



## Upcoming Events\*

March 11, 2009

**Two Point Ohhh!!  
Anatomy of a Service Firm Website**

Lunch

March 18, 2009

**Leveraging Client Needs in Marketing Sustainable Design - Members Only Web & Audio Recording**

Breakfast (Members Only)

March 25-27, 2009

**SMPS Northeast Regional Conference**

Worcester, MA

April 8, 2009

**Principals Program**

Breakfast

May 20, 2009

**Internet as a Marketing and Networking Tool**

Evening  
(Joint with SMPS NY)

June 10, 2009

**Annual Meeting and Lunch**

+  
**SMPS CT Marketing Awards Reception**

Owner's Forum

## Letter From The President

Dear Colleagues:

I just saw the best bumper sticker: "I Refuse to Participate in a Recession!" Ah, if only that was possible. The best we can do is take advantage of opportunities today and prepare ourselves for what the future brings. So, how do we do that you ask? Well, first get plenty of sleep, take vitamins, hug our families, take control of and influence what we can, and stop worrying about what we can't. **Don't worry - plan:** both personally and at work. Here's how can SMPS can help you with planning:



- 1) **Network, Network, Network** – Have questions, concerns, need moral support? Call your network. Attend an event; registration for members who are currently unemployed is \$15, for non-members it's \$20. Stay active! Join a committee.
- 2) **Job Bank** – The SMPS CT has a Job Bank ([www.smpsct.org](http://www.smpsct.org)) as does SMPS National ([www.smps.org](http://www.smps.org)).
- 3) **Get Educated** - Attend a Webinar; SMPS CT members can attend one of the low-cost members-only webinars or... Attend the NE Regional Conference March 25-27 (info at [www.smpsoston.org](http://www.smpsoston.org)). Again, attend an event (see number 1)!
- 4) **Get Certified** - Make yourself as valuable as you can to your employer. Differentiate!
- 5) **Build Brand Image** - Strut your stuff!! Submit your marketing materials to the SMPS CT Marketing Awards. The entry forms will be distributed shortly. The price for entry has been reduced from last year: \$25 for members, \$75 for non-members.

And, finally, the most important thing you can do is stay positive. Hard times will pass and though the other side may very well look different than before, we will all get there intact.

My best wishes to all,

**Geryl Rose**

## Leveraging Diversity to Make History

SMPS Connecticut has committed to encouraging SMPS membership and participation, and promoting relationship-building with minority business enterprises. Our goal is to achieve what Martin Davidson, Associate Professor of Business Administration at the Darden School of Business, University of Virginia considers the three key steps to "Leveraging Difference to Make a Difference": (1) paying attention to the demographic and cultural differences that matter to your business, (2) gaining knowledge about how those differences matter, and (3) valuing the differences by innovating how you make decisions, and how you do business as the population becomes more diverse.

SMPS Connecticut marketers strive to keep pace with changes that affect our customer's needs, workforce, and design and construction teams. In 2006, SMPS Connecticut formalized our effort to increase diversity in our membership and programs. Our efforts included collaborating with the *Connecticut Minority Supplier Diversity Council (CMSDC)* and *State of Connecticut Department of Administrative Services* to develop programs and events with private and public owners to promote diversity when purchasing professional services. SMPS Connecticut members have also attended business functions, led seminars, and exhibited and consulted at CMSDC construction expos to help connect SMPS members with CMSDC members.

In 2008, CMSDC merged with another minority advocacy organization to become the *Greater New England Minority Supplier Diversity Council* or *GNEMSCD*. Dr. Fred McKinney continues to lead this group with quarterly meetings in Boston, Newport, and many locations in Connecticut. SMPS members are encouraged to attend the **April 30, 2009 GNEMSCD Annual Awards Banquet at the Aqua Turf, Southington, CT at 5:00 PM** - Look for more information on this event at [www.smpsct.org](http://www.smpsct.org).

As this year's Diversity Committee Chairman for SMPS Connecticut, I am encouraged by the interest minority business owners have shown in SMPS Connecticut. There has been a significant change in economic conditions since the expo event, which heightens the importance of focused and integrated marketing communications for minority-owned businesses.

SMPS Connecticut will continue to proactively promote diversity and engage minority business enterprises. Doing so will leverage diversity through strategic thinking and participation. If you have an interest in leveraging diversity inside and outside of SMPS, please contact me at [wayne.cobleigh@gza.com](mailto:wayne.cobleigh@gza.com).

-Wayne Cobleigh, CPSM

## Annual Sponsors '09



\*check [www.smpsct.org](http://www.smpsct.org) for detailed information regarding these programs



## 2009 Board of Directors

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G2 Marketing Resources, LLC  
gerylrose@sbcglobal.net

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Fusco Corporation  
sruggiero@fusco.com

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SEA Consultants  
kathy.serafin@seacon.com

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bancroft@lenard-eng.com

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GZA GeoEnvironmental, Inc.  
wayne.cobleigh@gza.com

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Antinozzi Associates  
kbacik@antinozzi.com

Diane DeGray  
diane.degray@gmail.com

Lauren Dabek  
laurendabek@yahoo.com

William J. O'Connor, CPSM  
URS Corporation  
william\_oconnor@urscorp.com



## A Witness to History and the future of Mar/Comm Technology

On January 20th I visited Washington, DC to attend President Obama's Inauguration. That evening, I was privileged to be a guest at the "Books & Bytes" Inaugural Ball. This unique gala, coordinated by the National Coalition for Technology in Education was sponsored by organizations such as PBS, Apple, Intel, McGraw Hill, Scholastic and Texas Instruments. The event offered me a once-in-a-lifetime opportunity to talk face-to-face with members of Congress, administration officials, business and technology leaders, leaders in education, media members and other dignitaries about Obama's pledge to launch major changes. Primarily, I was interested to discuss how these changes, such as his technology legislation might impact the field of marketing.

From early on in the Campaign, I was fascinated by Obama's use of innovative marketing technologies; from his messages on YouTube and implementation of text messaging to campaign-used subscriber-based SMS from which he announced last-minute rallies and declared his running mate. Political preferences aside, it is undeniable that Obama's campaign changed history and politics by demonstrating the positive role technology could play in communications. The old marketing rules have changed. The future is wide open.

As Marketing Coordinator for edm, a multidisciplinary architectural engineering and management consulting firm, I am fascinated to learn methods of implementing these new technologies to help grow and promote our business. At edm, business is about maintaining relationships. However, the way people communicate to maintain these relationships is changing dramatically. At the "Books and Bytes" Inaugural Ball, guests celebrated the advent of new technologies and discussed communication vessels such as virtual worlds, blogging, wikis, podcasts, and social networking communities including Facebook, LinkedIn, and Twitter. Guests agreed that the field of marketing and communications is currently one of the most highly dynamic, evolving landscapes.

Trade organizations such as SMPS are sure to be at the forefront of this exciting landscape, gauging industry trends, economic indicators, and encouraging the innovative implementation of new tools and technologies. What a very exciting time in history to play a role in shaping this landscape!

-Sara Shea

## Recent Happenings



### Membership Appreciation - December 3rd Sponsored by OFI and Antinozzi

Members from throughout the state gathered at the newly opened Epernay Bistro. Located in the Bijou Square area of Bridgeport on Fairfiled Avenue, the restaurant served as a wonderful backdrop and example of the renaissance taking place in this historic district. Guest speakers Donald Eversley, (Director City of Bridgeport Office of Planning & Economic Development) and Phillip Kuchma, (President, Kuchma Corporation) updated members on Bridgeport's economic development and led engaging discussions of strategies being implemented to attract businesses and spur further development in the area. Along with the great food and company, an end-of-the-evening raffle provided some good laughs and several members with some wonderful gifts.

## SMPS CT Job Bank

Visit the job bank at [www.smpsct.org](http://www.smpsct.org) for positions open and positions wanted or contact Theresa M. Casey, FSMPS, CPSM at: [tcasey@on-target.biz](mailto:tcasey@on-target.biz)

## Volunteers Needed

Please contact the following Committee Chairs to get involved:

### Programs

Tom Beebe  
Petra Construction  
Co-Chair  
tbeebe@petraconstruction.com

Marcia Kellogg, CPSM  
Standard Builders  
Co-Chair  
mkellogg@standardbuilders.com

### Membership

Diane DeGray  
Chair  
diane.degray@gmail.com

### Communications

Kara Bacik  
Antinozzi Associates  
Chair  
kbacik@antinozzi.com

### Sponsorship

Beth Haas, CPSM  
JCJ Architecture  
Chair  
bhaas@jcyj.com

## Call for Nominations 2009 - 2010

Please respond to the nomination forms that were recently mailed out. Completed forms are due on or before March 31, 2009. contact Sara Ruggiero at: [sruggiero@fusco.com](mailto:sruggiero@fusco.com)

## SMPS CT 2009 Marketing Communications Awards

Call for Entries  
Deadline: 5pm Tuesday, April 7  
visit [www.smpsct.org](http://www.smpsct.org) for details

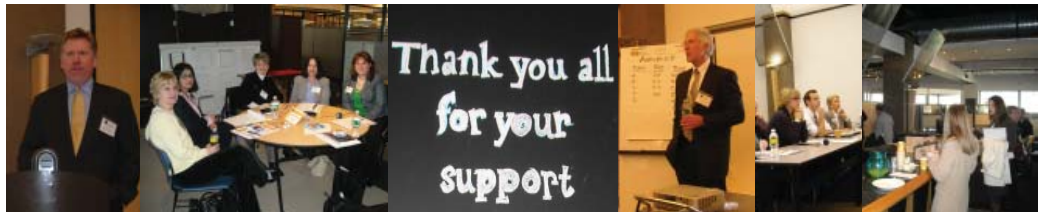
## Got News?

email Jon Schlesinger at:  
[jschlesinger@jcyj.com](mailto:jschlesinger@jcyj.com)



### Marketing and the Strategic Plan - January 14 Sponsored by SEA Consultants Inc.

Richard (Dick) Jacques, founding principal of Jacques Management LLC, led an insightful presentation on creating and implementing effective business planning to achieve strategic goals. As an advisor to more than 50 design and construction firms, Dick's insights and anecdotal accounts shed invaluable light on effective ways that firms can successfully follow through on their strategic plans and capitalize on current turbulent times for future growth.



### Marketing and the A/E/C Industry - Where Do Your Skills Stand? - February 11 Sponsored by URS and BKM Total Office

This unique program provided attendees with the opportunity to break-out in small group sessions and explore topics that included: *Market Research/Marketing Plan, Graphic Design/Branding, Interviews, Client Relationships, Business Development, and Public Relations & Publicity*. The sessions were led by Chapter leaders and offered participants the opportunity to learn from the experts and share ideas and concepts on topical issues in an open forum. Keynote speaker Vance Freymann, Director of Project Development for Consigli Construction, opened the event with a big picture overview of marketing's many roles within the A/E/C industry and how these roles have evolved and continue to become ever more critical to firms' success in an ever-increasing competitive industry.

## Committee Updates

### 2009 Sponsorship Opportunities Available

Getting your company the right exposure in the marketplace is essential in today's business climate. If your target audience is the A/E/C industry, then the most effective way to promote your firm is by becoming an SMPS CT Sponsor! Supporters of our chapter are investors in their firms' power, position, and profit in the A/E/C marketplace. SMPS CT sponsorships will help you increase your brand's recognition, create valuable business relationships, and attract and retain new clients. Contact Beth Haas at [bhaas@jcyj.com](mailto:bhaas@jcyj.com) for more information.

### New Web-Site Planning Under Way

The Communications Committee is pleased to announce that the development for the new Web site mentioned in the last newsletter is moving along really well in the development stages. Thanks again to Carolyn Bligh and Bligh Graphics for their skills to create the site - It is certain to be a valuable tool for our SMPS CT members!

## Members On The Move

**Krista Kenney** has joined Fusco Corporation, in New Haven, CT, as Marketing Coordinator. In her new role, Krista is coordinating sales operations, public relations and public and private proposal initiatives for the firm.

## Welcome new members to the SMPS CT Chapter

**Mary MacIvain**, Assistant Marketing Manager, Towers|Golde

**Sara Shea**, Marketing Coordinator, EDM

**Sharon Herrman**, Consultant

**Ann Melite**, Principal, Tecton Architects