

SMPS San Diego



President's Message

By Ciara Levine, CPSM
PCL Construction Services, Inc.

2009 has been a year of change for us all, and SMPS San Diego is no exception! In these turbulent times, it is more critical than ever for our A/E/C marketing and business development association to be an effective and beneficial go-to resource for our members. I am very excited about the challenges that lie ahead as your Chapter President, and have been working very closely with the committed group of professionals serving as your 2009-2010 Board of Directors to plan a year full of benefits for you—our valued members.

Throughout our planning sessions, we have made sure to follow the mission of SMPS National to educate, connect, and advocate for you, our leaders in the building industry, to ensure our members endure these tough times. To meet these goals, we are improving and streamlining our current programs and introducing some new and exciting initiatives.

Our goals are to assist you with your marketing programs and goals, connect

you with colleagues and clients for new business opportunities and help you set the stage for your firms' future growth. SMPS has more than 7,000 members nationwide, all of whom have access to a powerful network of professionals and the resources for increased business success. We strive to assist you in taking full advantage of this network—whether it's determining where new projects are coming from, understanding clients' procurement processes and new project delivery methods or giving your marketing staff the tools and education they need to help your company grow and succeed.

Our monthly lunch programs, educational events, informal networking mixers and our ever-popular annual SMPS Golf Classic will remain prime components of our organization and we implore you take advantage of these opportunities to maximize the value of your membership. Our programs and events will continue to provide the means for connectivity with client panels and local leaders while also introducing information about new trends and technologies.

We have reviewed SMPS member feedback and are working to implement several new initiatives. For example, to continue to provide value to our more

senior members, we have created an Executive Advisory Board. The main objectives of this group (which will meet quarterly) will include providing a more intimate and flexible forum for sharing ideas that allow for a more targeted networking circle. This group has already helped us improve our chapter by acting in response to feedback and implementing ideas generated from these sessions.

We have also introduced a new bi-weekly e-mail communiqué for our members which provides a comprehensive overview of all of the monthly luncheons, educational programs, professional development initiatives, and other member benefits. This was instituted in direct response to concerns that SMPS was sending too many e-mails to its members.

The Board and I are certain SMPS will assist you in developing your marketing and business development skills, increasing your vocational worth, helping you build your professional network, providing a wealth of resources to turn to when the need arises, and establishing the foundation upon which to build a number of great lifelong friendships.

Ciara

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New Member Update

SMPS San Diego Welcomes Our New Members

By Suzanne Clemmer, DCI Engineers



Lisa Jarret
Marketing Administrative Assistant
Research Facilities Design
lj@rfd.com
P: 619.297.0159
www.rfd.com

Lisa Jarret has been working for the laboratory consultant firm, Research Facilities Design (RFD), in San Diego for one year. Lisa grew up in a small town in historical Bucks County, Pennsylvania, and moved to New York City, where she received a Bachelor's degree in Advertising and Marketing Communications from The Fashion Institute of Technology. After college, she worked as a marketing coordinator and regional retail manager for Ling Skin Care. After five years in the Big Apple, Lisa made a drastic life change and relocated to the mountains of Colorado, where she spent close to a year enjoying the beautiful outdoor lifestyle of Vail. Then, in the summer of 2008, Lisa and her sister moved to San Diego, known for its sunny weather and laid back lifestyle. She enjoys her position with RFD, and appreciates the many professional opportunities it has afforded her thus far.



Amy Oliver
Business Development
RBF Consulting
aoliver@rbf.com
P: 858.810.1408
www.rbf.com

Amy Oliver works in the Business Development department at RBF Consulting in San Diego. After graduating from San Diego State University with a Bachelor of Arts degree in Communications, she held an internship with the San Diego Gulls Professional Hockey team, where she worked as a game day operations and marketing intern. Amy joined RBF 4½ years ago as an intern in the Processing Department, assisting with submittals to various city agencies and doing research at the City of San Diego. Then, Amy transferred over to the Business Development department, where she currently works in researching and tracking upcoming projects from various agencies, proposal preparation, sponsorship coordination, and other day-to-day business development tasks. When she is not working, Amy enjoys the beach, watching sports (especially hockey and football), and spending time with her friends and family.



Alicia Provenza
Marketing Coordinator
PCL Construction Services, Inc.
aprovenza@pcl.com
P: 858.657.3441 F: 858.657.9444
www.pcl.com

Alicia Provenza is a Marketing Coordinator with PCL Construction Services, Inc. Alicia earned a Bachelor of Arts degree in Communications, as well as a certificate in Electronic Publication from California State University, San Marcos. Prior to joining PCL, she was employed by a software technology company. Although Alicia has only been working in the A/E/C industry for one year, she has already learned quite a bit about the business. She joined the SMPS San Diego chapter a couple of months ago, and is excited to be a part of the organization. In fact, she has already jumped right in and is currently acting as the Advertisement Facilitator for the San Diego chapter. When she is not working, Alicia enjoys traveling, the beach, exercising, and spending time with family and friends.

Erich Flessner, P.E., LEED® AP

Project Manager, Hankins & Anderson, Inc.
e.flessner@haengineers.com
P: 619.488.9069 F: 619.758.0879
www.haengineers.com

Although not new to the city of San Diego, Erich Flessner is a new SMPS member who works at Hankins & Anderson, Inc., a consulting engineering firm, headquartered in Richmond, VA, that does 100% Federal work in four major sectors: Military, GSA, OBO (Embassy work) and Secure projects. Their San Diego office is located in Liberty Station, and the firm specializes in mechanical, electrical, fire protection, telecom, life safety, civil, and structural engineering services. Erich stays extremely busy as he wears several hats for Hankins & Anderson; including business development, marketing, and project management.

Heather Burr
Marketing Administrator
J.R. Filanc Construction Company, Inc.
hburr@filanc.com
P: 760.941.7130 F: 760.941.3969
www.filanc.com

Patricia Peters
Business Manager
David Reed Landscape
Architects
pat@drasla.com
P: 619.239.3300
www.drasla.com

Steve Kaplan
Director of Business Development
McParlane & Associates, Inc.
steve@mbol.com
P: 858.277.9721 F: 858.277.9760
www.mcparlane.com

Movers & Shakers

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

By Tarek O. Nabas, PRC, JCJ Architecture

Gerry Rodrigues Joins the Gafcon Team as Business Development Manager



Gerry Rodrigues

Gafcon

701 B Street, Suite 1600, San Diego, CA 92101

P: 619.231.6100

grodrigues@gafcon.com

Gerry is responsible for growing, managing and directing business development efforts in new and existing markets in order to maximize revenues and expand business partnerships. His focus will be on developing relationships that strategically enhance Gafcon's growth in Los Angeles, Orange County, and San Diego. Gerry has been a member of SMPS for 10 years, including serving as President of the Los Angeles Chapter from 2006-07. When not working, Gerry enjoys traveling and supporting the sports program at USD. Go Toreros!



Marketing Tips

The CPSM Challenge

By Stacy Mathieson, Senior Marketing Coordinator
Haley & Aldrich, Inc.



It has been 18 days, 2 hours and 13 minutes since I took the CPSM exam. As of this writing, I do not yet know whether I passed.

It took a lot of hard work to get to this point (this point being either a cliff or a fork in the road – I'm not sure which yet). I had hesitated for some time to take the test, more afraid of not passing than the actual work that went into studying for it. With my company paying for it, everyone knowing I was taking it, and two colleagues who had already passed, I put a lot of pressure on myself. If you are contemplating taking the test, I am not saying this to scare you, but to tell you it is worth it, regardless of the outcome. The knowledge I gained and the friendships I made during the four month process were worthwhile. For those of you who have taken the test and passed, I am thoroughly impressed and bow down in admiration.

Approximately four months ago I found out a small group was getting together to study for the test and asked if I could join. There were six of us in the group, getting together every two weeks to go over one of the six domains. We each took charge of a domain and gave a presentation about it. To keep the

presentation from being too dry we incorporated memorable graphics, plays on words, and even themes, like the Wizard of Oz (kudos to the two ladies who came up with that one – you know who you are!).

All of these "tricks" (graphics, themes, etc.) were used in order to help us remember the heavy content that is required reading to prepare for the test. I could not have got as far in the material without them. Much of your time is spent reading on your own, but participating in a study group definitely increases your retention and understanding through discussion and quizzing. If I wasn't sure about the meaning of a certain topic, there was always someone more comfortable with it that was willing to talk it over with me. After we went through the domains, we also got together in smaller groups of one or two to further talk about concepts or quiz each other. The time I spent with these ladies was invaluable and I thank them for their time, energy, and patience.

In the end, only three of us took the test (with the others not far behind, I am sure). And I have to admit, it was harder than I expected. For the rest of that day, I felt like I was having an out of body experience. And after talking with my co-conspirators, I found that they had felt the same way. Whatever the results are, I am confident in the knowledge that I did my best. I gained knowledge, perspective, and managed to have a bit of fun in the process. I am better for the experience.

P.S. I will leave you with two words: flash cards. They are your friend when studying for the CPSM exam.



SMPS San Diego Holiday Party!

Come celebrate the holidays and the end of the economic doldrums of 2009 with SMPS San Diego at our annual Holiday Party! Santa's landing at the fabulous DoubleTree Hotel in Hazard Center with hors d'oeuvres and drinks... Come network for 2010 and get a chance to win a spectacular door prize, team up in a graham cracker house making contest, and enjoy the festivities!

Date: Wednesday, December 16, 2009

Time: 4:00 pm - 7:00 pm

Tickets: \$45 (includes drink tickets, appetizers, and great networking opportunities!)

Location: DoubleTree Hotel Hazard Center – Poolside
7450 Hazard Center Drive, San Diego

Go to our website to register and learn more
www.smpssd.org



CEO Corner

The Reemergence of Design-Build

By Bruce Winer, CCM

Business Development Manager

PCL Construction Services, Inc.

Even though the recession has hit the San Diego construction community hard, there are scores of projects, representing billions of dollars that are out for pricing. A majority of these projects are using the design-build project delivery approach.

More and more, design-build is becoming one of the public agencies preferred project delivery methods. Many public agencies including the military, universities, and community college districts have begun to embrace design-build. Since most design-build competitions involve a qualifications component, public agencies have the opportunity to match a design-build team with a particular type of project.

So why would the re-emergence of design-build be of interest to marketing and business development professionals? Succinctly put, because that's where the money is. But more important this is a great opportunity to strengthen existing relationships and form new ones within our industry.

Design-build teams succeed when the entire team is functioning as a single, integrated, high functioning team. Each team member is dependent on the other for completion of their respective tasks. In my opinion a high functioning team is one that has "checked their egos at the door" and are thinking about the team and project as a whole.

In order to understand some of the nuances of design-build, first we must define the term. Design-build is a construction project delivery system where, in contrast to design-bid-build, the design and construction aspects are contracted with a single entity known as the design-builder or design-build contractor. The design-builder is usually general contractor led. This delivery method is used to minimize the project risk for an owner and to reduce the delivery schedule by overlapping the design phase and construction phase of a project. The design professionals are typically retained directly by the contractor. The most efficient design-builder has design and construction professionals working directly for the same at-risk entity. This is one of the oldest forms of construction since developing from the "Master Builder" approach.

PCL's design-build teams typically consist of a contractor, architect, consulting engineers and often multiple design-build trade subcontractors. Although it's sometimes challenging to get the right mix of talent and personalities on our teams, these

opportunities have become a source for establishing new and hopefully long-lasting relationships with architects and engineers many of whom we have not previously worked with.

Although design-build is emerging as a popular delivery method it is not being embraced by all contractors and designers. To the novice design-build team this delivery method poses many risks. To the seasoned team these risks are still present, but manageable. A design-builder typically tenders a lump sum price for a project that hasn't really been designed yet. Most of the time the designs are still conceptual and not even at the schematic level. Contractors who operate in this arena need to be able to conceptually estimate costs well. Because of the lack of design details subcontractor pricing is nearly non-existent during the initial pricing.

Another reason for some to shy away from design-build is the up-front costs involved with the pursuit. Design-build pursuits are typically very costly. Design-build pursuit deliverables run the gamut from simple site plans and floor plans and elevations to full blown competitions replete with models, 3D fly through videos and fully developed designs. Although some owner's who sponsor design-build competitions offer a stipend to the unsuccessful competitors, that stipend usually doesn't come close to offsetting the team's costs for competing.

Design-build is not for every contractor or design professional. However, with more and more public entities moving towards this delivery method it appears that opportunities for teaming on projects will continue for the seeable future. These opportunities can result in strengthening an existing relationship or creating new ones.

PCL Construction Services, Inc. is a 103-year-old firm that serves the commercial, institutional, industrial, medical and multi-family residential markets as a general contractor, construction manager and design-build contractor. PCL San Diego is part of a network of 26 offices located throughout North America and is ranked #7 in construction volume by ENR Magazine.

Bruce Winer, CCM is PCL's Business Development Manager. Winer is a 27 year, San Diego construction veteran and is responsible for all of PCL's business development, marketing, and creation of strategic alliances.

Newsletter Committee / Contributors

Editor & Print Layout: Marylou Flanders, CPSM, PBS&J

Web Layout: Hansol An, Burkett & Wong

Contributors: Suzanne Clemmer, DCI Engineers
David Lecours, Lecours Design, Inc.

Printing Courtesy of Ciara Levine, PCL Construction Services, Inc.
Stacy Mathieson, Haley & Aldrich
Tarek Nabas, JCJ Architecture





The Marketing Voice

Plan to Succeed

By David LeCours, CEO and Creative Director, LeCoursDesign, Inc.

By now, you should have started creating your Marketing Plan/ Budget for 2010. Here are some tips to guide you, because as you've probably heard, "failing to plan is planning to fail." I know it's tempting to simply copy and paste last year's plan, but this is a bit like driving while only looking in the rear-view mirror. Market opportunities, alliances, relationships are constantly changing so your Marketing Plan needs to evolve as well.

1. What to Include

A good Marketing Plan is a one year roadmap of how you will achieve your firm's Strategic Plan. Here is what you should include: Budget (see below), Staffing (who will do what and by when), Timeline (prioritized sequencing of implementation), and Promotional Mix (advertising, web site, social media, brochure, SOQ package, video, PR, event marketing, etc.). Pardon my bias, but it can be beneficial to work with an objective outside consultant in developing your Marketing Plan and Promotional Mix. I have developed a free map that clients find helpful in visualizing how the strategic plan, marketing plan and promotional mix all work together to win new business. E-mail me at david@lecoursdesign.com and I'll send you the free PDF.

2. Ask for the Money

With the economy on the upswing, don't be afraid to ask for a healthy 2010 budget that will allow you to effectively market your firm. There are three methods I know of to create your budget. Projection is taking last year's budget, and based on projected growth or decline, adjust this year's budget. Percentage is taking a straight 10-15% of gross revenues. I recommend Goal-Based; which is taking each goal from your Strategic Plan and breaking down what it will cost to achieve that goal. You can then check this against Projection and Percentage to make sure your budget request is realistic. Your labor costs should be 50-70% of your overall budget with promotional costs covering the remaining 30-50%. If you need help estimating the cost of that new brochure or website, ask your favorite brand communications firm to provide a ballpark estimate. Is it likely that your plan might change throughout the year? Absolutely. But if you don't ask for the money now, it will surely be designated to something else later when you really need it.

3. Implementing the Plan

Having a plan is a great first step, but implementation is what you will be measured against. First, form a core Marketing Team (not too big, but with enough Principal muscle to be influential). Marketing Plans will fail unless the talent responsible for implementation is involved in the creation of the plan. Share the Marketing Plan with everyone in the

organization because marketing the firm is everyone's business. Finally, review and measure on a regular basis (at least monthly). Be sure to share success stories internally. This demonstrates the value of marketing and builds momentum and morale.

Just doing what you've always done will get you what you've always got. So invest in your 2010 Marketing Plan to be a beacon for your best year yet. This will help to prioritize proactive and reactive opportunities and make the most of your time and money.

Suggested additional reading:

Plan-It by Lisbeth Quebe

David Lecours is Creative Director at LecoursDesign.com and author of The Marketing Voice blog at davidlecours.com.

Orchids & Onions

By Suzanne Clemmer, DCI Engineers



The annual Orchids & Onions Awards Ceremony, which took place on November 12th and was held at the On Broadway Event Center in downtown San Diego, was a wonderful success! Over 400 people packed the venue and joined in toasting the Orchids and roasting the Onions at this year's Awards Program. The Awards Ceremony, which was emceed by Barbarella with commentary provided by Graham Downes, was billed as the "must attend" design event of the year in San Diego; the Awards Ceremony did not disappoint with complimentary wine, beer, food, music, a Silent Auction as well as a free After Party. Twenty-four awards were handed out to both Orchids & Onions (originally nominated by the public). The big winners of the night were the Grand Onion, which went to Vantage Pointe in downtown San Diego, and the Grand Orchid went to The Station in South Park.

Sponsored by the San Diego Architectural Foundation, a 501(c)3, nonprofit organization, the objective of Orchids & Onions is to inspire excellence in every aspect of San Diego's built environment. Interactive and community based, the program encourages all San Diegans to nominate the projects that make their hearts soar and the ones that are just plain eyesores. A jury of design professionals and artists determined the official Orchids & Onions in categories which included: architecture, interior design, landscape architecture, historic preservation, sustainable design, urban design, planning policies and public art. And, the online People's Choice Vote was determined by the citizens of San Diegans. The Annual Awards have become a popular and effective vehicle for stimulating community awareness and practical discourse in response to San Diego's built environment.

Orchids & Onions - Selected Winners Include,...



Grand Orchid: The Station
Photography by Larney Mack



Grand Onion: Vantage Point
Photography by Auda & Coudayre



Orchid for Historic Preservation:
1906 Lodge at Coronado
Photography by Greg Lambert



Onion for Architecture: Mission Florence
Photography by Larney Mack



Orchid for Landscape Architecture:
Hamilton Children's Garden
Photography by Nicole Toesca



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PCL Construction Services, Inc.

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