

SMPS San Diego



President's Message

By Randi Holley, CPSM
AVRP Studios

I can't believe we are halfway through the 2008-2009 Board Year. I feel like we are just getting started! And what a great year it has been so far! I am pleased to report that even through these challenging times, SMPS San Diego continues to be able to offer great programming and events to our membership. This would not be possible without the tremendous efforts and steadfast commitment of our Board of Directors, committee members, our membership support, and the continued generous support of our sponsoring organizations. Thank you to each of you who make our Chapter a success.

There is a great amount of energy and excitement being generated by the Board of Directors as we move forward in our efforts to provide our Chapter with new networking opportunities, client and team development pursuits, and marketing and education programs. We are taking a new approach to some of our programming to make it more affordable and relevant to each of our firms. Here's a quick look at upcoming activities:

Note New Location for March Lunch Program – The March Program with the San Diego Community College District's Vice

Chancellor, Dave Umstot, will be held at the Marriott Mission Valley for March only.

Education Breakfast Series – Our Education Breakfast Series kicks off March 26th from 8:30 AM to Noon. The first of this series includes **The Power of Networking: Learn how to get more by promoting yourself less and doing more for others.** Networking is one of the most powerful marketing tools. Networking is a low cost but high return business building strategy that can change your business development from cold calling to relationship marketing. Hank Blank will show you how to build a large and powerful network that will lead to numerous referrals and build a passive income flow. *The first 20 people to register in advance will receive a free copy of Hank's Networking CD.*

Members Only Networking Groups – Networking groups have been formed and should be off to a good start. If you are not in a group and would like to be, please contact Kelly Michajlanko at Mosher Drew Watson Ferguson for more information.

CPSM Exam – If you missed the study group, but are interested in taking the exam with fellow SMPS San Diego Members this Spring, please contact Carina Theissen at Winzler & Kelly.

SMPS continues to increase its awareness of the Certified Professional Services Marketer (CPSM) program. 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 comprehensive examination of marketing competency.

National Conference – The 2009 SMPS Build Business Conference will be held July 15-18 at the JW Marriott Las Vegas Resort & Spa at Summerlin. For more information go to www.buildbusiness.org.

National Conference Scholarships – I am pleased to announce that we will, once again, provide full and partial scholarships for the SMPS National Conference in Las Vegas to our members who have contributed significantly to the success of the Chapter as individuals and through the support of their respective firms. Scholarship applications are now available at www.smpssd.org. Applications are due March 13th to me at: rholley@avrstudios.com

Get Involved! – As more volunteers become involved, we see even greater rewards – new programs and fresh ideas. I encourage everyone to take advantage of your SMPS membership, become more involved in the Chapter activities, and make it work for you. Tell us what you think and what you'd like to see for future events.

On behalf of our Board of Directors, thank you for your continued support. We look forward to seeing you at the next SMPS San Diego Event!

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New Member Update

SMPS San Diego Welcomes Our New Members

By Suzanne Clemmer, DCI Engineers



John H. Halvarson
Business Development Coordinator
Novi Industries
john@noviindustries.com
619.596.4501

After spending several years in Atlanta, John Halvarson returned to San Diego to accept a position with NOVI Industries. John was formerly with iParametrics and Ponche Consulting. His current role with NOVI includes business development activities, which consists of strategizing, generating leads and contacts, and pursuing relationships with other organizations. John is a member of the US Green Building Council, and is also certified with FEMA. In his free time, John enjoys traveling, spending time with family and friends, and he always tries to “keep the faith” in his beloved San Diego Padres.



Bethaneé Marie Kuczmariski
Marketing Coordinator / SBLO
RQ Construction, Inc.
bkuczmariski@rqconstruction.com
760.631.7707

Bethaneé Kuczmariski has been with RQ Construction (RQC) for more than four years as a Marketing Coordinator and Small Business Liaison Officer (SBLO). RQC is a full-service construction company with an in-house architectural design team. The firm is a leading player in Southern California’s robust commercial and governmental construction economy. Bethaneé’s role at RQC includes proposal preparation, small business outreach, business development, and marketing collateral. She is currently pursuing her Bachelor’s degree in Business/Marketing with a minor in Writing Studies at California State University, San Marcos. In her spare time, she enjoys reading, traveling, and spending time at the beach with her family.



Corey Nicole Miller
Regional Marketing Coordinator
Burns & McDonnell | San Diego Office
cnmiller@burnsmcd.com
858.790.5511

Corey Nicole Miller was born in the Midwest and raised in San Diego. After spending 10 years as an actress/entertainer in Los Angeles, Ms. Miller earned a degree in Journalism and returned to San Diego to pursue a career in marketing and public relations. Her journey first led her to work in radio advertising as an account executive, where she developed marketing plans and strategies for large businesses while writing and voicing on-air commercials. In 2008, she accepted a position with Burns & McDonnell Engineering, as the Southern California Regional Marketing Coordinator, where

she currently oversees coordination of all major company proposals, client events, volunteer opportunities and tradeshow sponsorships.

Lisa Rutledge
Marketing Assistant
Hunter Pacific
lisa@hunterpacificgroup.com
619.232.2321

After working for four years in elementary education, Lisa Rutledge decided to switch careers entirely. Just over one year ago, Lisa joined Hunter Pacific Group as a Marketing Coordinator. She is a graduate of the University of Arizona with a Bachelor of Arts degree in Psychology and a minor in Business. In her free time, Lisa enjoys beach volleyball, traveling, and yoga.



Laura Wilson
Business Development Manager
Professional Service Industries, Inc.
laura.wilson@psiusa.com
858.220.2527

In January 2009, after a move from St. Louis at the end of 2008, Laura Wilson joined the San Diego office of Professional Service Industries, Inc. (PSI) as their Business Development Manager. PSI is an engineering, consulting, and testing firm. While in St. Louis, Laura was the marketing coordinator for EDSI, a civil engineering firm. She earned her Bachelor’s degree in Business Administration with an emphasis in Marketing from St. Louis University. Laura is excited to begin her life here in San Diego, and is looking forward to fostering new professional relationships as a member of SMPS.

Zoe A. Hickey
Director of Marketing
Roel Construction
zoeh@roel.com
619.297.4156

Crystal Yvonne Johnson
Marketing Manager
Eleven Western Builders, Inc.
cjohnson@ewbinc.com
760.756.6346

David L. Suter
Vice President
Consolidated Building Systems, Inc.
dsuter@cox.net
619.992.4565



Newsletter Committee / Contributors

Editor & Print Layout: Marylou Flanders, CPSM, *PBS&J*
Web Layout: Hansol An, *Burkelt & Wong*
Contributors: Suzanne Clemmer, *DCI Engineers*
Randi Holley, *CPSM, AVR P Studios*
Stacy Mathieson, *Haley & Aldrich*
Tarek Nabas, *JCJ Architecture*



Movers & Shakers

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

By Tarek O. Nabas, PRC, JCJ Architecture

Antoinette Sanchez Joins Southern California Soil & Testing as New Director of Marketing



Antoinette Sanchez
Marketing Director
Southern California Soil & Testing Inc.
6280 Riverdale Street
San Diego, CA 92120
619.280.4321
asanchez@scst.com

Antoinette Sanchez has recently joined Southern California Soil & Testing as Marketing Director. In her new role, she is responsible for establishing a marketing plan to achieve corporate objectives, assist with proposal and RFQ submittals, maintain existing client relationships, identify new opportunities, and oversee all internal marketing functions for the firm. Antoinette serves on the SMPS Board of Directors, is a member of LEAD San Diego, and has more than 13 years of experience in the industry. When she is not working, she enjoys jogging, hiking, and spending time with her husband and twin boys, Ryan and Deven.

Reaching a High Note Through Project Tours

By Ciara Hotz, PCL Construction Services, Inc.

On January 8th, SMPS members participated in a project tour of the UCSD Conrad Prebys Music Center. The tour started with a walkthrough of the 3D BIM Model of the building created by PCL Construction's BIM Modeler Jamie Coleman. After the model demonstration, PCL Superintendent Jimmy Ramirez gave a tour of the facility. The state-of-the-art music facility includes a 400-seat recital hall; two performance labs with flexible stages, lighting and seating configurations; a 150-seat lecture/rehearsal hall; teaching studios, practice rooms and recording studios.

Due to the strict acoustical requirements and the various dynamic construction shapes within the Conrad Prebys Music Center, PCL elected to utilize 3D BIM Modeling. Michael Down's, Principal Architect at UCSD, describes BIM Modeling as a "new method of MEP coordination



that has proven to be extremely reliable and effective. The PCL MEP coordinator, James Coleman, has done impressive work imputing and identifying coordination problems that have been resolved before any manufacturing or construction has occurred. This effort has saved time and money for the University, and we are extremely encouraged by the value that we are experiencing."

The entire building is structured so that all performance spaces are acoustically isolated, each room tailored to its specific music program uses. Dr. Cyril Harris of New York, an acclaimed acoustician, is a key design collaborator for the main recital hall. PCL's project manager, Michael Gallen, describes the strategy for acoustical isolation as "building boxes within boxes to resiliently isolate the performance spaces from the building structure to eliminate sound and vibration transmission," which demands careful attention to means and sequence of erection, assembly and finishing.

Although the music center is designed primarily for students and faculty, it is also intended to become a resource for the community and an attraction for musicians around the world.



CEO Corner

Follow Your Dream

By Karen Nowacki, President, Structural Technology Consultants

Karen Nowacki is President of Structural Technology Consultants (STC), a structural engineering firm based in San Diego. I moved from Boston to California in 1989, and started with STC at its inception in January 1990 as an administrative assistant for three principals and eight engineers/technical personnel. By early 1992, the construction industry in San Diego plummeted and the company was reduced to one principal and me. We worked side-by-side to keep STC viable, and by 1994, the company was growing and hiring additional staff. I then became the office manager, and took on the responsibility of responding to RFP's and writing contracts, along with handling payroll, insurance, and human resources. In 1998, we created a long-term plan to transfer ownership of the company to me when the principal retired. At that point, I began to receive equity in the firm as a reward for my years of hard work. I was put in charge of day-to-day operations and management of the Sign Division, in addition to the responsibilities of marketing, advertisement, and business development. As part of the ownership transition process, the remaining principal moved from California, leaving a senior engineer and me in charge of the San Diego office. This was my big chance to run the firm – a true sink-or-swim situation. In 2008, I acquired the remainder of the firm, and in doing so reached my goal to become a SBA certified women-owned, small business enterprise. Although I'm not an engineer, I manage the professional and technical staff along with the Senior Engineer-In-Charge.

In my next stage of business development, I'm learning to step out of my comfort zone, and go out and market myself and my business. SMPS has provided me with the opportunity to expand my network. It's a scary environment out there right now, but I have faith that through networking and hard work I will succeed.

When telling my story at an SMPS committee meeting, members of the committee were inspired that I could go from administrative assistant to owning my own engineering firm, and asked me to share my story with you. Always remember to follow your dream. Watch for that unexpected opportunity ... you never know where it may lead. The sky is the limit!

Karen Nowacki, President
Structural Technology Consultants
7827 Convoy Court, Suite 406, San Diego, CA 92111-1218
858.278.2400 x101 | 800.681.8106 | 858.278.2424 Fax
knowacki@stcsd.com
www.stcsd.com

Education Update

Power of Networking

How to get more by promoting yourself less and doing more for others

Networking is one of the most powerful marketing tools. Your network translates into your net worth. The opposite of networking is not working. Networking is a low cost but high return business building strategy that can change your business development from cold calling to relationship selling. Hank Blank will show you how to build a large and powerful network that will lead to numerous referrals and build a passive income flow.

Join us for a ½ day seminar on March 26, 2009 from 8:30 AM – Noon.
The first 20 people to register in advance will receive a free copy of Hank's Networking CD.

Date/Time/Location

March 26, 2009 from 8:30AM to Noon
NTC Command Center
2640 Historic Decatur, San Diego, CA 92106

Registration Info:

Member Cost \$135 / Non-member Cost \$165
Register online at www.smpssd.org
Mail Checks by March 17, 2009 to
SMPS, 3802 Rosecrans, PMB 405, San Diego, CA 92110-3117
or pay online using PayPal.

Questions? Contact Lisa Bittner
619.696.5100 - or - lbittner@cwdriver.com

Agenda:

- ❖ Connect the Dots Networking Presentation – How to Get More by Asking for Less and Doing More for Others
- ❖ How to Network. Working In. Staying in Touch and Following Up
- ❖ Networking Exercises: Developing an elevator speech, networking practice session, networking wheel



About the Speaker: Hank Blank

Hank Blank Inc. provides marketing solutions and business building ideas for small to medium sized companies by tapping into the power of one of the largest networks in Orange County, his own.

Experience: Hank Blank has more than 25 years of advertising and marketing experience forged on a broad range of packaged goods, consumer, franchised, and retail accounts throughout North America. This has provided him with strategic skills and retail responsiveness. Hank's broad range of experience makes him a chameleon adapting his experience to your needs. He has worked at such agencies as J. Walter Thompson, Needham Harper & Steers, Ross Roy Advertising, and Townsend & O'Leary. Hank has spoken on networking to LA Chamber of Commerce, PRSA, PCE, Dana Capital, Sole Technology, HPRMA, MENG, APC OC, UCI Graduate School of Management, Laguna College of Art & Design and a variety of other companies and organizations. Hank has also been featured on CBS Market Watch, The OC Register, and World Talk Radio.

Marketing Tips

What were they thinking?

By Stacy Mathieson, Haley & Aldrich

Your team has spent hours putting together a proposal for a strategic project. You are proposing an experienced team, your approach is stellar, and your costs are competitive. You're sure it is a winner. A month later you find out you didn't get it. Why?

The next proposal, you propose an experienced team, another fantastic approach, and competitive pricing. And guess what? You win it! Why?

You can make all the guesses you want as to whether you win or lose a project, but there is only one real way to know. Ask. It is not only important to find out why you didn't get a project but also why you did. That way, you can repeat the success.

Debriefing a client can be an eye opening experience. Although you read their RFP forwards and backwards, and give them what they ask for, they may be looking for something else. Case in point, my firm proposed on a straight forward project (i.e., proposing firms should pretty much have the same approach) and we didn't get it. I called the client to find out more. My first question was, "Why did our competitor get the project?" Their answer was their approach, cost control, and the completeness of their response. Okay. So what was wrong with



ours? We didn't break down the costs, we just gave them an overall price. They didn't ask for a breakdown in costs, but that is what they were looking for. They also gave me a bit of advice: it would have been good to include a copy of the certification of our geologist. Although it wasn't required, they said it is always good to include it as it could mean the difference if two proposals are very close. How would we have known that?!? We didn't, until we asked. Sometimes it is the little things that we are unaware of that could make or break the deal.

Had we known this information prior to submittal, would it have made a difference? Maybe, but we can definitely use this information to our advantage. We can take what we learned and apply it to future proposals, and not just for this particular client. It forces us to read between the lines and think outside the box a bit more.

Debriefing your clients after each proposal, win or lose, is important. You not only learn from it, but it also offers another "client touch" and shows the client how interested you are in working with them. Getting a face-to-face interview is ideal, but a phone conversation can work as well. Below are a few questions that might be useful.

If you won the project:

- ❖ What were some of the major factors for selecting us?
- ❖ Were there any elements of our submittal you felt we were lacking?
- ❖ What did you like about the other submittals?

If you lost the project:

- ❖ Who won the project?
- ❖ What were some of the factors for choosing them?
- ❖ How did our proposal compare with that of the chosen firm/team?
- ❖ What elements of our submittal did you feel were strong?

Questions either way:

- ❖ Did we communicate an understanding of your needs?
- ❖ Did we effectively communicate our intended services and approach?
- ❖ How did you feel about the qualifications and experience of our team members?
- ❖ How did our costs compare to the other submittals?
- ❖ Do you have suggestions for improving our future submittals?

**Look for the SMPS Newsletter
in PDF format on our website
www.smpssd.org**

Three Tips for Surviving Corporate Change



By Deborah Walker, Career Coach

The biggest difference between today's employment world and that of our fathers' is the rapid pace of corporate change. Expectations of company stability and long lasting employment are a thing of the past. If one isn't tuned into the signals of corporate change it can mean an unexpected layoff and months of unemployment and job searching. Do you have a career management plan to ensure your career growth in times of corporate chaos?

To prevent career disaster, live by these three rules of career management:

- ❖ Expect change
- ❖ Adjust quickly to change
- ❖ Build a strong professional network in good times

Expect change

Change in the work place is far less traumatic when it is expected as the norm. One of the most important career management skills is the ability to detect signs of corporate change. For instance:

- ❖ Rumors of corporate merger or takeover
- ❖ Corporate profit levels spiraling downward
- ❖ No end-of-year bonuses given
- ❖ Hints of layoffs to trim the budget
- ❖ Upper management suddenly resigning
- ❖ Your peers jumping ship to the competition

Don't get caught off guard by holding onto a false sense of security or misplaced loyalty. Those who fear change trust corporate loyalty rather than face the reality of their precarious position in the corporate food chain. Expect change and keep your eyes and ears open—or you could be the last in line when it's time to find new career opportunities.

Don't wait for change to strike. While your job is secure and your work environment is stable, take steps to keep your skills highly desirable in the job market. For starters:

- ❖ Stay current with technology trends of your industry
- ❖ Get certified if appropriate
- ❖ Keep your resume current at all times
- ❖ Be ready to interview at a moment's notice

Adjust quickly to change

Your ability to keep your career momentum building in the midst of corporate chaos depends on your skill at adjusting quickly to change. First, don't over analyze your dilemma. Too often valuable time is wasted trying to figure out ways to make a bad situation work. Second rule, don't take it personally, or you won't be able to plan your exit strategy clearly. Third, take action as soon as possible.

If your resume is kept current at all times you will be ahead of the pack when others consider moving on as well. Your resume should be updated every six months. For quick updating keep an ongoing record of your accomplishments as you overcome work challenges.

Maintaining confidentiality during a job search while still employed is a challenge that requires discretion and level headedness. Ideally, no one in your company should even suspect that you are looking for other employment. Resist the urge to speak to coworkers about your decision for action. Keep your regular work hours and try to schedule interviews during off-work time. Avoid posting your resume online where your employer may find it.

Build a strong professional network in good times

One thing that hasn't changed over the decades is the fact that a majority of people still get new positions faster through networking. What used to be called the "good ol' boy system" is as active in the job market as ever. Technology hasn't replaced the effectiveness of a vast network of people who can help you find new career opportunities quickly.

The problem is that most people ignore their network until they need it. Bad idea. If you haven't kept in touch with former coworkers how will you know how to find them when you need them?

There are many great venues for building your network: professional associations, college alumni groups and former colleagues to name a few. Take time to meet with non-work people on a regular basis. Build relationships around mutual interests, friendship and trust. Make this your lifelong habit and you'll never be without help when you need to make a career change.

More than ever, proactive career management is essential to professional growth. Keep these rules of surviving corporate change as the building blocks of your career management plan and you'll stay in control of your professional growth and income potential.

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*Deborah Walker, CCMC is a career coach helping job seekers compete in the toughest job markets. Her clients gain top performing skills in resume writing, interview preparation and salary negotiation. Learn more about Deborah Walker, career coach at: <http://www.AlphaAdvantage.com>*

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2009 SMPS

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 CORONADO MUNICIPAL GOLF COURSE

GOLF CLASSIC

FOR INFORMATION PLEASE CONTACT

BRIE PAGE  
 ILA | ZAMMIT ENGINEERING  
 bpage@ilaz.com

ALISON MURPHY  
 O'CONNOR CONSTRUCTION  
 MANAGEMENT, INC.  
 amurphy@ocmi.com

*Registration is now open for the 2009 SMPS Golf Classic.  
 Go to [www.smpssd.org](http://www.smpssd.org) to register*