

The logo for the Society for Marketing Professional Services (SMPS) Connecticut, featuring the letters "SMPS" in a white serif font inside a white square on a dark blue background.

Society for
Marketing
Professional
Services
Connecticut

smpsconnected
quarterly membership newsletter

Fall 2009



Letter From The President

Dear Colleagues:

I am honored to be your President for the 2009-10 Chapter Year and look forward to a productive year. I anticipate this year to be more exciting than ever, with the underlying focus of our efforts targeted to your professional advancement.

I thank my predecessor, Geryl Rose, for her outstanding leadership and accomplishments as President in 2008-09. I am grateful that she will remain on the board as immediate Past-President and will continue to offer invaluable advice as my mentor. Our annual Planning Retreat was held this past spring.

Jacqui Copp-Moffett (JCJ Architecture) facilitated our discussion, during which we built upon our chapter vision (SMPS-CT is recognized as the premier source of education and value for strategic marketing, business development and professional growth in the A/E/C industry) by defining three ambitious yet achievable goals:

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

Continuing last year's energy and enthusiasm, September was marked with the launch of our newly re-designed website (www.smpsct.org), making it easier for our members to navigate to items of interest. If you haven't done so already, connect with the Chapter on LinkedIn and Twitter to keep apprised of the latest news. We continue to take strides to reduce our carbon footprint by utilizing the web-based program CVENT for our chapter mailings and event registration.

We have challenged ourselves to provide you with meaningful programming, educational firepower and value-adding benefits. We are off to a great start this year with two fabulously attended programs – Carolyn Bligh reminded us that E-Mail Marketing does not have to be a dirty word and Susan Murphy was back to jog our memory with those networking tips that we all know, but forget to use.

Be sure to watch for our revamped Mechanics of Marketing program which is becoming more intimate and will be meeting more frequently, giving attendees the opportunity to dig deeper into the issues. SMPS-CT is excited to host the Northeast Regional Conference this spring – more information to come.

Thank you to all of our volunteers. We are most fortunate for the energy, creativity, dedication, and wisdom you provide. The diverse professional backgrounds and experiences you bring to SMPS-CT enhance our chapter and programming.

As we embark on our 27th year as a chapter, the SMPS-CT Board of Directors promises to continue to embrace change, innovation and creativity as our guiding principles and means to reach our goals. We, the Board of Directors, promise to hear your feedback, address your concerns and positively affect your SMPS experience. With your input, we can achieve our goals of creating an organization that fosters your success by arming you with the tools for building your business and advancing your career.

Sara Ruggiero, CPSM
SMPS-CT President

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Upcoming Events

An Introduction to Social Networking - Part II

Wednesday, November 18, 2009

Breakfast Program

Registration & Breakfast 7:30 - 8:30 am; Program 8:30 - 10:00 am

Baci Grill, 134 Berlin Road, Cromwell, CT

CPSM CEU Credits = 1.5

Part II of our networking series, SMPS Connecticut brings Dan Schawbel, author of *Me 2.0: Build a Powerful Brand to Achieve Career Success* (Kaplan, April 2009). Dan will provide insight into today's social networking systems and how to best use them to leverage our personal brand. He will outline his four-step process for building a powerful brand: discover, create, communicate and maintain. Bridging the gap between the current business climate and the best practices of the future, Dan will convey a variety of topics that will prove that just being in the game is not enough - that success lies in being ahead of the game.

About the Speaker: Dan Schawbel is the leading personal branding expert for Gen-Y. He is the author of the bestselling career book, *Me 2.0: How to Build a Powerful Brand and Achieve Career Success*. *Me 2.0* made the Amazon top 100 business book bestsellers list when it came out and was the #1 job hunting book. It also made the New York Times summer reading list for job seekers and was one of three recommended social networking books by Shape Magazine.

Dan's blog: <http://www.personalbrandingblog.com>
Web site: <http://danschawbel.com>

Who Should Attend Principals, Business Development Managers, Sales and Marketing Executives, with architectural and engineering firms, construction management firms, building product manufacturers, professional and trade associations, and construction trade associations, and anyone interested in learning more about how to utilize social networking for more effective marketing through LinkedIn, Twitter, Facebook, etc.

Register Online or contact Vicki Pancoast, CPSM @ Victoria.Pancoast@arcadis-us.com

In anticipation of Dan's upcoming presentation, we took the opportunity to ask a few questions regarding how Web 2.0 relates to and can benefit A/E/C firms. As you'll see, this is a very compelling topic... his program should prove to be very enlightening and a not-to-be-missed event!



Our industry is traditionally slow to use social media for marketing. What would you recommend (at a minimum) to a firm that doesn't currently utilize social media to get started?

At a bare minimum, you must gain control of your brand name online by purchasing your domain name and reserving your name on all the social networks where your users are, including Facebook, LinkedIn and Twitter. If you don't, there is a major opportunity cost. Your competitors could steal your online identity or another company by the same name could as well. If you have one or more passionate employees (or even the CEO), you should start a blog based around thought leadership and industry insights, instead of product and service promotion. I would also recommend that you have the people, the ideas and a post calendar in place before you start promoting your business blog. There are hundreds of millions of blogs and the only way you're going to break through is if you have something unique to add to the conversation in your industry.

How does a firm or individual use social media to harness control of its brand image?

Both firms and individuals can use social media to join conversations online, but the brand image is up to users to decide based on what's available and observable online. Perception is more important than reality online, but if you can't deliver on your brand promise, you will lose anyways. Go to search.twitter.com, Facebook search, Technorati.com, Backtype.com, Google.com/alerts and search for your brand name, your competitors brand names, keywords in your industry and your own name. By doing this, you can tap into what the world thinks of you and everyone else and then join that conversation and show your true colors in public. That is how you build a brand in the social media world. You also need to be a content producer so that people can get a taste of what you have to offer before they "purchase."

What are your thoughts regarding using blogs as an online publicity tool for a professional services firm?

Blogs are the best publicity tool money can't buy. Anyone can start a blog for free, so what separates one blog from the next is pure talent and passion. It doesn't matter if you're a CEO or an intern. You have a voice and if that voice is worth listening to, people will find you, subscribe to your blog and might become customers. Look at Sun Microsystems and their CEO, Jonathan Schwartz. They issue their earnings report on his blog instead of through a press release. Blogs are powerful communication mediums that are now very respected by journalists (who use them to think of stories), customers (for purchasing decisions) and by people who are interested in subject matter. They also allow you to rank high in Google, which can be great publicity and is a reward from building a great blog.

There is a concern over the amount of work that it takes to manage social networking initiatives. Could you comment on the benefit and potential for risk due to poor execution of these initiatives?

You have to balance your normal marketing program with a new media program. It takes a lot longer than one week to build a large network, whether it's online or offline. If you invest a few hours each day using social media tools, you will get a lot out of it, including more press coverage, a better relationship with your current customers, better writers at your company, new customers, and more. Poor execution at first isn't a problem whatsoever. People are still experimenting and if you mess up early, it will be forgiven quickly. Companies just have to try and see what works best for them.

Mark Your Calendars for 2010 Events:

January 20: Marketing for Multiple Offices

February 10: Members Appreciate Night - Be Our Valentine

March 24-25: Northeast Regional Conference

April 21: Principals' Program

May 18: Marketing Roundtables

June 16: Annual Meeting & Owner's Forum

Recent Events



Introduction to Social Networking - Part I - October 14

The Baci Grill played host to the ever entertaining Susan Murphy of Murphy Motivation and Training

as she worked the room and offered advice on how to navigate the often awkward world of social networking. Through humorous anecdotes and personal stories, Susan kept the room engaged as she offered helpful tips on how to read a room, make introductions, keep on point, and of course... move on gracefully. Attendees brushed up on their elevator speeches and had the opportunity to present them to the group.



Email Marketing: Get Started & Succeed - 9.23.09

SMPS CT's own Carolyn Bligh provided an informative seminar on the power and effectiveness of this medium. As AEC firms seek out ways to keep in touch with clients, play up sustainable strategies, and look to effectively track their ROI on campaigns, Carolyn highlighted how email marketing can play a vital role in this process. In addition to introducing attendees to the basics of production and applications, she did a great job of covering the ever important protocols and best practices for targeting an audience and avoiding the pitfalls of SPAM and other related mis-steps. An engaged and interactive discussion followed as did a celebration announcement of SMPS CT's new website launch... brought to us all by Bligh Graphics!



Member News



“Examine”
direct mail
campaign
wins First Place
and
People’s Choice
Awards

Antinozzi Associates and Bligh Graphics Win Two National Design Awards

The Society for Marketing Professional Services (SMPS) has announced the 2009 recipients of its 32nd Annual, National Marketing Communications Awards (MCA). The team of Antinozzi Associates and Bligh Graphics were awarded First Place for Antinozzi’s Direct-Mail Campaign, “Examine,” which also won the coveted People’s Choice Award, voted on by hundreds of conference attendees and selected from more than 50 winning entries. The annual competition is the longest-standing, most prestigious national awards program recognizing excellence in marketing and communications by professional services firms in the design and building industry. The award announcements were made at the SMPS National Conference, Build Business Gala on July 16, 2009 in Las Vegas, Nevada. Carolyn Bligh and Kara Bacik were in attendance to accept!

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.

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Got News?

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