



Society for
Marketing
Professional
Services
Connecticut

smpsconnected
quarterly membership newsletter

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SMPS Northeast
Regional & National
Conferences

The SMPS Regional
and National
Conferences are
right around the
corner! Be sure to
save the dates:

SMPS Northeast
Regional
Conference:

May 9 - 11, 2012

SMPS Connecticut Newsletter

WINTER 2012 EDITION

Happy New Year!

If you're anything like me, you likely started out 2012 with a bundle of personal resolutions - spend more quality time with loved ones and friends, work out more, eat healthier, stop hitting the snooze button on the alarm...



One resolution that I hope you all have is to get the most value out of your membership in SMPS that you possibly can. At the beginning of my term, I "resolved" to find ways to help all of you become more engaged within our chapter. It's my belief that as a member, one sure fire way to realize the true value that SMPS can deliver is to serve on a committee. I would not be your president today if I hadn't been asked a few years ago to join the Communications Committee! To that end, I'd like to urge each of you, particularly new members, to join a committee, if you haven't already. Volunteering on a committee is a great way to develop relationships with industry peers, increase your network and help to shape the future of our chapter. I have been fortunate this year to have had tremendous leadership on each of the committees, which has contributed to the outstanding programming and more consistent branding and communication you have seen. I would love to see this momentum continued throughout 2012 and beyond, and hope that you will reach out to these leaders to express your interest in one of our committees.

I understand of course that all of us are stretched for time, and that the commitment of serving on a committee may not be realistic for everyone. Attending our chapter events is another great way to stay engaged. Our programs are designed with the intent to offer you a chance to hone skills, expand and enhance your education and build relationships. We've had great participation so far this year, and appreciate all of your continued support. And, as you all know, the Connecticut chapter is lucky this year to be hosting the Northeast Regional Conference in New Haven, which will be yet another chance to mingle with your colleagues from the surrounding states, meet staff and

New Haven, CT

SMPS National
Conference:

July 11 - 13, 2012

San Francisco, CA

Social Links



leaders from our National office, and to hear from top notch speakers who are experts in their respective fields. I hope you all will be able to make it!

As always, please feel free to call, e-mail, or speak to me or any of the Board Members at any time to share your thoughts, suggestions, and any great ideas you may have for an even stronger, more engaging SMPS Connecticut.

Sending you all my sincerest wishes for prosperous, healthy and happy 2012!

Regards,

Lauren A. Dabek
President, SMPS Connecticut

VHB | Vanasse Hangen Brustlin, Inc.
860.632.1500 | ldabek@vhb.com

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Thank You to Our Annual Sponsors!



Past Program Recaps & Upcoming Programs

November 2011 Program: *Verbal Branding*

Event Summary

On November 22nd, Stephen Melanson, President of Melanson Consulting, discussed the concept of Verbal Branding during a breakfast program at the Baci Grille.

As marketers, most of us are familiar with the term "brand," understanding that a product/service/person's brand is typically reflected through a name, logo, slogan, and/or a design scheme. Stephen demonstrated the verbal "Theory of Simplicity," defined as an approach which uses no more than two positioning concepts as drivers - conveying why you are "**different** and **better**." The Verbal Branding strategy reflects total branding logic where the most important ideas can be said in five seconds or less and are easily understood by everyone.

Stephen broke the concept of branding into two parts: **Identity** - the logo, naming, tag line(s), design standards, etc.; and **Positioning** - how **different** and **better** than the competition you are. Attendees learned that Verbal Branding uses plain language differentiation and a fully defined conversational application to create an ultra-simple business platform.

January 2012 Program: *Making it Real through Proposals & Presentations: the Clients' Perspective*

Event Summary

The January 18th program included a diverse client panel that gave their perspectives on proposals and presentations: Mark DuPre, Project Executive, Diversified Project Management; Nancy Tinker, Director of Facilities Management & Planning at ECSU; Carl Bard, Deputy Chief Program Management, Metropolitan District Commission; Doreen Marvin, Director of Development, LEARN; Chris Cignoli, City Engineer, City of Springfield responded to questions posed by Cathy DeFrances, Marketing Manager at Tecton Architects, who moderated the afternoon program.



Like most of our member firms, our clients are finding themselves having to do more with less, which explains in part, why the response deadlines seem to be shrinking. Although their perspectives varied somewhat relative to fee, they all said that they expect their RFP format to be followed and that they do check references. Regarding presentations, they advised attendees to know their material and not to read off the slides, bring the team that will be actually doing the work,

and it was determined that PowerPoint is still a powerful presentation tool.

There was a lot of material covered and time did not permit all audience questions to be answered, however all offered to follow up with their answers in an email to all who attended post-program. Although most have varying perspectives, one thing was clear: for them, the project team is the reason why firms get shortlisted and ultimately why firms are selected after the interview.

For more on these programs, visit the SMPS CT [website](#).

Upcoming Programs:

Save the Date! February 15: *Speed Networking*

5:30 - 6:00 – Registration

6:00 - 7:30 – Program

Location in Downtown Hartford (TBD)

As marketers, we do a lot of networking, yet developing the appropriate skills takes time and practice. This program will provide a structured process for attendees to network based loosely on the 'speed dating' concept in a relaxed and fun environment.

In honor of Valentine's Day, the program will be held in downtown Hartford where the SMPStini will be served and a bottle of 2003 Valentine Vineyards Cabernet Sauvignon will be raffled off. Appetizers and a cash bar will be provided.

March 21: *Marketing Roundtables*

April 18: *Principals' Program*

May 9-11: [Northeast Regional Conference](#)

2012 Free Members-Only Webinar Series:

January 26: *Email Marketing*

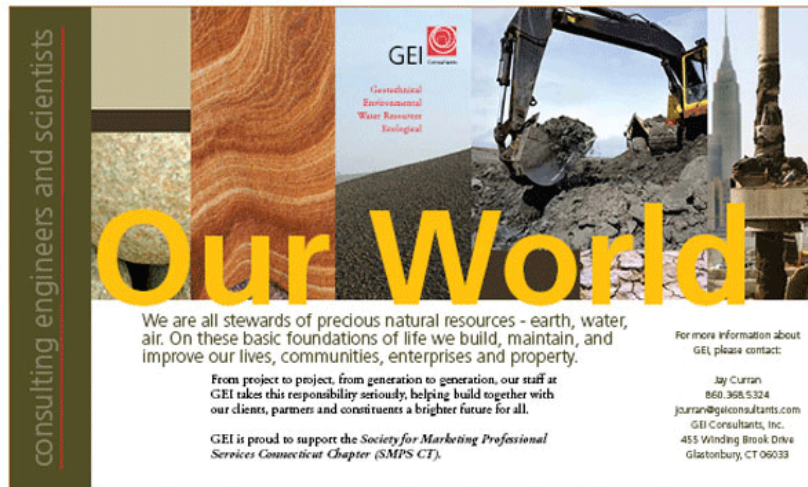
February 8: *BIM*

March 28: *Web Branding*

April 11: *Boost Creativity*

For more information on all of these programs, and to register visit the SMPS CT [website](#). We hope to see you there!

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consulting engineers and scientists

Our World

We are all stewards of precious natural resources - earth, water, air. On these basic foundations of life we build, maintain, and improve our lives, communities, enterprises and property.

From project to project, from generation to generation, our staff at GEI takes this responsibility seriously, helping build together with our clients, partners and constituents a brighter future for all.

GEI is proud to support the *Society for Marketing Professional Services Connecticut Chapter (SMPS CT)*.

For more information about GEI, please contact:

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SMPS Northeast Regional Conference



the New Reality
Focus & Engage

May 9-11, 2012
Northeast Regional Conference
Omni Hotel, New Haven, CT

SMPS
Connecticut
Boston
Long Island
New York
Upstate New York
Northern New England

Join us at The Omni Hotel in New Haven on May 9-11 for the SMPS Northeast Regional Conference (NERC), an exciting opportunity to network, learn, earn CEUs and have some fun. Planning for NERC is well underway and we look forward to bringing you an all-star line-up of speakers and excellent programming on cutting-edge topics related to business development, marketing, and communications that are vital to the success of firms and professionals in the design and building industry.

We are proud to announce that our first keynote speaker will be Steve Sisgold, whose presentation will focus on "Staying Resilient, Engaged and On Purpose.....No Matter What!" Appearing on ABC, CBS, NBC, PBS TV and Oprah and Montel radio, Steve Sisgold has taught thousands how to use their innate body intelligence, what he coined BQ, to create better health, prosperity and richer, more authentic relationships. Prior to being a successful author, speaker and coach, Steve applied the principles he teaches in the business world. He was #1 of 500 salespeople with a Fortune 500 Corp, plus a breakthrough coach to many best-selling self help authors, Grammy



Award-winning recording artists, as well as Wellness and Business leaders. Steve holds an M.A. in Marketing, a B.S. in Business, and Certifications in body-centered Psychotherapy and Relationship Counseling. His new book, What's Your Body Telling You? from McGraw-Hill, launched at number 7 on the S.F Chronicle Bestseller List and # 1 on Amazon.com in several categories.

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Member News

Vicki Pancoast, CPSM, Marketing Manager for ARCADIS U.S., Inc., received her certification as a LEED Green Associate from the Green Building Certification Institute on January 13, 2012.

Congratulations to **Krista Kenney**, who got married on January 20, 2012!

Congratulations to **Kathy Serafin** on her engagement! The big day is set for May 2012.

Welcome 2012 New Members!

Victoria Duane | Downes Construction

Ellen Barton Harriman | DPM

Denise LaRosa | Silver Petruccelli

Anna Cruz | Parson's Brinkerhoff

New Member Challenge

The SMPS Connecticut Chapter wants to help you get engaged in

SMPS, build business for your company, advance your career, and make new friends! If you are looking to join SMPS for the first time, have recently become a member, or have been away from us for at least a year - we encourage you to take this challenge. Please contact our Membership Chairs [Kara Gruss](#) or [Allison Gapski](#), to find out how you can complete the challenge, to receive a \$25 gift card and a free attendance at one upcoming SMPS CT event!

Members on the Move

Donnegan Systems Welcomes Diane DeGray

Diane DeGray, Account Manager

ddegray@donnegan.com

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SMPS CT Job Bank

An important part of the SMPS CT's mission is to support our members' career development and advancement. In addition to educational events, seminars, networking and mentorship opportunities that help contribute to our members' career success; we also provide a forum for locating career opportunities and for companies to seek skilled marketers in the A/E/C industry.

Visit the SMPS CT [website](#) to see the latest job postings!

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Proactive by Design. Our Company Commitment.

Sponsorships

We still have some great opportunities for Sponsorship - Call Diane DeGray at (860) 849-2694 or Bob Saunders at (860) 623-0569.

Find out how you can reach the people you want to reach!

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Enjoy the rest of the winter season! We look forward to seeing you at our next program.