Engineering
bancroft@lenard-eng.com

Past President:

Sara Ruggiero, CPSM
Fusco Corporation
sruggiero@Fusco.com

Directors:

Victoria Pancoast, CPSM
ARCADIS
Victoria.Pancoast@arcadis-us.com

Brian Burke
Universal Copy
brian@universal-copy.com

Melissa Schaffer
GEi Consultants
mshaffer@geiconsultants.com

Beth (Haas) Taylor, CPSM, LEED AP
BVH Integrated Services
beth@bvhis.com

Committee Chairs - Volunteers Needed - Please contact the following to get involved:**Programs:**

Marcia Kellogg
Standard Builders
mkellogg@standardbuilders.com

Beth Taylor, CPSM, LEED AP
BVH Integrated Services, Inc.
beth@bvhis.com

Membership:

Lauren Dabek
VHB| Vanesse Hangen Brustlin
ldabek@vhb.com

Communications:

Krista Kenney
Dietz & Company Architects
Kristak@dietzarch.com

Brian Burke
Universal Copy
brian@universal-copy.com

Sponsorship:

Ariel Martinez
Martinez Couch & Associates
ariel.martinez@martinezcouch.com

Job Bank:

Terry Casey, CPSM, FSMPS
On-Target Marketing and Communications
tcasey@on-target.biz

CVENT:

Geryl Rose, APR, CPSM
G2 Marketing Resources
geryl.rose@sbcglobal.net

Ariel Martinez
Martinez Couch & Associates
ariel.martinez@martinezcouch.com

Got News?

contact Beth Taylor at betht@bvhis.com or Krista Kenney at Kristak@dietzarch.com

powered by
cvent