

SMPS San Diego



President's Message

Thank You for a Great Year!

By Kelly Tellez
Brown and Caldwell

It has been a pleasure to serve as the San Diego Chapter President this year, and I want to sincerely thank this year's Board of Directors, Committee Chairs and Committee Members for their hard work and dedication to SMPS. The accomplishments during this year have been outstanding because of all your contributions.

Even though the current program year is coming to a close, your SMPS Board is hard at work strategizing and planning for the upcoming program year. We value your continued feedback and support. If you have any suggestions, ideas or comments please feel free to contact me at ktellez@brwncald.com, or Kristie Bevacqua at kristie@nasland.com.

I hope to see many of you at our Year-End Member Party which will take place at the San Diego Yacht Club on Thursday, August 9th from 5 - 9pm. This will be an excellent

opportunity to sign up to participate on one of our exciting committees. For additional information on this event, please visit our website at www.smpssd.org.

In addition to events and activities in San Diego, I strongly encourage each of you to attend the SMPS National Conference in Washington DC. This year's Build Business Conference will be held August 22-25, and will offer educational seminars and fabulous networking opportunities.

Finally, it has been an honor to serve as your 2006-07 Chapter President. I have had the privilege to work with a tremendous Board of Directors and I have enjoyed meeting many of you at our programs and events this year. I encourage each of you to continue your support of the San Diego Chapter and most of all – *Stay Connected*.



Did You Know?

SMPS San Diego is preparing to go paperless...

SMPS San Diego will soon discontinue mailing monthly luncheon meeting announcements, and will only be reminding members of upcoming meetings via e-mail and through our

website. Postage and production of announcements are costly for the Chapter and the money we save could be better used on other events and activities.

Please help the SMPS board serve you better by keeping your contact information current. It's very easy to do -- just go to the local website and check your profile. Follow these simple instructions:

1. Go to www.smpssd.org
2. Click the top left button "Log in"
3. Enter your username. For San Diego, it's your first and last name together, no spaces. Ex. JaneJohnson
4. Enter your password. If you have not logged in before, the password is SMPS. The system will prompt you to change your password
5. Go to the Member Portal section of the website using the left navigational buttons
6. Go to "My Info" on the toolbar below the SMPS logo.
7. Once your mouse is over "My Info," go to "My Profile" and then "Edit Profile."

If you require assistance please contact our Media Chair, Dan Manlongat of Zagrodnik + Thomas Architects at 619.528.1199 or dan@ztarc.com.



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CEO Corner

Launching and Marketing a New Business:
A Discussion with Robert Noble, AIA, LEED™ AP, Envision Solar, LLC

Bob Noble is an innovator and committed environmentalist, as well as past President of the AIA and former Chairman of the San Diego Chapter of the U.S. Green Building Council. He made a commitment to sustainable green technologies 25 years ago, which has included environmental design, architecture and the development of environmental products that utilize recycled building materials. He is now the Chairman and CEO of Envision Solar, LLC, which he co-founded in 2006 as a collaboration between Tucker Sadler Architects, Midwest General Construction, Inc. and Kyocera Solar, Inc. The company is a turnkey Design/Build service provider which offers attractive, integrated photovoltaic carport systems. It is also a business model for responsible, sustainable design and renewable energy use and recently won an Energy Efficiency Integration Award from SDG&E.

What was the first step in starting up your new business?

BN: After completion of the first Solar Grove™, a unique photovoltaic carport system for Kyocera's Corporate HQ through Tucker Sadler Architects in May 2005, we decided this idea needed to be commercialized on a worldwide basis. By June of 2006 we had a structured LLC company and had raised capital from investors for the start up. Envision Solar works with corporations, public agencies, theme parks, non-profits and schools all over the country and (soon internationally) and has been featured in articles by Wired, 944, and the SD Business Journal.

Did you develop the logo and slogan for Envision Solar internally?

BN: We came up with the name ourselves and then developed it in partnership with a marketing firm out of Canada.

The website is very impressive and innovative; what was your impetus for the design?

BN: The Development of our website was extremely important because it is supposed to give an overview of what Envision Solar is about and the services we provide. We worked diligently with the web developer for six months before the site was ready to be launched. It is an all flash website with a clear format and many videos to explain the company and the services we provide. We are also currently working on finishing up our microsite, which will be adjacent to the existing website; it will be faster, easily navigable and tailored specifically to highlight our projects.

What was the most effective way of getting your message out to the World?

BN: Like any type of effective corporate communication plan, it must be done in a variety of ways. We hired a PR firm to create press releases, wrote many articles for publication in magazines and journals, and attended or spoke at a variety of applicable conferences.

It must be difficult to start a business from scratch. Did you join or utilize the resources of an organization or group for support or information?

BN: No, it's all integrated. We relied upon relationships that we had established through many years of participation with the USGBC, AIA and as an Architect in San Diego. In fact, many of our contacts were developed with international business partners prior to becoming a partner at Tucker Sadler, and several of these people became investors in Envision Solar.

What were the largest hurdles you had to overcome?

BN: Starting a new business is always challenging because every market is competitive; it requires flexibility, a comprehensive vision, creativity and a strong team motivation. It is always chaotic when pioneering with new technologies and intellectual property; this is both the good news and the bad news. We are always in a constant state of fluctuation; everything (and everyone) needs constant pushing and incremental adjustments.

Did you suffer any pitfalls/difficulties or were you able to avoid them?

BN: I have a lot of experience in launching new companies and restructuring companies that already exist, like Tucker Sadler Architects. Although it was a completely new area, luckily we did not suffer any major setbacks.

Do you have any words of wisdom for anyone considering starting their own business?

BN: I can offer a few tips:

1. People who are considering starting their own business should just go for it! If you think you have a valid idea with the necessary motivation and a culture exists to support it, then it is worth the risk. Whatever your motivation, you should do it because you cannot succeed without taking the initial plunge.
2. Be prepared; it will be a tough road even if you do everything right. First you have to own it; brand, knowledge base, and it must be a viable technology. There is no way to know what the future holds; survival is dependant upon being organized and resilient in order to create a strong company that can weather any storm or market fluctuation. You also have to be ready for events that new entrepreneurs might consider to be setbacks. "Don't put all of your eggs in one basket," especially with regards to investors; you cannot rely on one single investor. And, don't get too far ahead of yourself; visualizing success before it happens is a recipe for disaster.
- 3) It is impossible to anticipate the myriad of problems that might arise. There is always a high risk, and if you cannot take the leap and go for it, then you are not ready to be an entrepreneur. Make sure to have the tools that you need; also, take advantage of all the resources available to you.
- 4) A final important truism to consider: "Companies do not die from without, they die from within."

For more information on Envision Solar, please visit their website at: <http://www.envisionsolar.com>

Movers & Shakers

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

By Diane Elias, RBF Consulting

Mateo Torres Promoted to Marketing Coordinator



Mateo Torres
Marketing Coordinator
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Mateo Torres has been promoted to Marketing Coordinator in Rudolph and Sletten, Inc.'s San Diego office. Prior to this, Mateo worked in the field as a Senior Field Office Coordinator for Rudolph and Sletten. In his new position Mateo utilizes his graphic design and writing skills in the production of proposals and information packages while working closely with executives and managers. In addition, he manages the marketing department's project information database to track and input new project information. Mateo is a new member of SMPS, and looks forward to contributing to the goals of the organization.

Joniene Swick Joins Wimmer Yamada and Caughey



Joniene Swick
Marketing Manager
Wimmer Yamada and Caughey
jswick@wyac.com
619.232.4004 ext. 15

Wimmer Yamada and Caughey welcomes Joniene Swick as their new Marketing and Media Coordinator. Her position includes writing and implementing the firm's marketing plan, proposal writing, preparing marketing materials, generating press releases, maintaining and updating marketing information including resumes, project descriptions, mailing lists, and web page content. Joniene received her Bachelor of Arts Degree in Communication from San Diego State University in 2003. Joniene also attended Harvard University's Career Discovery Program in 2006 where she received a Certificate in Landscape Architecture from the Graduate School of Design.

Maura T. Moynahan Joins Roesling Nakamura Terada



Maura T. Moynahan
Marketing
Roesling Nakamura Terada Architects
moynahan@mtarchitects.com
619.233.1023

Maura T. Moynahan, a native of Boston, Massachusetts and die-hard Red Sox fan, recently joined the San Diego office of Roesling Nakamura Terada Architects (RNT). As marketing professional at the firm, she is responsible for managing marketing materials, preparing proposals and brochures and developing new business opportunities. Maura's passion for art and educational background in art (B.A. Art, U Mass Boston) make her the perfect fit for RNT's innovative design team. She has been

active in SMPS for four years, and is currently serving as a member of the Programs Committee. Established in 1980, Roesling Nakamura Terada Architects is an award-winning design firm dedicated to creating meaningful and sustainable environments.

New Member Update

SMPS San Diego Welcomes Our New Members

By Stacy Mathieson, Haley & Aldrich

Hansol An

Director of Marketing
Burkett & Wong Engineers
han@burkett-wong.com
619.299.5550

As Director of Marketing at Burkett & Wong Engineers, Hansol implements all marketing activities from planning to promotion to proposal development. Before joining Burkett & Wong, Hansol worked in the residential real estate industry as a marketing coordinator. He has certificates from UCSD in Graphic Design and Web Design and earned his bachelors degree in Information and Decision Systems from San Diego State University. Burkett & Wong Engineers is a San Diego-based structural engineering, civil engineering, land surveying, land planning and forensic engineering firm that has been in business since 1971.



Kristina Hanson
Realtor
Old Mission Properties
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619.851.5818

Kristina Hanson joins SMPS with 5 years of residential sales experience. Newly attracted to both commercial and multi-family residential, Kristina's long-term intent is to manage builder accounts. Her background in interior design, including CAD design, makes her ideally situated for new home sales. Until an opportunity presents itself, Kristina is working with an upstart development firm in a business development position. The small firm (Elan Development) has come out from the East Coast to pursue land acquisition for the storage business. Kristina extends an open-ended invitation to donate \$500 to the ACE Mentor program for each closed escrow that comes from an SMPS member or referral.



Megan Kennedy
Marketing Manager
Research Facilities Design
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Megan Kennedy has been promoted to Marketing Manager this past year with the increased responsibility of managing the marketing department and overall business development for Research Facilities Design (RFD). RFD is an architectural firm specializing in the programming and design of teaching and research laboratory facilities. Based in San Diego, RFD's practice is international, having consulted on more than 1,000 laboratory projects worldwide.



Lauren Slatinsky
Marketing Coordinator
Turner Construction Company
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Lauren Slatinsky recently joined Turner Construction Company as Marketing Coordinator. She is responsible for the development of proposals and various marketing materials. She also produces press releases, coordinates publicized events and other public relations responsibilities. Lauren graduated from the University of San Diego in 2007 with a B.A. in Communication Studies and a minor in Art History. Turner Construction Company is consistently rated one of the nation's top builders and provides services in nearly every market segment of the construction industry.

Donna Grimm
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Marketing Tips

Facilitating a Successful Meeting

By Stacy Mathieson, Haley & Aldrich



Facilitating a meeting for any purpose can be daunting. But if you go in with a plan or a "blueprint" ahead of time, your meeting will be more productive. A facilitator's role is to organize the meeting process together with the client (internal or external). This includes clarifying the purpose of the meeting and the desired outcomes, drawing out opinions and encouraging participation among the attendees, keeping the group focused, providing a safe environment for ideas and guiding the group to conclusions, all while remaining neutral. A good facilitator should:

- ❖ Listen to what is being said, while also reading between the lines,
- ❖ Read body language and other visual clues of the participants,
- ❖ Keep their opinions to themselves about the content of the meeting,
- ❖ Be concerned that each participant is being heard and treated with respect, and
- ❖ Be firmly grounded when challenged – don't let any one person take over – and keep the meeting on track.

Knowing why you are having the meeting and what you want to get out of it is the first requirement and sets the tone for the entire process. Do you want to share, get or clarify information? Or is the purpose of the meeting to resolve a problem, identify a vision or establish goals? At the beginning of a meeting a purpose statement should explain why the group is meeting, such as "to make a go, no-go decision on the XX project."

Setting the tone for positive communication is important. When the meeting starts, the room should be ready with flip charts and markers, the chairs arranged in a way that promotes collaboration, name tags if needed, and an agenda. The facilitator should be genuine, cheerful and approachable throughout the process.

People will participate in meetings if they have something to say and feel safe in expressing their ideas and opinions. The facilitator can encourage participation in a number of ways, including:

- ❖ Assigning roles to each of the attendees by making them feel like this is their meeting
- ❖ Offering immediate positive feedback on participation
- ❖ Allowing people time to think and process the information being discussed
- ❖ Establishing a ground rule that everyone speaks once before speaking a second time so that the discussion is not dominated by a few
- ❖ Asking open-ended questions of those who don't seem to be participating to show you value their opinion

An effective facilitator guides the meeting process, but does not give input to the content – that should come from the participants. Meeting participants should leave your meeting with a clear and shared understanding of what has been accomplished, what has been agreed to, what will happen next, and who will do what and when.

SMPS Year End Member Party

Break out the hawaiian shirts and hula skirts...SMPS is hosting their annual member party -- aloha style! Please join your fellow SMPS Marketers on **Thursday, August 9th at the San Diego Yacht Club** for a party destined to go down as one of the biggest bashes in the history of SMPS year-end shindigs. Our Caribbean Nights party will have a lively Hawaiian band, delicious food and plenty of drinks to go around. The excitement starts at 5 PM and goes until your legs are tired, your belly is full and your thirst is quenched or 9PM (whichever comes first). **Watch the SMPS San Diego website for signup information!**

San Diego Yacht Club
1011 Anchorage Lane, San Diego, CA 92106
Phone: 619.221.8400
Latitude: 32°43'05" North
Longitude: 117°13'43" West (for those coming by boat)



Monthly Luncheon Prepayment Plan



Save time and money by using the prepayment plan for SMPS Monthly Luncheon programs

As a benefit to our members, SMPS San Diego is offering two different luncheon pre-payment options to ease the registration process and save you money. By registering in advance for either the half-year or full-year plans, you save \$5 on the cost of each luncheon—or the equivalent of one free luncheon.

How does it work?

Visit us online at www.smpssd.org

- ❖ Select Option 1 or 2
- ❖ Fill out the information requested
- ❖ Submit payment and form to SMPS San Diego BEFORE October 18th, 2006

Option 1 – 5 Meeting Pre-Payment Plan

Fee: \$35.00/Lunch Program x 5 (regular fee \$40.00) = \$175

Attend any 5 luncheons within the 2006-2007 calendar year.
Participants must RSVP prior to the luncheons of their choice.

Option 2 – Full Year Pre-Payment Plan

Fee: \$35.00/Lunch Program x 10 (regular fee \$40.00) = \$350

Attend all luncheons within the 2006-2007 SMPS calendar year.
Participants will not need to RSVP for each luncheon as they will be pre-registered for the year.

You will be pre-registered for the number of meetings selected and simply need to RSVP for the meeting you wish to attend. Please note that all pre-paid meeting must be attended within the 2006-2007 SMPS calendar year. No refunds are available.

If you have any questions regarding this process, please contact Evan Ross at 619.297.2223, evanr@sdse.com, or Antoinette Sanchez at 619.234.7471, toni@slarchitects.com.

Batter Up: AEC Industry Takes a Swing at Stress By Playing Softball!

By Megan Carleton, San Diego Regional EDC

If baseball is the great American game, then softball must be the great AEC industry game. After all, over 40 San Diego-area firms have teams that participate in recreational softball leagues throughout the County. These leagues bring architectural, structural, geotechnical, and mechanical firms together to have fun and relieve stress.

Ryan Turner is a structural engineer with KPFF Consulting Engineers. Every week he looks forward to his Thursday night games. While he and the rest of the firm have only played in the league for one season, they already have their own logo and t-shirts. Now that's dedication!

"This is a social activity that gives us an opportunity to see clients and coworkers outside the office in a stress-free environment," Turner explains. "Our center fielder once ran in for a fly ball, and wasn't taking into consideration that the sprinklers had been on a few hours before. He ended up slipping and falling down, right on his face. Thankfully he wasn't hurt, and that's why it's so darn funny!"

If you and your firm want to share your own extracurricular sport story, please contact Megan Carleton at mc@sandiegobusiness.org.

About SMPS

The Society for Marketing Professional Services is a membership organization for professionals who market and manage professional services for the built environment. The mission of SMPS is to enhance the ability of its members to secure profitable work for their firms in the fields of architecture, engineering, planning, interior design, landscape architecture and construction management through monthly programs, educational workshops and networking opportunities.

Market • Network • Communicate • Educate • Mentor

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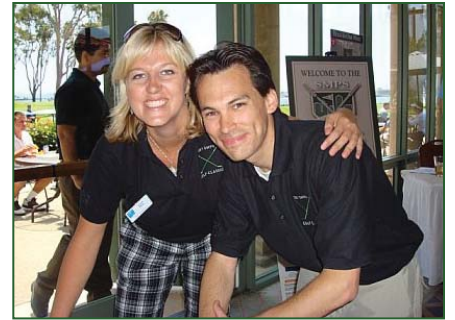
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website www.smpssd.org**



2007 SMPS Golf Classic



2007 SMPS Golf Classic - A swinging success!



By Ciara Hotz, PCL Construction, Kimberly Smith, Ferguson Pape Baldwin Architects, Tarek Nabas, JCJ Blackman Architecture

This year's SMPS Golf Classic held Thursday, May 24th at the beautiful and picturesque Coronado Municipal Golf Course was home to this year's largest networking event! For over 60 local A/E/C industry firms, the successful promoting of their firms was led by master sponsor – Integrated Marketing Systems (IMS), Lunch Sponsor – KTU+A, and Happy Hour and Surf & Turf Dinner Sponsors - Construction Testing & Engineering and PSOMAS. Other key sponsors included NTDSTICHLER Architecture who donated embroidered polo shirts, Sign-in and Podium sponsor - McCullough Landscape donated water bottles and a special thanks to Team Reprographics our Reprographics Sponsor.

These sponsorships along with 21 other generous firms allow SMPS to give 15 scholarships to SMPS members to go to this year's National Convention in Washington D.C., in addition to a check for \$1,800 of the proceeds to the San Diego Chapter 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 13 years.

SOLD OUT nearly two months before the golf tournament, SMPS Board Members and Golf Co-chairs Ciara Hotz, PCL Construction Services, and Kimberly Smith, Ferguson Pape Baldwin Architects, had their work cut out for them. "We couldn't have done it without our wonderful committee" they said. Committee Members included:

Ciara Hotz – PCL Construction Services (Golf Co-Chair)
 Kimberly Smith – Ferguson Pape Baldwin Architects (Golf Co-Chair)
 Brandon Hernandez – Katz, Okitsu & Associates (Graphic Design)
 Kari Fike – Austin Veum Robbins Partners (Sponsorships)
 Mindy Beeler – NTDSTICHLER Architecture (Sponsorships)
 Brie Page – ILA Zammit Engineering (Raffle Prizes & Reprographics)
 Amanda Hallock – Dominy + Associates Architects (Raffle Prizes)
 Alison Murphy – O'Connor Construction Management (Raffle Prizes)
 Maura Moynahan – RNT Architects (Goodie Bags)

Winners of the tournament this year received a \$200 cash prize, and Poggemeyer, winner of the hole decorating contest, will get a FREE beverage hole sponsorship for 2008. The flawlessly executed tournament could only be described as a smashing success by organizers and participants alike:

"I want to say thank you again for the invitation to this year's tournament. Your event is the best tournament that I've participated in, and everyone I know had a great time."

Jeff Stephenson from San Diego County Water Authority

"It was very professionally run, well organized, and a great event - from the sponsor's perspective and all the players that I talked to. The SMPS organizers were really helpful to us with prior planning and on the day of the event. We really enjoyed participating in the event and I expect we'll be involved on a regular basis. I know it required a lot of effort and you pulled it off very successfully. Congratulations and thank you for your support."

Madeline Field from Degenkolb

"We had a great time and were very pleased with the turnout. Ciara and Kim did a fantastic job with everything and we are looking forward to participating next year."

Tami McMinn from Poggemeyer Design Group

"Speaking for my team, we had a great day and appreciate the tremendous effort needed by both Ciara and Kim to make it a success. You certainly get my vote to co-chair again next year."

Richard Bevan with Harley Ellis Devereaux

Thank you again to our wonderful Golf Tournament Sponsors!!!

Master Sponsor	IMS
Dinner Reception Sponsor	PSOMAS
BBQ Lunch Sponsor	KTU+A
Happy Hour Sponsor	CTE
Sign-in/Podium Sponsor	McCullough Landscaping
Putting Contest Sponsor	CH2M HILL
Golf Cart Sponsor	PCL Construction Services & Tucker Sadler
Beer Cart Sponsor	Bennett Construction Services, Inc.
Regular Hole Sponsor	Solid Rock Engineering, Inc.
Regular Hole Sponsor	Ninyo & Moore
Regular Hole Sponsor	Erickson Hall Construction
Regular Hole Sponsor	Winzler & Kelly
Ball in Circle Hole	Nowell and Associates
Longest Drive	Degenkolb Engineering
Closest to Pin	Schirmer Engineering
Straightest Drive	Poggemeyer Design Group
Hole in One	Harley Ellis Devereaux
Beverage Hole	O'Connor Construction Management
Beverage Hole	Simon Wong Engineering
Beverage Hole	RBF Consulting Engineers
Beverage Hole	PCL Construction Services
Beverage Hole	SMPS
Beverage Hole	Geocon
Photography Sponsor	Architectural Photography Inc.
Reprographics Sponsor	Team Reprographics
Shirt Sponsor	NTDSTICHLER Architecture with C&S Sales
Mulligan Sponsorship	Brown & Caldwell

We've already started planning for 2008. If you are interested in securing advanced sponsorship opportunities for next year, or would like to be on the 2008 golf committee, please contact Ciara at chotz@pcl.com or Kimberly Smith at ksmith@fpbarch.com at your earliest convenience.

Each year just gets better and better.

Don't miss out in 2008!





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