

SMPS

Society for
Marketing
Professional
Services
Connecticut

smpsconnected
quarterly membership newsletter

Winter 2011

Letter From The President

Dear Colleagues:



Happy New Year! It is my pleasure to have taken over the ranks for this 2010-2011 term as SMPS CT Chapter President. Since the beginning of my involvement with SMPS several years ago, we have been working to put all the pieces in place to bring Connecticut and Regional Marketers into this New Age of Marketing. The Board of Directors and Chapter committees have committed ourselves to the task of bringing value back to our members in such a transitional economic time. And because of all the hard work that has been donated over the past years to our special organization, we have the ability to better communicate the value this organization has always had.

I am so proud of the team we have assembled this year to serve you. We have established a program theme to “Get Revved Up” that encourages marketers to embrace the challenges of today’s economy and take the steps necessary to move forward. We have recently introduced monthly “Marketing Pit Stops” such as free webinars for members only, which provide additional resources relevant to our profession from a micro and macro level. Please find our calendar of events available online and within this newsletter. We have some exciting programs lined up!

We are dedicated to giving our Membership the best resources and assistance for Marketing and Business Development, personally and for your firm, as well as helping you to stay current with new trends in the industry. If I can be of any assistance to you or your firm, please never hesitate to contact me. After all, I am here for you.

Thank you to all our volunteers, sponsors, and supporters. Have a wonderful 2011!

All the Best,
Kara Gruss
SMPS – CT Chapter President

Many thanks to our 2010-2011 Annual Sponsors

Upcoming Events

Building Tour: Henry Lee Institute of Forensic Science, University of New Haven

Date: Wednesday, February 16
Time: 5:30p-8:30p - Building Tours, Cocktail Reception (Hors d'oeuvres and Cash Bar)
Location: Bartel Alumni Lounge, University of New Haven
300 Boston Post Road
New Haven, CT 06516

Recently completed in October 2010, the new, \$11.5 million Institute includes a Forensic Crisis Management Command Center, a Forensic Crime Scene Learning Center, laboratories and classrooms. This state-of-the-art, 16,000 SF facility offers advanced forensic and crime scene technologies not found at most police departments in the U.S. Dr. Henry Lee, his UNH colleagues and national experts will use the new forensic technologies to train police officers, crime scene analysts, forensic scientist and students to solve complex crimes using cutting edge investigative techniques. The Center also houses ground-penetrating radar for locating buried bodies and evidence, a high-intensity laser for bullet trajectory reconstruction, portable vapor detection instrumentation for analysis of chemical and biological matter and a teleforensic satellite internet system.

Together with his colleagues, Dr. Lee pursued a vision over the past three decades, to form a consortium of scholars, scientists, and professional agencies to address the full range of scientific issues confronting criminal justice systems across the country and the world over.

Please see our [website](#) for more details.

Marketing with Your Whole Brain

Date: Wednesday, March 23rd
Time: 8:00am-12:00pm
Location: 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 you and your team should apply Whole Brain Thinking to your marketing efforts. In this fun, interactive workshop, participants will discover how they and others prefer to process information. They'll see the benefits of thinking in their own style, start to recognize and appreciate the cognitive diversity in their firm, and learn how to craft a marketing message that speaks directly to their targeted audience's thinking preferences.

About the Speakers

Carol Doscher, President & CEO (Chief Encouragement Officer), has connected with audiences since she performed in Broadway's "Sweeney Todd." And it's not so far from the boards of Broadway to the boardrooms of America. Since founding Graceworks Inc. in 1995, she has trained hundreds of AEC professionals worldwide to make that vital "human connection" in sales presentations, client meetings and lectures. Having been featured in The New York Times and on Bloomberg television, Carol also has published numerous articles on presentation skills. Prior to her current work, she marketed design and construction services for many years.

Geoff Webb, Vice President & CFO (Chief Freedom Officer), is a West Point grad, professional

actor, attack helicopter pilot and world traveler – a rare combination. He leverages his theater skills and leadership experience to effectively connect with people and engender trust. Working with Geoff, Graceworks clients learn to become strong leaders, communicators, and presenters.



Additional Upcoming Programs

April 27th - Principal's Program: Leading Your Firm to Victory Lane

May 11-13th - New England Regional Conference, Providence, Rhode Island

May 25th - Get Some Drafting Help from Your Whole Firm

June 15th - Client Panel, Annual Meeting, Marketing Communications Awards

Upcoming FREE Members-Only Webinars

Social Metrics for Marketers: How to Measure What Matters

Date: Wednesday, March 2nd

Time: 8-8:30 – Registration; 8:30-10 – Webinar (light breakfast will be provided)

Where: BVH Integrated Services, Bloomfield, CT

We all know that social media is an important part of any marketing program, but we're still in the early stages of measuring its impact on the business. The time and money spent monitoring, engaging in and responding to social media are significant. Just how much should we spend on what and how should we measure our social media marketing activities?

In this seminar, Jim Sterne, founder of the eMetrics Marketing Optimization, tackles this subject head on and reveals how to measure the success of your social media marketing efforts, use metrics to determine the smartest way to invest your limited budget for the best ROI, and convince naysayers about the valuable business impact social media marketing can have on your organization. Measurement is an essential part of any marketing program. This seminar provides the latest best practices and tools to set social media marketing metrics and measure your social media marketing programs.

Who Should Attend? Anyone trying to understand social media in the context of advertising and promotion; Anyone trying to quantify social media in order to determine its business value; Anyone trying to juggle marketing budget allocation who needs to know how to evaluate the results.

Today's Top Five SEO Essentials

Date: Wednesday, April 6th

Time: 8-8:30 – Registration; 8:30-10 – Webinar (light breakfast will be provided)

Where: Standard Builders, Newington, CT

Marketers today are under the gun with limited resources and multiple marketing channels to manage. Search engine optimization (SEO) can be hard to do well and is especially daunting, with so many technical and creative elements involved. To be successful, you need to focus on the essential components that will give you the most return for your time invested. This webinar will help

marketers prioritize which areas of SEO to focus on to generate the most impact on organic rankings and raise your company's name to the top of your customers' search results. Whether you are new to SEO or need a refresher on best practices this seminar is for you.

Who Should Attend? This seminar is designed for all levels of marketing and communications professionals. You don't need any SEO expertise to benefit from the ideas we'll cover.

Recent Events

September 2010 - Marketers: Start Your Engines! Develop a Marketing Plan that Gives your Firm the Green Flag for Results

Marcia Kellogg of Standard Builders showed step by step how to develop a Marketing Plan for your firm and identified strategies and action items to support goals and provide long term results. She led group discussions with a panel consisting of senior-level marketing and business development professionals: Geryl Rose-G2 Marketing Resources, Richard Jacques-Jacques Management, Cathleen DeFrances-Tecton Architects, and Michael Ayles-Antinozzi Associates. Together, they identified what makes planning effective and successful, and identified the hurdles and problem areas and how to overcome them.

October 2010 - Developing A Strategic Competitive Advantage in the A/E/C Industry

William R. Long, President of TRINIUM Resources Group, showed that successful firms need to have at least one, if not more, Strategic Competitive Advantages. He defined what it means to have a Strategic Competitive Advantage in the A/E/C industry and how successful firms utilize these differentiators so they can compete on factors other than price.

Specifically, he defined, analyzed, expanded upon, and provided design-industry examples of five characteristics that make a Strategic Competitive Advantage sustainable. These characteristics are Unique; Difficult to Replicate; Superior to Competition; Long-term Focus; and Applicable to Multiple Situations. Attendees participated in a workshop-style session in which they tested their own firm's perceived Strategic Competitive Advantages. Suggestions and examples were offered and potential sustainable advantages were discussed. Additionally, Strategic Impatience were discussed as a critical component when implementing a successful Strategic Competitive Advantage strategy.

Finally, Mr. Long shared how successful firms are able to encapsulate their Strategic Competitive Advantage into 4-7 bulleted differentiators. He not only showed how this can be done but also demonstrated how these bulleted points can serve as the basis for a deliverable's theme, an outline for a proposal's Executive Summary, and/or a "summary slide" at a short-list presentation.



November 2010 - Get Your Technical Staff Revved Up for Enhanced Marketing Results

Douglas Foster Reed, P.E. led a discussion about how proposal hit rates, cost tracking, opportunity lists, frequent meetings, surveys, go/no-go sign-off forms all tells us about something that already occurred or attempts to create discipline. Doug outlined the steps to take to gain cooperation across technical divisions and marketing departments for disciplined and controlled marketing and sales programs.

Doug offered valuable tips on how to foster technical staff's business skills and knowledge with the idea that being a better business person is core to support a continuously expanding firm where competitors are ever more sophisticated.

January 2011 - It's About THEM: Clients are the Fuel that Drives Business

Richard G. Jacques, AIA, Founding Principal, Jacques Management, led a discussion about succeeding in a hyper-competitive and cost-driven marketplace, the topic of his newly released book: It's All About THEM: Building the Market Driven Organization. He explained how in this challenging environment, market share, growth and success belong to those companies that are truly market-driven. Today, the most successful organizations are those that know how to get into the customer's head, understand what is really driving the customer, then build the organization around these fundamental understandings.

Dick led a discussion about succeeding in a hyper-competitive and cost-driven marketplace, which is the topic of his newly released book: It's All About THEM: Building the Market Driven Organization.

It's About THEM: Building the Market-Driven Organization, can be purchased through Amazon.com for \$29.95. The book provides insights about succeeding in the hyper-competitive and cost-driven marketplace.

Marketing Communications Awards

Information on the SMPS Connecticut Chapter's bi-annual Marketing Communications Awards is coming soon. Stay tuned for the official Call for Entries.

CPSM Exam - Study Group Forming Now

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 MacIvain](#) for more information or visit www.smpsct.org.

Job Bank

Visit the SMPS CT job bank for positions open and positions wanted or contact [Theresa M. Casey, FSMPS, CPSM](#).

2010-2011 Board of Directors

**President:**

Kara (Bacik) Gruss
KGruss@comcast.net

President-Elect:

Lauren Dabek
VHB| Vanesse Hangen Brustlin
ldabek@vhb.com

Secretary:

Katherine Serafin
SEA Consultants
kathy.serafin@seacon.com

Treasurer:

James R Bancroft, PE, FSMPS, CPSM
Lenard Engineering
bancroft@lenard-eng.com

Past President:

Sara Ruggiero, CPSM
Fusco Corporation
sruggiero@Fusco.com

Directors:

Victoria Pancoast, CPSM
ARCADIS
Victoria.Pancoast@arcadis-us.com

Brian Burke
Universal Copy
brian@universal-copy.com

Melissa Schaffer
GEi Consultants
mshaffer@geiconsultants.com

Beth (Haas) Taylor, CPSM, LEED AP
BVH Integrated Services
beth@bvhis.com

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

Marcia Kellogg
Standard Builders
mkellogg@standardbuilders.com

Beth Taylor, CPSM, LEED AP
BVH Integrated Services, Inc.
beth@bvhis.com

Membership:

Lauren Dabek
VHB| Vanesse Hangen Brustlin
ldabek@vhb.com

Communications:**Sponsorship:**

Ariel Martinez
Martinez Couch & Associates
ariel.martinez@martinezcouch.com

Job Bank:

Terry Casey, CPSM, FSMPS
On-Target Marketing and Communications
tcasey@on-target.biz

CVENT:

Geryl Rose, APR, CPSM
G2 Marketing Resources
geryl.rose@sbcglobal.net

Krista Kenney
Dietz & Company Architects
kristak@dietzarch.com

Ariel Martinez
Martinez Couch & Associates
ariel.martinez@martinezcouch.com

Brian Burke
Universal Copy
brian@universal-copy.com

Got News?

contact Krista Kenney at kristak@dietzarch.com