

SMPS San Diego



President's Message

We've Reached Our Mid-Year Goals

By Kelly Tellez
Brown and Caldwell

The San Diego Chapter officers, board of directors and committee chairs are already halfway through the 2006-2007 year. During a planning meeting held at the beginning of our term, each director prepared a plan to establish goals for our chapter. I am very pleased to announce that we are right on target for this halfway mark in our term. One of my personal goals was to help make this year rewarding for all of you. With the enormous efforts and support from the entire board, I believe we have succeeded.

Some of the goals we have met and/or exceeded are highlighted below:

Membership, Beverly Peterson, *Marketing/BD Consultant* – We have increased our chapter's membership to 179 members, up from 168 in September 2006, meaning more opportunities for teaming, networking, contacts, and friends to you. Beverly used her skills to focus on keeping existing members,

as well as marketing for new members. She also designed special nametags for the ten-year or more members.

Media, Dan Manlongat, *Zagrodnik & Thomas Architects* – Dan has not only created a more appealing website for our chapter, but he has made it much easier to register for events and access the resources offered on our website. He has also updated our site with new and useful information.

Education, Karen Santoro, *Psomas*, and Diane Elias, *RBF* – Karen and Diane have offered new types of workshops to our membership. We've had InDesign, a workshop through New Horizon at nearly half of the cost, and a presentation coaching workshop with Carol Doscher. Carol is a nationally known speaker and very well connected with SMPS.

Professional Development, Mike Kincaid, *EDAW and Carina Theissen, Winzler & Kelly* – Mike and Carina have the networking groups running smoothly with new members and old timers. They have gone through the Library with a fine-toothed comb, discarding outdated books and tapes and replacing them with current marketing materials, including books required to prepare for the Certified Professional Services Marketer (CPSM) exam.

Communications, Marylou Flanders, *PBS&J, Brett Howell, CH2M HILL* – has continued publishing remarkable newsletters to keep you up-to-date on what's happening in the San Diego chapter and in SMPS National news. She has brought the newsletter to life with her creative incentives, stories, pictures and insight to the society and our community. The newsletters are distributed in hardcopy quarterly at the luncheon program, and are available electronically on our website.

Programs, Randi Holley, *Southern California Soil & Testing, Brandi Lewis and Linda Tegarden* – Programs is one of the more challenging chairs to fill on the board. All three of these women have worked hard providing the best program luncheons in town. One needs to be two steps ahead of what is happening in San Diego County to bring presenters with news for today and not yesterday. We have exceeded our minimum required reservations for every program luncheon. They are currently working on the annual end-of-year member party planned for August.

Golf Tournament, Ciara Hotz, *PCL Construction Services and Kimberly Smith, Ferguson, Pape Baldwin Architects* – All I can say is WOW! These two women have created numerous new ways to make this well-known annual event even more fun than prior years.

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There are numerous opportunities to advertise your firm and golf with the client of your choice ... not to mention just have a great time! This year's tournament takes place May 24, 2007 at the Coronado Municipal Golf Course. I suggest signing up now if you have not already done so. You want to be at this event!

Accommodations, *Evan Ross, RBF and Antoinette Sanchez, Salerno Livingston Architects* – Evan and Antoinette have streamlined the entire registration process, from signing up to signing in, payments, vegetarian meals, and room accommodations. In addition, they have brought everyone's nametags up to date!

Stay Connected With SMPS

- ❖ Register for the Annual Golf Tournament
- ❖ Mark your calendars and register for the August 22-24, 2007 Build Business SMPS National Conference in Washington, D.C.
- ❖ Start thinking about which committee you'd like to work with next year. Sign-ups will be available at the Annual Membership party in August.
- ❖ You can find out more and register for each of these events on our website www.smpssd.org



CEO Corner

Golf Lessons for the Marketing Professional
By John T. Holzwarth, Business Development & Technology Manager, CH2M HILL Southwest Transportation



Golf provides a wonderful forum for the marketing professional to accomplish the most important business development objective: build client relationships. Every case study I know of that explores the underlying reasons for marketing success points to the establishment of personal relationships as the number one factor in project selections. The relationship can be made in a variety of ways, including meetings, conferences, during project work, committees, etc. Those settings are essential to building the client confidence in capabilities and technical competence, but do not allow each side to truly "be themselves" and become "friends." This can only really happen outside the office.

I have made some great professional connections on the golf course, with clients, internal colleagues and industry teammates/partners. This experience is bonding. Once you have played the first round, you can always reflect on that experience and share stories with each other ("...remember when you hit that tree then the ball almost hit you;" "...remember when you sunk that putt on 18 to win the match," etc.). Be aware though, there are things you need to know and ways to carry yourself that are of vital importance. These actions may have direct application and implication to the way you conduct your business. When done right, your playing partners will remember you in that way. Be remembered for strong, positive traits.

The most important things are:



Be ethical. Don't cheat. Resist "not counting" that penalty stroke. Your playing partners may not know or care you took that stroke, but if they do, they will never trust you. If you lose their trust, you're dead. If they are impressed that you took that extra stroke, you will always be known as honest, and that's not a bad thing.

Be courteous. Knowing when to grant honors is important. Don't hit out of turn. The Caddyshack line "it's your honor, your honor" comes to mind. Courtesy goes a long way. Allow that "gimme" on a 3 foot putt.

Have a plan. Plan your shots for the hole, and also how you interact with your partner. Discuss the best way to approach the green, best side of the fairway, where the trouble lies – these all show that playing the game isn't just about swinging away, but a careful, planned approach (sound familiar?). Likewise, it is bad form to start the first hole talking business. Don't feel rushed. Let the round settle in and open up the business discussions on the 5th hole, or the back nine, or maybe even wait until the all important 19th hole. Use instincts to know when the time is right. This planning will make an impression.

Lastly, have fun. Laugh. When you do, it shows you are comfortable – comfortable with yourself and with others. This brings out your "likeability," and clients tend to select people they want to work with – someone they like. And, undoubtedly, they will want to play again.

Get out and play...

John Holzwarth manages business development for CH2M HILL's Southwest Transportation Group, where he is in charge of strategy and teambuilding for CH2M HILL's largest revenue generating transportation group in the United States.

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Printing Courtesy of



Movers & Shakers

What's New in the SMPS San Diego Marketing Community?

By Kimberly Ann Woods, Earth Tech, Inc.

Engineering firm Randall Lamb Promotes Olga Fisher to Associate Principal



Olga Fisher
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Olga Bastiaannet Fisher, Vice President of Business Development, has recently been promoted to Associate Principal at the firm of Randall Lamb. As a member of Randall Lamb's management team for four years, Olga is responsible for marketing and business development for the San Diego and San Francisco offices, as well as advancing the firm's vision and mission. Olga has been a participant in the A/E/C industry for more than 15 years, and volunteers numerous hours with several local organizations and charities, including Sidney Kimmel Cancer Center and her own foundation, Hope for a Cure Foundation. Founded in 1974, Randall Lamb is an MEP and Lighting Consulting Firm with clients in healthcare, science and technology, hospitality, commercial and the government.

Kimberly Smith Joins Ferguson Pape Baldwin Architects



Kimberly Smith
Marketing Manager
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Kimberly Smith joined Ferguson Pape Baldwin Architects (FPBA) (formerly McGraw/Baldwin) as Marketing Manager in February 2007. She began her career in the industry six years ago while attending San Diego Mesa College to receive her Associates Degree in Interior Design, and while earning her Bachelor's Degree in Business Administration from California State University San Marcos. As Marketing Manager for FPBA, Kimberly's key role is to support the firms overall marketing and public relations efforts in preparing proposals, presentations, brochures, press releases, and marketing materials. Kimberly is an active member of SMPS and serves on the Board of Directors for the San Diego Chapter as the 2007 Golf Tournament Co-Chair. Founded in 1976, FPBA is a full service award-winning architectural, programming, planning, and interior design firm.

New Member Update

SMPS San Diego Welcomes Our New Members

By Stacy Mathieson, Haley & Aldrich



Ryan J. Birdseye
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Ryan J. Birdseye is a Senior Associate with David Evans and Associates, Inc. (DEA), as well as the Environmental Sciences and Planning Discipline Leader for Southern California, and the Land Development Business Line Leader for DEA in the State of California. Ryan is primarily responsible for business and program development and providing principal oversight on DEA's CEQA compliance projects. DEA is an engineering and planning firm with approximately 1,000 employees in 22 offices located across the western U.S. and New York.



Lisa Bittner
Business Development Manager
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Lisa Bittner has joined C.W. Driver as the Business Development Manager for their San Diego office. Lisa is a graduate of Michigan State University with a degree in Communication Arts & Sciences. She has more than seven years of experience in business development and marketing in the A/E/C industry here in San Diego. C.W. Driver is a regional Southern California construction manager/general contractor with offices in Pasadena, Irvine, Ontario, and San Diego.

Peter Carlson
Project Manager
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Pete Carlson moved from Miyamoto International's (MI) Los Angeles office in September 2006 to open the San Diego office. Pete, a licensed S.E., has more than 8 years of experience in structural engineering after graduating from the University of Minnesota with a BSCE in 1998. In his spare time, Pete enjoys biking, basketball and fishing. MI is a structural and earthquake engineering consulting company, specializing in risk assessment for natural hazards, new and existing building performance-based design incorporating new technology. They have offices in Sacramento, Los Angeles, Orange County, San Francisco/Bay Area and Tokyo.





Edward Desmond
Engineer-in-Training
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Edward Desmond is an intern structural engineer in the San Diego branch of Poggemeyer Design Group. His responsibilities there include marketing, structural design, calculations, and detailing of residential, commercial and mixed-use developments. In his free time, he enjoys bicycle riding, the culinary arts, and San Diego's nightlife. Poggemeyer Design Group is a multidisciplinary A/E/C firm with 13 branch offices throughout the United States. The San Diego office is the latest addition to their team.



Gwen Osgood
Chief Marketing Officer/Associate Principal
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Gwen Osgood is Carrier Johnson's new Chief Marketing Officer, responsible for the development of new business, client relationship management, and external publicity and communications. Gwen has 35 years of experience working for A/E firms in Atlanta, Michigan, and Chicago. Carrier Johnson is a design-centered architecture, urban design, brand strategy, environmental design and communications practice celebrating its 30th anniversary this year.



Joniene Swick
Marketing Coordinator
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Joniene Swick accepted the newly created position as Marketing Coordinator for McCullough Landscape Architecture in November 2006. Her responsibilities include implementing the firm's marketing plan, writing proposals, and preparing marketing materials. Joniene received her Bachelor of Arts Degree in Communications from San Diego State University in 2003, and received a certificate in 2006 in Landscape Architecture from Harvard University's Graduate School of Design Career Discovery Program.

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Marketing Tips

The Possible Service

By Stacy Mathieson, Haley & Aldrich

When I began working in the A/E/C industry, I didn't know anything about marketing a service. How do you market something intangible? So, I bought a book by Harry Beckwith titled "Selling the Invisible – A Field Guide to Modern Marketing" to help me learn more. His tips are short, usually not more than one page, so they are easy to take in and remember. One suggestion has stuck with me. It is entitled "The Possible Service."

An example of the possible service theory is evident in the evolution of the car industry. When the first car was produced, it was in stage one, where it met acceptable minimum standards. When a product is new to the market, like the first car, the first DVD player, or the first cell phone, buyers will accept the most minimal product because it is unique. *Stage one is product-driven* where companies offer clients an acceptable product.

But in stage two, competitors begin to appear. This is when the real marketing begins. Marketers listen to customers and make adjustments to the products based on what the customer wants and needs. They are trying to stay one step ahead of the competition. *Stage two is market-driven* and provides customers with a desired product.

The third and final stage, which many companies never reach, goes beyond offering the customer what they are asking for and surprises the customer. *Stage three is imagination-driven* and offers customers possible service. Just look at all the features that are offered on cell phones now – music, movies, and cameras. What they will come up with next is anybody's guess, but I'm sure we'll be surprised.

The examples given above are for products, not services, but they translate just the same. Whether you are an architect, an engineer, or a construction manager, you can provide your customer with possibilities they might not have thought about. Be creative. Brainstorm with your fellow employees from the bottom up – you never know who might have a great idea.

What can you do for your client that is unexpected? The possibilities are endless.

2007 SMPS
SAVE THE DATE...
THURSDAY · MAY 24, 2007
CORONADO MUNICIPAL GOLF COURSE

REGISTRATION & SPONSORSHIP
OPPORTUNITIES ARE COMING SOON

For advance information, please contact
Ciara Hotz — chotz@pcl.com or
Kimberly Smith — ksmith@tuckersadler.com

GOLF CLASSIC

CANstruction Competition

By Suzanne Clemmer, DCI Engineers

Nine members of the local A/E/C industry in San Diego recently came together to showcase their talents in this year's CANstruction® competition. CANstruction® is a volunteer, international charity of the design and construction industry, created by the Society for Design Administration, which combines the competitive spirit of a design/build competition with a unique way to help feed hungry people. At CANstruction®, teams of architects, engineers, contractors and students compete to design and build colossal structures made entirely out of canned foods; the results are giant "canned art" exhibits. The competition is held annually in 80 cities across the United States and Canada.

The team members for this year's competition included: ASA & Construction Tech Academy, Childs Mascari Warner Architects, Architects Delawie Wilkes Rodrigues Barker, Invention & Design Educational Academy, Island Architects, JMA Architects, the NewSchool of Architecture & Design, RJC Architects, and Oliver McMillan. Their unique CANstructures were on display at the NewSchool of Architecture & Design from March 17 – 25, 2007.

At the Construction Awards Gala, which was held at the Wyndham Emerald Plaza, prizes were awarded in the following categories:

- ❖ Juror's Favorite – Architects Delawie Wilkes Rodrigues Barker, "Feed Me"
- ❖ Structural Ingenuity – Childs Mascari Warner Architects, "Two Peas in a pPod"
- ❖ Best Use of Labels – Oliver McMillan, "The Rainbow CANnection"
- ❖ Best Meal – Island Architects, "Island Architects Captures Rare & Elusive LepreCAN"

This year a total of 35,000 pounds of food, utilized in the structures and collected by visitors to the exhibit, was donated to the local charities: Homefront San Diego and Set Free San Diego. The event's major sponsors included Marrokal Construction Company, USA Federal Credit Union, and Mike Torrey Photography. Please visit the web site, www.canstructionsd.org, for more information about CANstruction®.



"Feed Me"
by Architects Delawie Wilkes
Rodrigues Barker

"pPod"
by Childs Mascari Warner Architects



"LepreCAN" by Island Architects



"Cancakes" by JMA Architects



"Sailboat" by RJC Architects

How to Ask for a Raise—and Get It!

By Deborah Walker, CCMC

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

- ❖ Made your appeal based on emotion
- ❖ Given your boss an ultimatum
- ❖ Failed to plan ahead what to say figuring you could just “wing it”

And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research salary surveys.

If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find.

Additionally, if you suspect your earnings are low within your own company, ask your HR representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible.

These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the likelihood that your boss will say yes.

2. Prove your worth.

Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally.

The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

- ❖ Creating revenue opportunities
- ❖ Discovering cost savings
- ❖ Helping a coworker meet or beat a deadline
- ❖ Developing a better process

- ❖ Completing tasks ahead of time
- ❖ Generating good will with clients or customers

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that illustrates the positive impact you've had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don't have a record of your accomplishments and contributions, you are not ready to ask for a raise. A career coach can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a career coach can help you quickly identify the contributions you've made to the company. This will build not only your case for a raise, but your confidence as well.

3. Plan your strategy.

Too often, people don't think about what they're going to say until they're actually in their boss' office. That's too late. You have to plan your strategy in advance, just as you would plan any business project. It's the only way to succeed.

With copies of salary surveys and salary scales, you'll have quantifiable evidence that your request for a raise is a reasonable one. And you'll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you're not comfortable with doing that, or if you don't know someone who is a hiring manager, a career coach can help you craft your presentation.

A career coach has real-world experience in hiring and decision-making, so they've been in your boss' shoes. They can provide you with strategic tips that will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a career coach will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you'll be ready to approach your boss with confidence. And you'll be well on your way to getting the raise you have truly earned.

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com



2007 SMPS National Conference, Washington, D.C.

By Tarek O. Nabas
JCJ Architecture

The 2007 SMPS National Conference will be held in our nation's Capitol! Make sure to mark your calendars for August 22-25 to attend this year's National Conference in Washington, D.C. What is expected to be a highly educational and wonderful networking event is host to two very special Keynote Speakers in Michael Graves, FAIA, Principal of Michael Graves & Associates, and David L. Winstead, Commissioner of Public Buildings Services for the United States General Services Administration. If you haven't had a chance to attend in the past, now's your chance to participate in this unforgettable educational and bonding experience with your fellow chapter members and new friends from all over the nation. Registration forms are now available! For more information visit: www.buildbusiness.org.

Education Update

By Diane Elias, CPSM, RBF Consulting



InDesign Class

More than 30 marketing and business development professionals attended the Adobe InDesign Level 1 class held at the New Horizons Training Center on February 8 and 9. Taught with grand enthusiasm by Instructor John McKeel, students gained an overall understanding of the program's capabilities and applications with hands-on training using the various tools and layout functions. With InDesign rapidly becoming the new standard in professional layout and design in the A/E/C industry, this training opportunity inspired attendees to put their creativity to work and provided the education to make it happen.

Graceworks Presentation Workshop

Graceworks' Carol Doscher and Rich Swingle energized and inspired 80 A/E/C professionals at the SMPS presentation workshop held at Marina Village on April 17. Big and bold were the words of the day, delivered in just the right dosage to get immediate results. With public speaking at the top of the human list of feared activities, Carol and Rich hit home with a number of excellent tips and techniques to recognize and overcome nervous habits and masks, and engage an audience through body language, eye contact, and personal experience. With positive reinforcement, participants

remarkably polished their acts in front of the group demonstrating that these techniques really work. Technical material can be interesting with wise use of graphics and props, and most importantly, making that "human connection" with your audience. Participants said, "This was fantastic! Everyone needs to take a class like this." "I really enjoyed the one-on-one interaction. There was something in the workshop for everyone."

Special thanks to the SMPS Education Committee for organizing the workshop and for their continued commitment to providing professional development opportunities to A/E/C professionals.



The class practices body language techniques



L-R Karen Santoro, Carol Doscher, Rich Swingle, Diane Elias, Kristie Bevacqua

Thank You SMPS 10+ Year Members

At the February luncheon, we recognized those members who have 10+ years of continuous membership in SMPS. These dedicated members have served on our Board, participated on committees, and supported SMPS activities and events.



L-R Jerry Cole, Kelly Tellez, Glen Schmidt, Beverly Peterson, Sharon Singleton, Mark Clements, Renee Magerkurth, Kara Fraser

Not shown: Simon Andrews, Mike Bemis, Kathleen Garcia, Mark Imbriglio, Angela Kimble, John Littrell, Alan Mashburn, Mark Tawara, Linda Tegarden, Howard Wolff

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Schirmer Engineering

Hole in One

CH2M HILL

Longest Drive

Degenkolb

Putting Contest

Harley Ellis Devereaux

Beverage Cart

Poggemeyer

2007 SMPS Golf Classic

Fore! Great Reasons You Can't Miss The SMPS Golf Classic

It's that time of year again. The sun is shining and the birds are soaring high above our fair city as winter gives way to what is sure to be a beautiful spring full of fun and excitement for San Diegans from Chula Vista all the way up to Oceanside. SMPS will be doing its part to add to those springtime festivities when it puts on the 2007 SMPS Golf Classic on Thursday, May 24th at the Coronado Municipal Golf Course. This is the first year this eighteen-hole tournament has been held at this first class, picturesque venue, and planners and players alike are excited about the move.

An annual highlight of the Society's event calendar, this year's Golf Classic promises to be the best ever. Leading the charge to realize this lofty goal is the event's master sponsor – Integrated Marketing Systems (IMS). IMS has been the leader in project research information since 1991. Covering thirteen states, IMS specializes in providing construction management, architectural and engineering consultants with timely, accurate and comprehensive information from thousands of public agencies.

But they're not the only ones pitching in. A large number of A/E/C firms are throwing their hats and funding into the ring. Past tournaments have featured standard box lunches, but thanks to KTU+A, players will be treated to a filling barbecue lunch. And the good food doesn't end there. Psomas and Construction Testing & Engineering are teaming to put on a lavish post-tournament cocktail hour, dinner banquet and awards ceremony. Other key sponsors include PCL Construction and Tucker & Sadler (golf cart sponsors), McCullough Landscape Architecture (sign-in and podium sponsor), NTDStichler Architecture (apparel sponsor), Team Reprographics (reprographics sponsor) and Architectural Photography (photography sponsor). Twenty-one other generous firms are lending their assistance by sponsoring individual holes and contests (ball in circle, closest to the pin, longest drive, etc.) that will take place throughout the tournament. A few sponsorship opportunities are still available. If your firm is interested in getting on-board, send an e-mail to chotz@pcl.com.

A portion of the proceeds raised through the Golf Classic will be given to the San Diego chapter of the ACE Mentor Program. The ACE Mentor Program was founded by the principals of leading design and construction firms in order to introduce high school students to career opportunities in the A/E/C industry. Program mentors are professionals from leading design, engineering and construction firms who volunteer their time and energy. The program is designed to engage, inform and challenge youth and it has been doing just that, both locally and nationally, for the past thirteen years.

So, whether you are looking for a quality golf experience complete with top-notch amenities, the opportunity to network with fellow A/E/C colleagues and clients, the chance to sponsor a great event, the chance to lend a hand to a worthy cause or all of the above, the 2007 SMPS Golf Classic fits the bill. To register, visit www.smps.org or send an e-mail to chotz@pcl.com or ksmith@fpbarch.com.

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