



Message from the President

Spring 2011

Dear Sara,

Spring is here and it's time to get out of the office and enjoy the beautiful weather. With that, I would like to persuade members and non-members alike to join us as we wrap up our dynamic "Revved Up" 2010-2011 program year. Encouraged by bringing value to SMPS CT, we are honored to have Ron Worth, SMPS National CEO leading a discussion on Engaging Your Whole Firm in the Marketing Process in May and our Annual Meeting and a *very select panel* to discuss the Connecticut State Budget and how it will impact the A/E/C industry in June. Also, Please don't miss our Membership Appreciation and joint MCA Award Evening June 8th. This is a great time to get out and network before the summer months hit, since it will be here before you know it!



Of course, I must express my sincere appreciation for all of our sponsors and volunteers. Our committees and chairs continue to make a great year possible through their hard work and dedication. Thank you to all.

All the best in this 2011 year!
Kara

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Upcoming Events

SMPS Northeast Regional Conference: The Wind in our Sales

May 11th-13th - Hyatt Regency - Newport, RI

What are you doing to shape your firm's success? Chart your course for action at The Wind in Our Sales Northeast Regional Conference, hosted by the SMPS Boston Chapter. The line-up of speakers will enlighten and inform you.

There is still time to sign up! Come join us! See link below for more information.



http://www.smpsboston.org/program/event.php?event_id=197

Member Appreciation & Marketing Communication Awards Night!

Entries are in and the winners will be unveiled soon!

Date: Wednesday, June 8
Time: 4:30p-7:30p - Cocktail Reception
(Hors d'oeuvres & Wine/Beer)
Cost: FREE for Members; \$25 for Non-Members
Location: Lyman Orchards Homestead, Middlefield, CT

SMPS CT invites you to an evening of fun and celebration as we honor creative excellence in marketing and communication materials!

Members and friends of the chapter were invited to submit entries for our bi-annual awards program for outstanding marketing pieces by architectural, engineering, design, construction and specialty consultant firms. Judging was carried out by a jury process, with 3 judges participating this year.

The evening will begin with a networking reception, followed by hors d'oeuvres, and concluding with the presentation of awards to the winners. Attendees of this celebration will review and vote on the "Best in Show" presentation.

Attendance is FREE to members! Please join us at this celebratory event where we will honor winners and reward their outstanding achievement in marketing and communication.

Thank you to all of our participants! Please see our [website](#) for more details.

Getting Some Drafting Help From Your Whole Firm: Best Practices in Engaging Your Whole Firm in the Marketing Process

Date: Wednesday, May 25
Time: 8:00a-10:00a
Location: Baci Grill, Cromwell, CT

This entertaining and educational seminar is designed to teach the many intricacies on how AEC and other professional service companies are motivating and training their entire offices to be effective with marketing and business development, and innovative and traditional techniques of providing ways for companies to differentiate themselves in today's competitive market. This session will look at focusing the firm's attention toward keeping existing clients satisfied while bringing in new clients.

For more info or to register, please visit: www.smpsct.org/smps-ct-events



About the Speaker

Currently the CEO of SMPS National, Ron Worth, CAE, FSMPS, CPSM, Assoc. AIA, recently managed the Professional Services Management Association along with SMPS for 9 years, representing CEOs and CFOs of leading architectural and engineering companies. Ron has been involved with construction and design for more than 25 years. He was the vice president of marketing for the CECO Corporation, a wholly owned subsidiary of HEICO Industries, a Fortune 500 international construction services company located in Chicago, IL.

Get the Inside Track on the Connecticut State Budget - Annual Meeting & Panel Discussion

Date: Wednesday, June 22
Time: 11-11:30a - Registration & Networking
11:30-12p - Annual Meeting
12-1:30p - Luncheon & Program
Location: Shuttle Meadow Country Club, New Britain, CT

Diversified panelists will talk about the state budget and its impact on the A/E/C Marketplace. Panelists include:

- Faith Gavin Kuhn, ABC's Director of Regulatory Affairs & Communications
- Carl Casa, Under Secretary 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 will include:

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

More information is coming soon!

Recent Events

Principals' Program: Leading Your Firm to Victory Lane

Wednesday, April 27 - Baci Grill - Cromwell, CT

PSMJ Founder and CEO, Frank A. Stasiowski, FAIA, spoke about the A/E/C Industry as we know it today. Frank gave light to a bold new approach as to how we shape our built environment in the future. He projected on how the world is going to look like in 2020, and what you need to do about it NOW in order to survive and lead your firm successfully.



Marketing With Your Whole Brain

Wednesday, March 23 - Baci Grill - Cromwell, CT

In this new economy, as available work fluctuates and competition rises, successful firms are finding new ways to capitalize on their talent, connect with their prospects, and satisfy their clients. To optimize these areas Carol Doscher and Geoff Webb of Graceworks taught attendees how to apply Whole Brain Thinking to your marketing efforts. In this fun, interactive workshop, participants discovered how they and others prefer to process information. They saw the benefits of thinking in their own style, started to recognize and appreciate the cognitive diversity in their firm, and learned how to craft a marketing message that speaks directly to their targeted audience's thinking preferences.



Building Tour: Henry C. Lee Institute of Forensic Science

February 16 - University of New Haven - New Haven, Connecticut

Attendees of this event learned about this new, state-of-the-art, \$11.5-million academic building and museum. The facility includes a Forensic Crisis Management Command Center, a Forensic Crime Scene Learning Center, laboratories and classrooms. Completed in the Fall of 2010, building tours of the impressive new building were led throughout the evening by representatives from Petra Construction, the award-winning project's Construction Manager.





CPSM Exam - New Study Guide Available

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.

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 [Mary MacIlvain](mailto:Mary.MacIlvain@smpsct.org) for more information or visit www.smpsct.org.

The new CPSM Study Guide is now available! SMPS is proud to offer a new CPSM Study Guide to the professional services marketing community. We encourage all professional services marketers and business developers interested in sitting for the CPSM examination to access this study guide in order to increase their understanding of the concepts and principles covered in the examination.

Benefits of the new CPSM Study Guide include:

- A detailed description on the processes for becoming a CPSM including application, preparation, registration, testing, and recertification.
- An examination preparation journal including study plan timeline, self-assessment exercises, recommended reading, and review of key terms and concepts.
- 124 practice exam questions drawn directly from previous (retired) CPSM examinations.
- Scenario-based questions to help the candidate with analytical thinking.
- Ten pages of effective and practical study tips to help the candidate process and retain information and also understand how to prepare for an application-based question examination.

To purchase a .pdf copy of the new CPSM Study Guide, please visit: [CPSM Study Guide](http://www.smpsct.org/CPSM-Study-Guide)

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