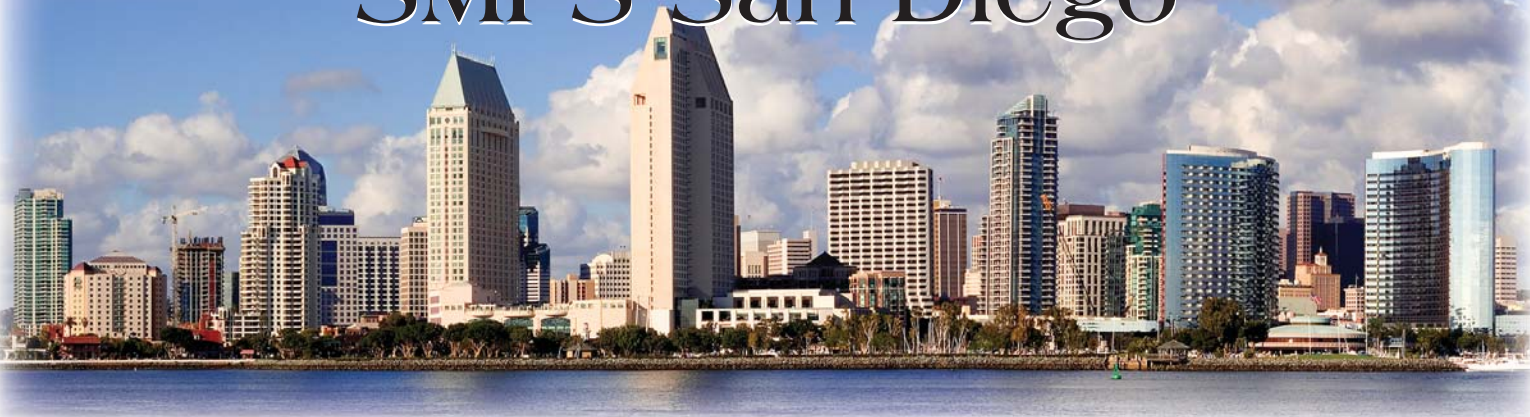


SMPS San Diego



President's Message

*By Randi Holley, CPSM
AVRP Studios*

Thanks for an outstanding year!

It has certainly been a privilege to serve as the San Diego Chapter President this year, and I want to thank this year's Board of Directors, Committee Chairs, and Committee members for your tireless efforts, outstanding successes, positive attitudes, and encouragement to always strive for excellence. I have learned so much from you.

Our board members strongly believe in the value of collective and collaborative efforts to reach common goals, and it shows on more than the local level. In case you haven't heard yet, our chapter was recognized as "Outstanding Large Chapter" during the Striving for Excellence Awards (SFE) Program at the National Build Business Conference in July. The SFE recognizes chapters who significantly advance and enhance professional services marketing and business development through their

chapter management and service to their members. Clearly, this recognition is cause for celebration. Thanks to everyone who worked so hard on the submission. and to those of you who continue to help aid in the success of our chapter!

Going back to the beginning of the year and revisiting how we obtained our goals and objectives, I'm struck by the clear vision and unwavering commitment from this Board of Directors and committee members from day one. I hope each of you have been able to gain value from some of the many great program, educational, and networking events that we have hosted this year, and that you take advantage of this group and get involved!

As the 2008-2009 Board year comes to a close, I promise you that your Board of Directors continues to work hard to improve our service to you all and strive for increased excellence in 2009-2010.

It has been an honor to serve as your Chapter President, and I look forward to another excellent SMPS year.

Thank you for an outstanding year!

Randi

2009 SMPS NATIONAL CONFERENCE, LAS VEGAS, NV

The San Diego chapter was well-represented at the National Conference. Everyone had a great time networking and attending informative and educational lecture sessions.



Kristie Bevacqua, Shiloh Spriggs, Randi Holley, Ciara Levine



Back Row: Michael Reilly, Marylou Flanders, Kristie Bevacqua, Anne Marie Mowatt, Ciara Levine, Kelly Michajlenko, Carina Theissen, Catherine McCullough, NK Mbaya, Shiloh Springs
Front Row: Evan Ross, Randi Holley, Mike Kincaid

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New Member Update

SMPS San Diego Welcomes Our New Members

By Suzanne Clemmer, DCI Engineers



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Lena Brion, ASID, Certified Interior Designer, LEED® AP, is President/CEO of Brion Design, Inc., an award-winning design and space planning firm. Born in Canada, Lena has been active in the professional interior design industry since completing her degree in 1987. She oversees all phases of the design process at her firm, and has successfully completed numerous projects in the areas of healthcare, biotech, commercial, public, and residential. The firm is best known for its comprehensive design, and under Lena's leadership continues to promote environmentally healthy interior spaces.

Lena enjoys working with her team of talented designers to produce inspired and successful solutions for each client, and her work has been featured in publications such as San Diego Magazine, Luxe Magazine, The Daily Transcript, San Diego Home and Garden Lifestyles. She resides in Vista with her husband, Burt, and her two boys, Andrew and Zachary.



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Anna Rowland is a Marketing Coordinator at Childs Mascari Warner Architects, a top healthcare architecture firm located in Little Italy. Just one year ago, she moved to San Diego after 14 years in the Bay Area. Over the past 10 years, she has worked for other firms in the A/E/C industry, including HDR and Rudolph and Sletten. Anna earned her Bachelor's Degree in Product Design from Stanford University, and also attended Parsons School of Design in Paris for a semester of Fashion Marketing coursework.

Anna lives downtown in the Marina district with her fiancé and countless critters. In her free time, she enjoys taking photos of her cats jumping in the air, and making origami greeting cards.

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Movers & Shakers

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

By Tarek O. Nabas, PRC, JCJ Architecture

Timothy Barr joins Legacy Building Services as Director of Business Development and Marketing



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Timothy Barr has recently joined the team at Legacy Building Services as the Director of Business Development and Marketing. The local San Diego general contractor hired Mr. Barr to assist with the growth of the company and to help run the marketing operations of the firm. In his new position, Tim will be responsible for the development of new client relationships, internal marketing process, and the reinforcement of Legacy Building Service's core values. Tim comes to Legacy Building Services from JCJ Architecture, where he was in charge of marketing across the western region of the United States. A graduate from the University of Colorado, he is an accomplished triathlete, and is active in his local church in Crown Point.

Joniene Swick joins Aquatic Design Group as Marketing and Media Coordinator



Joniene Swick
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Formerly with Wimmer Yamada and Caughey Landscape Architecture, Joniene has joined Aquatic Design Group as Marketing and Media Coordinator. In her new role, Joniene is responsible for RFP and SOQ responses, creating marketing collateral materials, public relations and advertising, fostering new relationships, and enjoying peer-to-peer interactions. As a graduate

of SDSU in 2003, Joniene found her passion for marketing for professional services when she attended Harvard University's career discovery program in 2006. In her spare time, Joniene (John-nEE named after her father John Swick) greatly enjoys traveling, photography, and her newest passion, Turbo Kick Boxing.

born of immigrant parents into very humble circumstances. As a teenager during World War II, he experienced scarcities and the rationing of many things we today consider necessities. My father worked extremely hard his entire life, and was always grateful for the possessions he and my mother accumulated together a modest home, a little money in the bank, and a killer jazz LP record collection. He was a happy, upbeat person, the life of every party, a good friend, and a joy to all who knew him.

My father made his living as a salesman, and I have followed in his footsteps. While some in our industry shudder at the term "salesman" or "saleswoman," it accurately describes what we as marketing professionals do. We convince people to purchase our goods and/or services, period. Some of us are good at what we do, others not so good. My father was good at what he did, and fortunately for my siblings and me, he taught us by word and deed how to work. My father's counsel to his children is worth sharing, especially in times like these. Here are a few examples of his secrets to sales success:

Always Under-Promise and Over-Deliver

Customer loyalty is essential to maintaining market share and ultimately growing your business. It is far easier to retain a good customer than to find a new one. My father's clients were very loyal to him because he made certain that the goods he sold were delivered on time, and usually in advance of the due date he had promised. He told me that he always consulted with the production departments of the companies he represented he knew the people on the factory floor, their supervisors, and the big boss himself, and could call on these people to speed things along on his orders, if necessary. He never abused the privilege, and was careful to thank his associates for their extra efforts on behalf of his customers.

We all know how it feels when the plumber says he'll be at your home between 8:00 AM and 10:00 AM, and then shows up at 2:30 PM. Frustrating, right? We cannot afford to have our customers frustrated with us or our company, so we need to provide them with realistic deadlines, and try to beat those deadlines whenever possible. You will immediately distinguish yourself from your competitors by having a reputation for being timely. A little more work, but well worth the dividends paid in customer loyalty.

CEO Corner

It's the Work Ethic, Stupid!

By Randy Mendioroz
Principal, Aquatic Design Group



The anecdotal evidence is everywhere.

The phone stops ringing. Your H/R department has received more unsolicited resumes in the past three months than the previous three years combined. A scary number of your clients have called to say that their project is being split into multiple phases, put on indefinite hold, or cancelled outright. The pre-proposal meetings that used to attract 10 to 15 attendees who could fit within a medium-sized conference room are now being held in gymnasiums, auditoriums, and exhibit halls in order to accommodate the dozens and dozens of desperate B/D and marketing bloodhounds sniffing out any potential clients.

With local consulting firms cutting staff by 50%, the State of California \$20+ billion in the red, and the national economy in a tailspin, many marketing professionals are wondering where a silver lining can be found in the gathering economic storm clouds. Principals of small to medium-sized firms are asking themselves, how are we going to survive this one? With so many firms chasing the limited amount of work currently available in the marketplace, how does our firm rise above the rest of the lately massive crowd? What do we need to do to find and secure new business?

Well, dear reader, I have more bad news for you—there are no "silver bullet" marketing methods, no "killer" PowerPoint presentations with 100% success rates, no magical words you can chant to spellbound prospects, and no caped crusader flying in to rescue us from the dark forces of economic evil. Over the course of many years, we have grown lazy, and the time has come for us to man/woman up, stop feeling sorry for ourselves, and get to work.

Work?!? Heaven forefend! We've grown accustomed to strolling into the office at 9:00 AM, taking 30 minute latte breaks, two hour lunches at the "see and be seen" bistros, and leaving the office at 4:00 PM to get a jump start on rush hour! How are we going to survive without the lifestyle we've grown accustomed to? Well, as my father used to say, "Life is not fair, get over it."

As I write this, Father's Day was a couple of weeks ago, and my thoughts turn to my father and his life experiences. My father was a child of the great depression, a first generation American



Never Rest on Your Laurels

My father was constantly pushing the companies he represented to come out with new or improved products. As far as he was concerned, more products meant more commissions. Additions to the product line meant he had something none of his competitors had, and my father took full advantage of that situation.

For those of us who sell services, we need to be looking for new and better ways to deliver those services. Any approach or method that will increase efficiency, improve the quality of deliverables, or provide value-added services to our clients will increase their willingness to consider our service over others.

Hustle, Hustle, Hustle

My father never finished college, and would not be considered highly educated by today's standards, but he was able to run circles around the competition. Why? Because he "hustled" his way to success by making that extra phone call, reacting quicker to potential leads, and scheduling more sales appointments each day than his associates did. He was the 1950s, 1960s and 1970s version of the Energizer Bunny on Red Bull.

Current economic conditions require that marketing professionals get out there and hustle their way to increased success. We need to respond quickly to inquiries, explore new markets, and take advantage of any opportunity we have to get in front of prospective clients. Sales is all about numbers—the more presentations you make, the higher the likelihood you have of closing more deals. Yes, more sales calls mean more work!

However, in my opinion, work is the cure for what ails us right now. Hard, grueling, sweaty, kick-you-in-the-butt-every-day kind of work is the best prescription for the funk we all seem to be in. We cannot afford to whine about the situation any longer. In this economy, whiners are getting steamrolled by workers. My father's legacy was teaching his children how to work, and work hard... will our children look back on these times and say the same about us?

Mr. Mendioroz is a Principal with Aquatic Design Group, a Carlsbad, California consulting firm which specializes in the programming, planning, design and engineering of competitive, recreation and leisure-based aquatic facilities. Aquatic Design Group is celebrating 25 years in business this year.



Marketing Tips

How Do You Rate?

By Stacy Mathieson, Haley & Aldrich

In a book that I've had for a number of years, *Client Satisfaction is Worthless—Client Loyalty is Priceless* by Jeffrey Gitomer, there is a self-test formula for successful client service that I thought I would share. These are applicable to both internal and external clients. Rate your ability to do each of the elements (1 through 5, with: 1=poor, 2=average, 3=good, 4=very good, 5=the greatest).

1. *Be friendly first.* Service starts with a friendly person.
2. *Attitude precedes service.* Your positive attitude is the basis for the way you act and react to people.
3. *Your first words set the tone.* All encounters with clients and prospects are yours to control.
4. *12 elements that make great service possible.* Establishing a positive attitude; establishing and achieving goals; understanding your client, your co-workers and yourself; having pride in yourself, your company and what you do; taking responsibility for your actions; listening with the intent to understand; communicating to be understood; embracing change; establishing, building and maintaining relationships; gaining the ability to make effective decisions; learning to serve others in a memorable way; and working as a team.
5. *Know what you sell in terms of the client.* The client doesn't care about your product or service. They care how your product or service is used to benefit them.
6. *Know how to serve in terms of the client.* They don't care what your situation is. They only care about their situation or problem.
7. *The client has lots of problems besides you and may just be using you as a frustration vent.* Don't take it too personally if a client gets upset with you. Use the three most powerful secret words that begin to diffuse all client problems – "That's horrible!" It shows empathy and they have nowhere to go with their anger.
8. *No one wants to hear why you can't.* Don't tell your client when or why you can't – tell them when or why you can – with enthusiasm.
9. *Recognize clients for what they are – your paycheck.* Your boss doesn't pay you, your client does.
10. *Don't confuse company policy with customer service.* If you have a company policy, fine. But never quote from it or hide behind it – "I'm sorry, that's our policy."
11. *When you make them mad, it's twelve-to-one they'll leave or be leery.* It takes 12 positive impressions to overcome a single negative one.
12. *You are responsible, or it won't get done.* There is a fine line between taking it personally and handling it personally. Individual responsibility leads to happy clients.

13. *Take your job seriously, but don't take their complaints personally.* If you take it personally, it's you against them. But if you take it seriously, it's you with them.
14. *Your team will get stronger when you begin to build yourself.* Teams are made up of individuals who work together – and get their own job done.
15. *Clients talk to other clients and prospects.* What are they saying about you?

Scorecard

If your score is above 65, your mother would be proud. If you are between 58 and 64, you are doing good, but you are still competing with frustration against the great ones. If you are between 50 and 57, you've got a chance to be great, but lots of work is needed. Below 49, you are not a pretty sight – you need help. Below 42, you will need reconstructive surgery. Below 35, you've got 6 months to live and it will take a medical miracle for you to recover. Below 30? You are most likely dead.



The Marketing Voice

E-Mail Marketing: What I've Learned

By David Lecours, CEO and Creative Director, LecoursDesign, Inc.

I'm a fan of E-Mail Marketing as a way to stay front-of-mind with your target audience. However, if done poorly, it can be annoying and weaken the credibility of your brand. So I'd like to share with you a few tips and techniques that make e-mail marketing a successful part of my firm's promotional mix.

1. Have a Strategy

It's wise to have a goal for the overall campaign and for each individual e-mail blast. For example, my overall intent is to position myself as a marketing thought leader in the A/E/C industry. I do this by consistently sharing actionable knowledge and success stories. My goal with a specific recent blast was to demonstrate expertise so that we will be considered as a consultant to help clients create their e-mail marketing campaigns.

2. Build Your Mailing List

Dedicate time to building a mailing list of readers within your target market. The best place to start is with your current network of contacts. I also include friends and family because you never know who they know. It's best to ask people to opt-in before you show up unannounced in their in-box. I do this by having a link in my e-mail signature to our website that has a sign-up form. Also, when I meet potential clients, I'll ask either in person, or via

e-mail, "may I send you free marketing advice on a monthly basis via e-mail?"

3. Get People to Open Up

In an in-box full of messages, a compelling Subject Line is critical to entice the reader to open your e-mail. Six to ten words and 35-55 characters is best. For continuity, I always include our firm name as the first part of our Subject line and the topic of the e-mail as the second part. For example, the Subject Line of our last blast was *LecoursDesign: E-Mail Marketing Advice*. Using "David Lecours" for the From field lets readers know this e-mail is coming from an actual person. An E-mail Service Provider will provide you with metrics to measure how many people open your e-mail. According to MarketingSherpa.com, good open rates are 20% and higher. I've found that sending e-mails on Tuesday or Wednesday at mid-day improves our open rates. I always send a test to myself and my Office Manager to check spelling, formatting, and links before sending to our entire mailing list. We use Vertical Response as our E-Mail Service Provider because I like their pay-as-you-send pricing model, and they offer great free advice. EMMA and Constant Contact are two other popular E-Mail Service Providers. Regardless of who you use, remember that it's useful content that will get your e-mails opened.

4. Juicy Content Creates Connections

The first 4 vertical inches of an e-mail often gets shown in a Preview Pane which can determine the fate of your message. I include a branded *The Marketing Voice* masthead for credibility and a headshot for recognition. If readers only view a sea of lengthy text, then it feels like work and thus decreases open rates. My goal is that our e-mail content offers something of value. The more actionable the content, the more value we are providing. I want to continually be making deposits in our relationships with past, present and future clients. I make the content personal, and I'm not afraid to let people know what I believe. I try to keep our messages brief, but, if more than 800 words, I'll include a bridge link like "read more on our blog."

I hope you'll consider e-mail marketing as another tool to connect with your audience. If you are interested in receiving our monthly e-mail *The Marketing Voice: Expert Advice for A/E/C Marketers*, then go to www.lecoursdesign.com to sign up.

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FUN, FRIENDLY COMPETITION PAR FOR THE COURSE AT 2009 SMPS GOLF CLASSIC



Mark Twain famously quipped, "Golf is a good walk spoiled." Well, with all due respect to Mr. Twain, it is apparent that he spent little time batting the tiny white ball about at the annual SMPS Golf Classic. If he had, he would certainly be aware that golf carts are provided.

As for those who did catch a ride in the 2009 edition of the "year's best" A/E/C industry golf tournament, held May 29th at Coronado Municipal Golf Course, smiles were the fashion of the day. For everyone from the PGA Tour aspirants rendering the longest drive and closest to the pin competitions moot, to the Al Czervik's of the world routinely searching for their ball in the "lumber yard," the SMPS tournament provides a healthy dose of the great equalizer: fun. And in spite of Mr. Twain's proclamation, fun was indeed had by all.

Even the notorious May gray skies could not dampen the spirits of the nearly 140 players, corporate sponsors, and golf committee volunteers who helped turn the bayside links into a dynamic and delightful platform for networking and friendly competition. The gracious tournament sponsors, without whom the event would likely involve artificial turf and windmills, saw to it that each tee offered welcoming hosts, thematic activities, and a little something to accompany toasts to that enduring truth, "the worst day on the golf course is better than the best day at work." And behind the curtain, directing all of this good time is a dedicated group of SMPS Golf Committee volunteers, led this year by co-chairs Alison Murphy (O'Connor Construction Management, Inc.) and Brie Page (ILA | Zammit Engineering, Inc.) that toiled tirelessly throughout the year to present a seamless event.



There were winners, of course, as there are at golf tournaments. Cash and wine were handed out to the teams with the lowest net and gross scores. Many attendees scored some fine raffle prizes including rounds of golf, fishing trips, weekend getaways and numerous dining opportunities. Shoot, even the losers were winners...of basketballs. But by far the biggest winner is the Polinsky Children's Center, this year's beneficiary of the SMPS Golf Classic. One of the greatest motivations in hosting this tournament is the ability to support local charities by donating a percentage of tournament proceeds. The Polinsky Center is a 24-hour emergency shelter of children who must be separated from their families for their own safety or well-being. The Center shelters more than 300 children, from newborns through age 18, each month. Donations enrich these children's lives through funding of special programs, education, recreation and cultural activities, personal care supplies, and clothing.

Planning is already underway for the 2010 Golf Classic and all SMPS members are encouraged to volunteer their input or time. If you are interested in joining the SMPS Golf Committee, please contact either of next year's co-chairs, Jeff Stein (URS) via e-mail at Jeff_Stein@urs.com, or Evan Ross (RBF Consulting) at eross@rbf.com.

Pictures from the event can be found on www.chipperhatter.com. Enter the client access area and enter password, "SMPS." Thank you to all of this year's Golf Classic participants for another successful SMPS tournament!



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