

The logo for the Society for Marketing Professional Services Connecticut, featuring the acronym "SMPS" in a white serif font inside a white square.

Society for
Marketing
Professional
Services
Connecticut

smpsconnected
quarterly membership newsletter

Summer 2009



Letter From The President

Dear Colleagues:

Some of you know that I took on the mantle of SMPS CT's president reluctantly; but, in hindsight, I am now awfully glad I did. Yes, it's a lot of work, and this year, with our additional economic woes, extra challenging; but, I can definitely say it was also unexpectedly rewarding. It proved to me that challenge brings growth in so many ways both personally and professionally. As the brochure says, I honed my leadership skills, made new connections locally and nationally and grew much closer to people with whom I already had relationships. The visibility brought me referrals from my SMPS colleagues, for which I am very grateful, and a whole new sense of myself and confidence in my abilities. Why am I telling you this? Because one of our SMPS roles is mentorship, and as the head mentor this year I want you to get the most out of your relationship with SMPS and any other organizations to which you belong. I know everyone's critical concern is time. For those of you who are hesitant to get involved, I ask only one thing, that you take the first step: sit in on a committee meeting or two; I guarantee that eventually there will be something you'll be able to contribute, but more importantly you will see the benefits immediately.

The year in review

This was a year of renewal. There have been lots of changes over the past few years in how the world conducts business, and it was time for us to catch up. We started the year with a planning retreat to determine a vision and direction for the next three years. About 20 of our 95 members attended. We left there committed to making SMPS CT the premier marketing resource in the state and offering optimal value to our members and during the year started several new initiatives:

- A centralized mailing database, program registration, and newsletter dissemination process through a new Web-based service called Cvent. This system will go live in August and is being managed by Vicki Pancoast from ARCADIS.
- A new, easier to access and use Web site. Carolyn Bligh of Bligh Graphics, and our 2009-2010 communications committee co-chair, researched our options and recommended that we develop our site using www.squarespace.com. She is also alleviating the large cost of a project like this by designing the site for us pro bono for which we are very grateful. Carolyn also set up an FTP site where we can permanently and centrally store chapter information.
- Listening to member feedback, we brought in new speakers aimed at all levels of experience; varied the scheduling and location of programs to include breakfasts, lunches and evening events in Hartford, East Hartford, New Haven, Cromwell, Bridgeport, and Stamford.

Other initiatives included reducing our carbon footprint and mailing costs by communicating with members via e-mail; providing modified program rates for unemployed members and non-members, free or low-cost programs for members, and a new roundtable format to our Mechanics of Marketing program, which proved to be very popular; introducing a new e-newsletter; and, offering networking opportunities through joint events with PWC and the SMPS Westchester affiliate.

Plus, with all of this activity, despite the recession, we will financially break even for the year. We also gained some new members and added three new CPSM's for a chapter total of 17 or nearly 19 percent, which is twice the national average and among the highest CPSM to membership ratios in the country. Unfortunately, we also lost a few members due to the recession. We hope to see them again soon; and, if you aren't already a member, I hope the information you see in this newsletter entices you to become one.

Happy Summer Everyone!

[Geryl A. Rose, APR, CPSM](#)

Annual Sponsors 2009

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Upcoming Events

Email Marketing: Get Started and Succeed - Wednesday September 23, 2009
Presented through SMPS Connecticut - Time & Location TBD*

Email marketing is becoming a popular marketing tactic for many firms because it is a sustainable practice, low in cost, quick to distribute, and instantly measurable. It has significant impact on developing and maintaining customer relationships, and strengthening your brand. If done well, it will increase your bottom line and drive business immediately. Carolyn Bligh (<http://www.linkedin.com/in/carolynbligh>) will share case studies, and the do's and don'ts that will help guide you to plan and design effective email marketing campaigns.

*Interested in being notified of program details and registration? Send an email to: carolyn@blighgraphics.com

Recent Events



Annual Meeting & SMPS CT Awards Reception - 6.10.09

Attendees were treated to an informative and entertaining panel discussion in which Owner Reps gave their "insiders look" on the process of being liasons between designers and project stakeholders.

Representing all market segments throughout Connecticut, the panelists discussed the challenges of the down economy yet all were optimistic for an approaching turnaround in the not-too-distant future. Much insight was gained on what Owners are interested in seeing as they review RFQ submittals. All panelists (regardless of market segment) agreed on just how important it is for firms to communicate how they will best be able to assist Owners through the challenges and hurdles specific to the project at hand rather than using the process to boast of their portfolio.

Congratulations to Beth Haas of JCJ Architecture who received the first annual Member of the Year Award for her extraordinary efforts as Chairperson for the Sponsorship Committee. This award was given in honor of beloved colleague and SMPS CT member Grace Waldvogel who passed away last October.

Also announced and on display were the winning submissions of the 2009 SMPS CT Marketing Awards. Congratulations also to all who participated... Winners in the various categories were as follows:

BEST Corporate Identity/Branding Piece

Horizon Engineering Associates, LLP & Bligh Graphics

BEST Feature Article

Cardno TBE &
On Target Marketing & Communications, LLC

BEST Special Events Campaign

GEI Consultants Inc.

BEST Web Site

S E A Consultants, Inc.

Honorable Mention – Direct Mail Piece

ARCADIS



SMPS CT Planning Retreat - 5.29.09

The Board and Committees met on May 29th for the SMPS CT Annual Planning Retreat for the upcoming 2009 – 2010 year. The overarching goals that the group developed as a result of the session, facilitated by Jacqui Copp-Moffet, include:

Increase Member Involvement and Value

- Educate employers on the value of SMPS Membership
- Implement Mentor Program
- Enhance/Increase Technical Knowledge through Program Content
- Maintain Intellectual Capital

Become a Recognized Relationship Source

- Own a “Must Go” Social Event
- Increase Client Panel Programs
- Solicit Professional Educators
- Team with Other Industry Organizations

Increase Revenue for the Chapter

- Attract Unsolicited Sponsorships
- Develop a Non-Profit Partnership



Internet as a Marketing & Networking Tool - 5.20.09

A joint program between the NY & CT Chapters held in Stamford shed light on the how companies are using web 2.0 to as part of their marketing mix. Moderated by David Koran, CPSM, Assoc. AIA of Perkins Eastman, participants were enlightened on how industry leaders are implementing blogs and social networking to increase brand awareness, broadcast pr, and generally promote their firms.

Principal's Program: What are you selling - really? - 4.8.09

James Jackson led a very dynamic and interactive session about the finer points of effective communication. As service firms, he highlighted just how critically important it is to provide potential

clients with a positive message that lets them know how a firm's expertise and experience can best assist them to overcome a challenge they face. As can sometimes be the case, an opportunity to "pitch" can be lost when a potential client doesn't perceive the value associated with services. By having participants give their "elevator speech" before and after his seminar, all were able to gain a fresh perspective on just how much more effective it can be to tailor a message to play up the benefits – the difference between competent and compelling!

Members on the Move

Marie Maia, Director of Business Development & Marketing, A. Prete Construction Co.

Lauren Dabek, Marketing Consultant, VHB| Vanesse Hangen Brustlin

Diane DeGray, Senior Account Executive, Hartford Business Journal

Tom Beebe, Vice President of Capital Projects, University of New Haven

Jon Schlesinger, Marketing Coordinator, Tecton Architects, Inc.

Member News

Debbie Laviero, Vice President of Business Development and Marketing for OFI, received the Distinguished Service Award from the Construction Institute.

Kathy Serafin has been promoted to Business Development Associate at SEA Consultants, Inc.

Congratulations to those who have recently become Certified Professional Services Marketers:

Geryl Rose, APR, CPSM - G2 Marketing Resources LLC

Sara Ruggiero, CPSM - Fusco Corporation

Vicki Pancoast, CPSM - ARCADIS U.S., Inc

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.

2009 Board of Directors

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

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Got News?

contact Jon Schlesinger at jons@tectonarchitects.com