

SMPS San Diego



President's Message

Thank you for a fantastic year!

*By Kristie Bevacqua
Nasland Engineering*

“The purpose of life is to enjoy it. The joy in life is the daily journey, not the final destination. Life’s road is a series of turning points. They never end. They make life mysterious and fascinating. Take each turn as it appears, enjoying the present day because it is the only one you will ever have. Make each day complete, whole, fulfilling and exciting. Be sure you are having the time of your life.”

Ned Grossman, How To Succeed In Life

I have had the time of my life, and thanks to all of you. It has been my 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 your hard work and dedication to SMPS. I am impressed by all the accomplishments made this year which are a direct result of 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 kristieb@nasland.com.

The 2008 SMPS Build Business Conference will be held August 6-9 in Denver, Colorado. It is my great pleasure to announce that our chapter was able to provide a total of 12 scholarships to deserving members to attend this upcoming conference. I credit this accomplishment to the hard working committees who helped raise the money to make this possible. If you are still interested in attending, it is not too late to register. For more information, go to the National SMPS Website at www.smps.org.

I look forward to seeing you at our Year-End Member Party which will take place at the San Diego Yacht Club on Thursday, August 21st from 5 to 9pm. This will be an excellent opportunity for you to sign up to participate on one of the following eight standing committees:

- ❖ Programs
- ❖ Accommodations

- ❖ Education
- ❖ Golf Tournament
- ❖ Professional Development
- ❖ Membership
- ❖ Communications
- ❖ Media

For additional information about the Year-End Member Party, please visit our website at www.smpssd.org.

Finally, it has been an honor to serve as your 2007-08 Chapter President. I have had the privilege to work with a remarkable Board of Directors, and I have enjoyed meeting many of you at our events this year. I encourage each of you to continue your unwavering support for the San Diego Chapter and get involved. Remember...you get what you give. So go for it!

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SMPS San Diego's 2008 Golf Tournament a True 'Classic'

By *Brandon Hernández*

On Friday, May 30th, the skies were sunny, the greens were pristine and the scene was set for a great day of fun and networking as avid golfers, golf enthusiasts and even a few brave A/E/C rookies with nary a clue of how to hold, much less effectively utilize, a set of golf clubs descended on the Coronado Municipal Golf Course for the 2008 SMPS Golf Classic.

Two weeks later, further north at Torrey Pines, Tiger Woods and Rocco Mediate squared off for golf supremacy at the US Open. Admittedly, that tournament featured a higher caliber of drama and athletic skill, but when debating which event featured the most laughs, refreshments and unadulterated fun, SMPS comes out the hands-down champion. There can only be one winner at any given tournament, but the glory of the SMPS Golf Classic is the fact that, win or lose, there's always enough good people and good cheer to go around. Enough so that even those at the bottom of the leader board walk away feeling like winners.

A dedicated committee works diligently throughout the year to ensure that this highly-anticipated event comes through on its promises of high times for all and goes off without a hitch. For the second straight year, the committee was co-chaired by Ciara Hotz (PCL Construction) and Kimberly Smith (Ferguson Pape Baldwin Architects). A significant portion of the proceeds raised at the event were awarded to the San Diego Chapter of the ACE Mentor Program, a non-profit organization dedicated to introducing high school students to career opportunities in the A/E/C industry. The success of the ACE Mentor Program comes courtesy of professionals from leading design, engineering and construction firms who volunteer their time and energy interfacing with our region's youth, and they are always looking for more generous individuals to join their ranks and enhance their noble efforts. For more information on how you or your colleagues can lend a hand, check out www.acementor.org.

While the SMPS Golf Classic would not be what it is without volunteers, it wouldn't even exist without the support of its corporate sponsors. Some of our most generous backers are included on the following page.

The teams who won Best Net and Best Gross Score received a \$100 cash prize, and many participants walked away with some great raffle prizes, including a \$500 cash prize. Southern California Soils & Testing and Salerno Livingston Architects had a Pirates of the Caribbean-inspired hole and won the hole decorating contest. They will receive a free beverage hole

sponsorship for 2009. The flawlessly executed tournament could only be described as a smashing success by organizers and participants alike. *See event photos on pages 8 thru 12.*

Planning has already begun for the 2009 SMPS Golf Classic and, as always, any and all SMPS members are welcome to offer up their input, time and energies. We all know nobody has more get-up-and-go than professional marketers, so let's work together to make next year's event the best ever! If you are interested in joining the SMPS Golf Committee, you may contact its new chair, Brie Page (ILA | Zammit Engineering), via e-mail at bpage@ilaz.com or Allison Murphy (O'Connor Construction Management) amurphy@ocmi.com.

CEO Corner



Way Beyond Practice

By: *Jacqueline Dompe, San Diego Managing Principal, EDAW, Inc.*

The San Diego office of EDAW strives to be a visible and active member of the community through a range of activities and levels of participation. This includes not only interaction with a variety of neighborhood and community based groups, such as schools – but also by being a responsible and thoughtful member of the community with regards to sustainable practices in life. This collective philosophy has led to office-wide practices that represent “pilot” programs for future policy, as well as community involvement.

Alternative Transit Commuter Program

San Diegans face the limitations of a fledgling local mass transit system. In a bold stroke of commitment to change, we recently restructured our parking policy to encourage employees to choose alternative transportation modes. Instead of providing each employee with a parking space, EDAW now fully reimburses each employee the cost of a monthly transit pass.

Former drivers commute via trolley and chose to spend their transit dollars on a trolley pass rather than parking downtown. Parking passes have given way to Coaster Rail passes, and carpoolers have learned to work together and “share” parking, sometimes running errands together and thus reducing traffic by one or two cars a day.

While this may not sound radical to our colleagues in San Francisco and New York, note how far advanced your options are for getting to and from work without a car at any hour of day, and day of the week. Before the program was implemented, 72 percent of employees drove alone to work. Since the Green Commute Program has been implemented, 68 percent of EDAW's staff carpools, walks, bikes, or uses transit to get to work on a daily basis.

EDAW also purposefully placed bike racks throughout our work space. This allows employees a convenient and safe place to park their bikes, while reminding other employees and visitors about the benefits of biking to work.

ECO-FRIENDLY OFFICE

Environmental Commitment

EDAW has dedicated staff (including a Director of Sustainable Development) to provide leadership for both our projects and our business practices. Our president has identified sustainability as a mandate for EDAW—EDAW San Diego is translating this commitment into local practice in the following ways.

LEED Certification

In 2007, EDAW San Diego expanded and remodeled its operations in the San Diego National Bank Building in downtown San Diego. In an effort to be progressive leaders in the green building movement, EDAW chose to design and construct the renovation in the most environmentally friendly manner possible by following the Leadership in Energy and Environmental Design (LEED™) Green Building Rating System. EDAW partnered with the building owner who was both a willing supporter and participant in creating a greener office environment that ultimately benefits the entire building.

Recently, EDAW San Diego achieved LEED™ for Commercial Interiors (LEED CI) certification for its remodel and expansion. We have chosen to showcase our environmental accomplishment by designing an “interpretive trail.” This trail consists of 30 mounted plaques throughout the office that guide staff and visitors on a tour of green design principles and green business operations practices that were incorporated as part of the remodeling efforts. We hope to inspire others to incorporate more sustainable practices into their professional, social, and personal environments and have hosted dozens of “LEED™ tours” to our clients, community members, and businesses.



EDAW's commitment to sustainability reaches beyond LEED™ certification. Our internal practices have also been reassessed

and refined to ensure that we are doing all that we can to conduct our operations and practices in the most sustainable way possible. Some of our achievements include the following.

Single Stream Recycling Program

Single stream recycling has greatly increased the volume of recyclable materials from both EDAW's operations and operations throughout the entire building. In conjunction with the single stream recycling program, the entire building implemented a green housekeeping program, which has eliminated toxic chemicals in favor of more environmentally friendly products.

Green Committee

EDAW's internal “Green Committee” continually analyzes business operations to look for ways to enhance green practices throughout the office.

Community Outreach

EDAW is proud to actively participate in events and services that promote positive change in our community members and the communities in which we live and work.

Project Green

In April, the office hosted Project Green, an open house event focused on building relationships with clients, public servants from local municipalities and agencies. The event was planned with a dialogue on sustainable practices in mind. A project green logo was designed in-house and invitations, re-useable grocery bags and banners were generated. Banners were hung on Kettner Boulevard the week of Earth Day announcing the event that was sanctioned by the local community association. Organic food was served.

Monarch School

EDAW San Diego continues to expand its 4-year involvement with Monarch School, a school for homeless and at-risk youth located near our office. Our staff has presented a series of in-classroom lessons to Monarch students regarding archaeology and cultural resources. EDAW San Diego also sponsors the Monarch High Flyers, an honor roll recognition program at the Monarch School. We are also working with Monarch students interested in graphic design through a series of work sessions in our office. We also host an annual jewelry sale in conjunction with the Monarch School Butterfly Enterprises, the school's business club that makes and sells jewelry to teach students about entrepreneurial leadership.

Educational Outreach

EDAW hosts many local education groups to inform and educate the students on the principles of green solutions and sustainable living. Students participate in EDAW San Diego's green office tour and then are challenged to suggest ways their schools can be more “green.”



Movers & Shakers

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

By Tarek Nabas, JCJ Architecture

Jenni Frey Joins San Diego Office of EDAW



Jenni Frey
Marketing Coordinator
EDAW, Inc.
Jenni.Frey@edaw.com
619.233.1454

Formerly with Vanir Construction Management, Jenni Frey has joined the San Diego office EDAW, Inc. In her role as Marketing Coordinator, she identifies opportunities and manages team efforts for submittals, responses, interviews, presentations, and related activities. She also manages and supports proposal preparation, including helping to decide go/no-go decisions and strategies. She provides input, direction, and support on the development of proposals, qualifications packages, presentations, and marketing collateral. Jenni has been a member of SMPS for three years and has four years of experience within the construction and professional consulting industry with over five years in marketing. Living in San Diego for four years, Jenni is enjoying married life with her husband Matt, and spending time with her two dachshunds, Sammy and Franky.

Randi Holley Rejoins Austin Veum Robbins Partners



Randi Holley, CPSM
Marketing Director
Austin Veum Robbins Partners
rholley@avrp.com
619.231.1960

Formerly with Southern California Soil & Testing, Inc., Randi Holley has joined Austin Veum Robbins Partners (AVRP) as Marketing Director. In her new role, Randi will be responsible for overseeing marketing and business development activities. She has 13 years experience marketing in the A/E/C industry, nearly five of which were spent as a marketing coordinator with AVRP in the late 90s. Randi has been a member of SMPS San Diego for several years, and has served in various committee and board positions. She will serve as San Diego Chapter President for the 2008-2009 term. After spending nearly 15 years in San Diego, Randi is a new homeowner in Bay Park where she enjoys spending time with her family and friends.



Michelle Wheeler Joins M-E Engineers



Michelle Wheeler
Marketing Coordinator
M-E Engineers, Inc.
mwheeler@me-sd.com
858.391.2922

Formerly with AES Due Diligence, Inc., Michelle Wheeler has joined the San Diego office of M-E Engineers. In her role as Marketing Coordinator she is responsible for production of RFP and SOQ responses, organizing, maintaining and creating marketing collateral materials, fostering new relationships and enjoying peer-to-peer interactions. Michelle is a new member of SMPS, and has three years in the architecture industry. Originally from New England, Michelle has been living in San Diego for six years and has found the city to be her home. Michelle is a huge Red Sox and Patriots fan and loves to spend time at the beach.

New Member Update

SMPS San Diego Welcomes Our New Members

By Suzanne Clemmer, DCI Engineers



Marianna Ablahad
Marketing Manager
Kleinfelder
mablahad@kleinfelder.com
858.320.2264

Marianna Ablahad has been with Kleinfelder for nearly two years as Marketing Manager for the San Diego office. Before working for the professional consulting firm, Marianna worked in the same capacity for an architecture firm. Her role at Kleinfelder includes pursuit strategy, proposal preparation, business development, presentations, and marketing collateral. She holds a Master of Arts in Communication, specializing in Public Relations/Advertising from SDSU, and a Bachelor of Arts in Communication Studies from UCLA. She has served on the Board of the San Diego WTS Chapter for the past two years and is excited to get involved with SMPS. Headquartered in San Diego, Kleinfelder is a leading professional services firm providing planning, engineering, scientific, technical and management solutions.



Kelley A. Benjamin
Marketing Coordinator
Gensler
kelley_benjamin@gensler.com
610.557.2527

Kelley Benjamin heads up the marketing efforts of Gensler's San Diego office as their Marketing Coordinator of two years. After graduating from Florida State University with a double major in Multinational Business and Political Science and becoming a

licensed sales associate, she began her career as a Marketing Executive for Re/Max in Sarasota. Kelley then ventured out to San Diego and took a position with Gensler, whose office in downtown San Diego opened in 2004. Gensler is a global design, planning and strategic consulting firm. The San Diego office specializes in the design of workplace, hospitality, and commercial development projects with an expanding architectural practice. Kelley also represents the office as a learning coordinator and client relation-ship manager and has been active in other local organizations; including NAIOP, CREW, USGBC, AMA, IIDA and 6 Degrees. She is very excited to be a formal member of SMPS and to meet and learn from her marketing counterparts.



Christine Clinton
Marketing Communications Manager
Dudek
cclinton@dudek.com
760.479.4275

Christine joined Dudek in January 2006 and serves as Marketing Communications Manager, where she is responsible for the firm's public relations, branding, Website, and collateral development efforts. Prior to joining Dudek, Christine was an account executive with a high-tech public relations agency and prior to that, a Marketing Specialist with a Fortune 500 data storage manufacturer. She has more than eight years of marketing experience in the A/E/C, high-tech and financial services industries.



Delilah Grimmett
Marketing Coordinator
Dudek
cclinton@dudek.com
760.479.4275

Delilah Grimmett relocated to San Diego from Columbus, Ohio and joined Dudek in 2007 as Marketing Coordinator, where she is responsible for lead generation, proposal development and interview preparation. Prior to joining Dudek, she was the team leader of a proposal writing group for a global financial services corporation. Delilah has more than eight years experience in the A/E/C, financial, newspaper and non-profit industries.

Triana Larsen

Marketing Coordinator
Burns & McDonnell
tlarsen@burnsmcd.com
858.547.9869

Triana Larsen has joined Burns & McDonnell Engineering Company's San Diego office as a Marketing Coordinator. Triana previously worked as the Account Executive at BlueMarble Communications and as a Marketing Coordinator at Architects Hawaii, Ltd. She is a graduate of California State University, Sacramento with a Bachelor's of Science in Business Adminis-

tration and a minor in Marketing. In her free time, Triana enjoys wakeboarding, yoga and traveling.

Darnell Matthys

Marketing Coordinator
T.Y. Lin International
darnell.matthys@tylin.com
619.908.3204

Darnell Matthys is the Marketing Coordinator in the San Diego T.Y. Lin International office. In December 2007, Darnell graduated with a Bachelor of Arts in Communication from California State University, San Marcos. Darnell's spare time is spent hiking, biking, traveling and spending time with her family.



Nicole Musto
Marketing Coordinator
Research Facilities Design
nm@rfd.com
619.297.0159

A recent graduate of San Diego State University, Nicole Musto works as a Marketing Coordinator for Research Facilities Design in Hillcrest, alongside Rachel Emme and Megan Kennedy. Although she received a Bachelors of Science degree in Criminal Justice, Nicole left the world of juvenile probation to follow in her mother's footsteps and create her niche in marketing. When not at work, Nicole enjoys scrapbooking, line dancing, cooking, and planning her May wedding with her fiancé, Will DeFord.



Miles G. Phippen
Vice President
Vanir Construction Management Inc.
miles.phippen@vanir.com
619.233.0161

In April 2008, Miles Phippen assumed the duties of San Diego Area Manager for Vanir Construction Management Inc. Miles has been in the design and construction industry for more than 25 years and has served with Vanir for the past 14 years as Vice President and Market Sector Leader. His project experience includes managing large scale programs, criminal justice facilities, mid-rise residential complexes, commercial office space, K-12 and higher education facilities, hospitals, bridges and heavy civil projects. He holds a Civil Engineering degree from the University of Waterloo, Canada. In addition, he is a Certified Construction Manager, a licensed California General Contractor, and an active member of the CMAA.

Owen McGoldrick

Photographer/Owner
Owen McGoldrick Photography
tlarsen@burnsmcd.com
619.977.6194



Marketing Tips

Green marketing - noun - the marketing of products that are presumed to be environmentally safe.

By Stacy Mathieson, Haley & Aldrich

My plan was to write an article about green marketing, not knowing at the time what direction that might take. What I learned was something completely different: companies taking advantage of the “green wave” by misleading the public into thinking their firm or products are environmentally-friendly when they are in fact, not, or at least not in the way their customers might think. There is actually a name for this. It is called greenwashing*. Have you heard of it? I hadn't. But with all the information out there, I might be the only one.

A firm will use greenwashing to maintain and expand their market share by posing as a friend of the environment. They spend a great deal of their time and money advertising that they are green instead of spending those resources to develop and execute sound environmental practices within their organization.

In December 2007, an environmental marketing company, TerraChoice, released a study called “The Six Sins of Greenwashing,” which found that 99% of more than 1,000 common consumer products they randomly surveyed were guilty of using greenwashing tactics. The six sins of greenwashing are:

1. **The hidden trade-off** - claiming a product is green based on only one environmental feature.
2. **No actual proof** - a claim that can't be substantiated by easily accessible, corroborating information or certification by a reliable third-party.
3. **Vagueness** - claims that are so badly defined or broad that the real meaning is liable to be misunderstood.
4. **Irrelevance** - making a claim that may be true, but is insignificant and useless to consumers.
5. **Fibbing** - making claims that are completely untrue.
6. **The lesser of two evils** - claims that may be true within a product category, but may distract the consumer from the greater environmental impact of the category as a whole.

How can you avoid being greenwashed? Here are a few tips:

- ❖ Ask questions about a company's commitment to being green. If they are truly committed, they won't mind.
- ❖ Read the fine print. The product may be environmentally-friendly, but what about the packaging?
- ❖ Do some research. Learn more about the firm, their products or services, and their environmental policies.
- ❖ Beware of buzzwords. These can include organic, green, earth friendly, low-impact.
- ❖ Check the certifications and endorsements by third parties. EcoLogo and Green Seal are good ones.
- ❖ Trust your instincts. If something seems too good to be true, it usually is.

Additional information about greenwashing:

- ❖ <http://www.greenwashingindex.com/index.php> - promoted by Environmedia Social Marketing
- ❖ <http://www.stopgreenwash.org/> - by Greenpeace
- ❖ <http://ecolabelling.org/> - global, independent database of ecolabels
- ❖ http://www.futerra.co.uk/downloads/Greenwash_Guide.pdf - Futerra Sustainability Communications has put together The Greenwash Guide to help communication professionals with their green messaging.

** The term greenwashing was invented in 1986 by a New York environmentalist by the name of Jay Westerveld in an essay he wrote about the hotel industry's use of those notices in the rooms asking for the guest's help in saving the environment by reusing their towels. In most cases, he noted, this practice rarely reduced waste and instead increased the profits of the hotels.*



“Sustainability” Professional and Marketing Opportunities

*By Stuart W. Rose, Ph.D., Professional
Development Resources Inc.*

In order to help firms in strategic planning, you have to know where the growth markets will be. That requires fairly constant reading of trends literature. Do you recall how John Naisbitt identified his “Megatrends”? He used the old OSS method of measuring column inches by subject, to see what was increasing or decreasing. In the early 1990s, the word “Sustainability” began emerging, and column inches began growing. While initially seeming like a new environmentalist buzzword, people were actually talking about our ability to sustain on Planet Earth!

The magnitude of the thought is difficult to comprehend – or believe. Some issues seem beyond our control or influence – or are outside of our areas of interest. This one seemed like one I could address.

Everyone needs a house. Why not create a house that is totally sustainable – that is, can live purely with what comes to the site – and that also competes with main-stream real estate? Otherwise, the effort would not generate sufficient numbers to make a difference. The “Garden Atrium” project began ...



Defining and Balancing

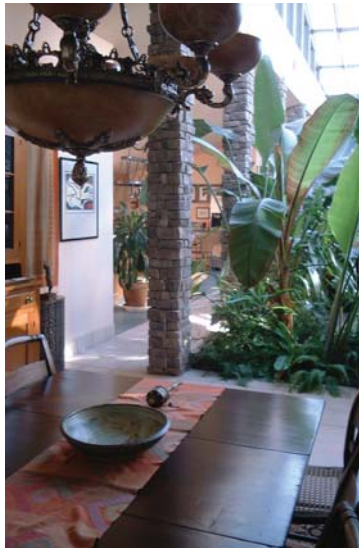
First, list all factors included in sustainability ... heating, cooling, power, water, waste management, air quality, land use, food, etc. Second, for each dimension, create a "budget." In power, for instance, add everything needed to live comfortably. Then reduce the "demand" side by using more efficient appliances, LED bulbs, motion sensors, etc. Once the demand is set, identify a supply side. Garden Atriums use photovoltaics. Simply identify, from NOAA, the number of sunny hours a year, and secure the number of panels needed to match the demand. Third, provide storage, so the resource is available when it's needed. Power at night when the sun has set. Water when it's not raining, etc.

The process can actually be a little tedious ... but it works. A million of these homes will not deplete the earth's resources. That's sustainable.

Payback

Passive solar heating should not increase construction cost at all. Adding photovoltaics does. If PV power costs, say \$32,000 with batteries, that's \$170 or so per month on a mortgage. If you save that in the utility bill, you're home free ... in the first month. Rather than cost per square foot, buyers need to think about costs per month – mortgage and utilities – per square foot, to compare apples to apples.

Air quality has no measurable payback. Garden Atriums include broad-leafed plants, such as Birds of Paradise and Peace Lilies, to absorb CO2 and emit oxygen. Paint is zero VOC, carpeting is dye-free wool, and cabinetry is solid wood – no off-gassing. Plus, Boston ferns are included to absorb remaining toxins. Garden Atrium air quality is actually better than outdoor air. People with allergy or flu-like symptoms or rashes begin feeling better ... within 30-40 minutes! But – no way to measure that payback, as too many variables are involved.



Quality of Life

With rising gas prices, a weak economy, failing banks, the falling dollar, etc., people seem to be living in increasing levels of fear. Instead, see sustainability as a opportunity! The challenge is to create a better quality of environment ... that also happens to be sustainable. Why have people purchased Garden Atriums? Aesthetics! It has to be pretty or people won't pay the mortgage, no matter how sustainable it is. Paraphrasing one buyer, "Sustainability is invisible. I turn on the water tap and get water, but I don't think about where it came from."

Marketing Opportunities

First, develop a cadre of technical people who are knowledgeable about all aspects of sustainability. Second, educate. Rather than saying how great you are, say great things. You can't give the store away when you educate others; you actually increase dependency on you and your firm. The vehicles for educating vary:

- ❖ Your client newsletter
- ❖ Participation in local PBS programs
- ❖ "Green Doctor" articles in your local paper
- ❖ Sustainability presentations at client society meetings
- ❖ An all-day seminar, with fee charged, that teaches the how-tos
- ❖ And - an educational tour through a completed sustainable project

The media are hungry for "green" information. Clients – such as private colleges with huge energy bills – with genuine interest (and with funds) will surface. Your credibility will come through the details you cite, and the educational quality of your presentations. Huge numbers of clients and new clients will flow your way.

It's a true "win-win" for your marketing fortunes, professional goals, and our planet

Stuart W. Rose, Ph.D.
Professional Development Resources Inc.
757.868.5500
stu@pdrinfo.com

Stu has been a marketing consultant to hundreds of firms in our profession for more than 30 years. He and his partner, Trina Duncan, are also developers of the Garden Atriums sustainable housing project, which can be seen at www.gardenatriums.com. You can also go to www.whatmatters.tv, a recent PBS program in which Stu and Trina participated

Newsletter Committee / Contributors

Editor & Print Layout: Marylou Flanders, CPSM, *PBS&J*
Web Layout: Dan Manlongat, *Zagrodnik & Thomas Architects*
Contributors: Kristie Bevacqua, *Nasland Engineering*
Megan Carleton, *San Diego Regional EDC*
Suzanne Clemmer, *DCI Engineers*
Diane Elias, CPSM, *RBF Consulting*
Stacy Mathieson, *Haley & Aldrich*
Tarek Nabas, *JCJ Architecture*
Kimberly Ann Woods, CPSM, *CH2M HILL*





2008 SMPS Golf Classic





2008 SMPS Golf Classic



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2008 SMPS Golf Classic





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