

# SMPS San Diego



## President's Message

### Greetings and Happy New Year!

By Kristie Bevacqua  
Nasland Engineering

It's going to be great in 2008! I feel like we are just getting started. This year's Board of Directors continues to work hard planning our upcoming events and activities for our chapter. They have done an amazing job thus far, and I would like to thank each and every one of them for their dedication and commitment to this organization.

What comes to mind when you think of SMPS? For me, it's education, networking, leadership, awards and recognition and fun! But SMPS is much more. Our organization is also the "go-to" place for professional career development. In an effort to increase awareness about our professional growth activities, I am officially dubbing February as "*Professional Development Month.*" Here is a look at what upcoming activities you can expect from SMPS San Diego:

**Building Business by Learning Critical Communication Techniques Workshop** (February 14th) – Our Education Directors are bringing to San Diego two of the most highly rated presenters from the 2007 SMPS National Conference. This is just one of the many opportunities to obtain AIA LUs and CPSM CEUs for your certifications. For questions, please contact Diane Elias at [delias@rbf.com](mailto:delias@rbf.com) or 858.614.5025.

**Flying with Eagles** (February 21st) – You don't want to miss this rare opportunity to meet members of the SMPS National Board. This panel is composed of senior leaders and mentors in the A/E/C marketing industry who have charted highly successful careers. Find out what they've learned along the way. These 'marketing stars' will share their personal stories about how they turned the rocks in the road into stairs to success. Look for more details on our website ([www.smpssd.org](http://www.smpssd.org)).

**CPSM Study Group** – SMPS continues to increase its awareness of the Certified Professional Services Marketer (CPSM) program. We will offer our CPSM Study Group early in 2008. 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.

**2008-09 Nominations/Elections** – Keep in mind that another great way to "climb the ladder of success" is by joining the San Diego Chapter Board of Directors. Elections will be held later this spring for the positions of Secretary and President-Elect. If you are interested, please feel free to contact me for information regarding any of the various committee roles and responsibilities. You can reach me by email at [kristieb@nasland.com](mailto:kristieb@nasland.com) or phone at 858.292.7770.

**National Conference** – The 2008 SMPS Build Business Conference will be held August 6th – 9th in Denver, Colorado. For more information, go to the National SMPS Website at [www.smps.org](http://www.smps.org). As always, our chapter plans to send as many attendees as we can by providing scholarships to our members. Scholarship applications will be sent out in the spring of 2008.

Keep on striving to be the best 'marketer' you can be. Here's to an exciting and successful 2008!!!

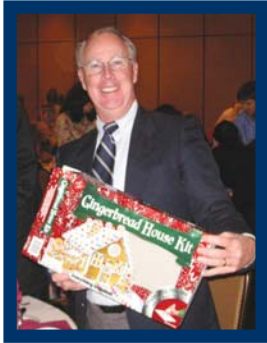


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# SMPS San Diego Holiday Party

By Suzanne Clemmer, DCI Engineers



Well, if there was any discussion regarding which Holiday Party in San Diego was the best this year and you happened to attend the SMPS' Annual Holiday Party on December 12th at the Doubletree Hotel, then you already know the answer! It was a wonderful time all around; the wine was flowing, the food was plentiful, and we all put on our thinking caps to construct a community of unique (and sustainable) Gingerbread houses. Also, thanks to your kindness, we were able to amass a generous collection of gifts for the Toys for Tots program.

The afternoon started with a beautiful spread of food, a festive atmosphere, and plenty of wine to go around—which was generously donated by McCullough Landscape Architecture. A joyful holiday spirit was palpable in the Grand Ballroom of the Doubletree Mission Valley as the box to collect new, unwrapped toys to distribute as Christmas gifts to needy children in the community, overflowed. In fact, the Marine Corps Member who was in attendance was all smiles as he carried out the pile of presents from our luncheon for distribution through the Toys for

Tots program. SMPS has supported this program in conjunction with our annual Holiday Party for many years now.

I think that everyone would agree that the highlight of the afternoon was the Gingerbread House competition. Each table was given a Gingerbread House kit and told they had 10 minutes to create a design that would be judged by all in attendance. The winning table's house, aptly named "Equal Opportunity," was captained by David Lecours, President of Lecours Design, and was inspired by the launch of LEED for homes (a new rating system that promotes the design and construction of high-performance green homes). The winning Gingerbread house featured many sustainable amenities, including the incorporation of a natural daylighting scheme, which utilized "Equal" solar panels and featured pervious gingerbread hardscaping and climate appropriate/drought tolerant landscaping, among other features. In fact, in an impressive commitment to Green Building design, more than half of the teams incorporated sustainable or "Green" features into their biodegradable and edible Gingerbread houses.

Only one thing is certain—it will not be an easy feat to top 2007's wonderful and creative year end Holiday Party. A special thanks goes out to all those who planned, attended, built creatively, and supported Toys for Tots. We look forward to seeing everyone at the many exciting SMPS programs and events in San Diego this coming year.



## Movers & Shakers

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

By Tarek Nabas, JCY Architecture

#### Antoinette Sanchez Promoted to Development Director



**Antoinette Sanchez**  
Development Director  
Salerno/Livingston Architects  
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Salerno/Livingston Architects is pleased to announce the promotion of Antoinette Sanchez, an associate with the firm who has given 13 years of service to the company, to development director. In her new role, Antoinette will work to maintain existing client relationships, identify new opportunities and help the firm solidify its growing specialization in design for the aging population. She will also oversee all internal marketing functions for the firm. Antoinette is currently a board member of the Society of Marketing Professional Services, a member of the California Association of Community Managers and Community Associations Institute and served on the Orchids & Onions awards committee.

#### Nicole Apel Joins RBF Consulting

##### Nicole Apel

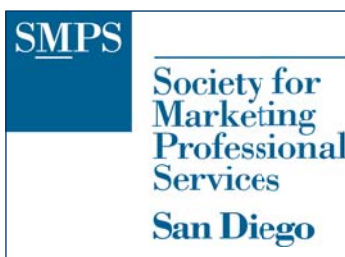
Business Development Coordinator  
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Nicole Apel, formerly with Weston Solutions, joined RBF Consulting in October as the Business Development Coordinator for the Carlsbad office. She has worked in the A/E industry for six years with previous experience in marketing for a major international accounting and consulting firm. Nicole will be responsible for proposal development and interview preparation, as well as writing and implementing business development plans for the water resources/storm water management, land development, and traffic engineering/planning practices.

#### Amy Bridge Joins EDAW as Director of Business Development

##### Amy Bridge

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## New Member Update

### SMPS San Diego Welcomes Our New Members

By Diane Elias, RBF Consulting



**Nick J. Porter**  
Marketing Assistant  
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Nick Porter has joined Winzler & Kelly's San Diego office as the newest member of the Winzler & Kelly Corporate Marketing Team. Nick came to Winzler & Kelly with a Marketing Communications background from Starwood Hotels & Resorts. He is a graduate of Alliant International University with a BS in Business Administration and a minor in Marketing. In his spare time, Nick enjoys time with close friends, anything that involves laughing, and spending time at home with his Chihuahua, Mr. Bojangles.



**Bree Wong**  
Director of Marketing  
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Bree joined SW Engineering, Inc. as Director of Marketing in June of 2007. She is responsible for the composition and design of marketing materials and press releases, developing relationships with professionals in the industry and community, as well as the preparation of proposals, RFP's, RFQ's and SOQ's. Bree is a San Diego native, and has 5 years of experience in the civil engineering industry. In her spare time she enjoys painting, cooking, traveling, and writing music on her guitars. She values the true incessant themes in her life: change and the desire to learn.



**Christy Pavano**  
Director of Business Development  
CRB Engineers - Builders  
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760.496.7091

Christy Pavano joined Clark, Richardson & Biskup Engineers and Builders (CRB) in October 2007 as the Director of Business Development for California. Christy has been a sales executive in the Biotech and Pharmaceutical industries for 16 years and has covered the entire west coast. CRB is an A/E/C firm specializing in mechanical, electrical, plumbing, process, utilities, instrumentation and environmental compliance with a strong focus on biopharm, R&D labs and universities.



**Melissa Kennedy**  
Office Administrator/Marketing Coordinator, San Diego Office  
Jones & Stokes Associates  
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Melissa relocated to southern California from central Florida and joined the team at Jones & Stokes in 2006. With more than 15 years in the hospitality

industry, her background includes restaurant management, sales and marketing, and public relations. Jones & Stokes is an environmental, natural resources, and transportation planning and management company with 19 office locations. Jones & Stokes is also consistently recognized by both professional organizations and clients for their innovative, solution-oriented services.

**Sommer Adams**

Project Manager  
 PAR Electrical Contractors, Inc.  
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Sommer Adams joined PAR Electrical Contractors, Inc. in 2005 as a design and consulting Project Manager with six years of experience in the local A/E community as a franchise utility designer and consultant. At PAR Electrical, Sommer manages projects that are both in the design and construction phase. She also manages PAR's Supplier Diversity Program by seeking out diversified business opportunities, maintaining compliance reporting to clients, and participates in community outreach programs. Sommer is actively involved in PAR's business development efforts locally and at the national level.

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# Education Update

## SMPS Presents an Exclusive Workshop to Improve Your Client Relations and Win More Work

*By Diane Elias, RBF Consulting*

### Learn, advance and succeed...Information is power!

Building client relationships is all about understanding your clients as people not projects. This is critical if you want to build, nurture and maintain relationships. You and / or others from your organization will benefit from this interactive workshop to learn the communication dynamics that are critical in building strong business and personal relationships.

This unique workshop applies to everyone – marketers, principals, project managers, up and coming technical staff, and basically anyone in your organization that has the responsibility to interact with others on behalf of your firm. Teach them well!!!

**FEBRUARY 14, 2008** – Attend morning and/or afternoon workshop.

**Morning Program** – 8:30 AM to 12:00 PM

*Listening to Become a Better Marketer, Manager and Employee*

**Afternoon Program** – 1:00 PM to 4:30 PM

*Understanding Your Client As a member of the Cast - Understanding Self & Others for Developing & Maintaining Meaningful Client Relationships (Utilizes DiSC Personal Assessment Tool)*



## Lessons from Legends

Thursday, February 21, 2008

**Flying with Eagles** – Special SMPS San Diego Breakfast Meeting

Don't miss a rare opportunity to meet with members of the **SMPS National Board**. This panel is composed of senior leaders and mentors in the A/E/C marketing industry who have charted highly successful careers. Find out what they've learned along the way. What does it really take? These 'marketing stars' will share their personal stories and how they turned the rocks in the road into stairs to success.

*Look for an exclusive opportunity for New Members.  
 More details to follow on our website ... [www.smpssd.org](http://www.smpssd.org)*



# Marketing Tips

## I Scream, You Scream, We All Scream... for Collaboration

By Stacy Mathieson, Haley & Aldrich

We are here today to talk about collaboration. Let's say it together, CO-LLAB-OR-ATION. Collaboration is just a long, boring word that means working together to create or plan something, solve a problem (which, of course, is really an opportunity in disguise) or make a decision. For the purpose of this article, we will assume you are collaborating on a proposal.

As you know, putting a proposal together takes the coordinated efforts of everyone involved – from the project manager who understands the project, to the marketing coordinator pulling all the information together, to the professional staff writing the technical sections, to the administrative staff collating and copying the end result. But where does collaboration begin? Below are a few tips to get you started.



1. **Involve the Relevant Stakeholders.** Who should be involved in the proposal process and how? In this scenario, this could mean technical staff, officers of the company, the marketing coordinator, legal counsel, or accounting. Their expertise is what is going to make it a winning proposal. Collaboration is about inclusion, not exclusion.

2. **Build a Consensus.** Collaboration is about working together and working together means coming to some mutual agreement. A consensus is when the decision made is supported by all those involved. In trying to decide what route to take in a proposal, professional staff may get together to brainstorm ideas for a solution to the challenge presented in the request for proposal (RFP). Everyone has good ideas and the expertise to back up them up, but the group eventually has to come to some agreement as to the best approach for the client. It is important for the "leader" of the group to remember that they should not go into a meeting pushing the solution they want as this will just divide and alienate the group. Everyone likes to have a voice.

3. **Design a Process Map.** I have three words for you – have a plan. Don't go into the process thinking you will make it up as you go along. Create a flowchart of the proposal process. You can customize it for the specific proposal based on a series of questions. If the answer to a particular question is yes, you go one way; if it's no, you go the other. In a proposal, the outcome of the approach is open for discussion, but the process for preparing the proposal needs to be structured.

4. **Designate a Process Facilitator.** There needs to be someone to push the process through and get your proposal out

on time. In your office, the facilitator is most likely either the project manager or the marketing coordinator. The facilitator needs to understand their co-workers' abilities when it comes to providing support for a proposal. Some are not the best writers or some can be disorganized. The facilitator needs to be aware of this and make adjustments, such as getting a technical reviewer to read the section of the poor writer, and persistently (but gently) remind the disorganized co-workers of their due dates.

Although there should be an obvious process to putting together a proposal, not every one will be completed the same. The players may change, the RFP may ask for something different that challenges your routine, or a limited time frame may cause you to skip a couple of steps. You can be flexible, just don't compromise the quality of your product.

The above is just a snippet of how collaboration works. If you are interested in delving further into the subject, there are many books out there. For this article, the above strategies were borrowed from the book *How to Make Collaboration Work* by David Straus.

## 2008 SMPS Golf Classic Update

By Ciara Hotz, PCL Construction Services, Inc.

Sponsorships are now available for the 2008 Golf Classic. They are going fast, so sign up today.

*A special thanks to our current sponsors:*

- ❖ reproHaus
- ❖ KTU+A, Inc.
- ❖ McCullough Landscape Architecture
- ❖ Poggemeyer
- ❖ Degenkolb Engineers



## CEO Corner

### Understanding Your Client as a Member of "The Cast"

By Angela Kimble, Black Dog Collaborative

In the mid 60s, two significant things occurred in my life. I started working for an A/E/P firm in what was then called "the Sales Department," and I was turned on to William Shakespeare. The job was part time. I was working my way through college, and even back then trying to find that all important work/life balance. William Shakespeare – well that's another whole story. The importance of these two events – working with a variety of "characters," and learning how their "script" played out on life's stage is what propelled me into what has become a lifetime passion. But what does that have to do with marketing?

Since as far back as I can remember, the centerpiece of every publication, book, seminar, workshop, and now webinar, that focuses on clients, says basically the same thing ... clients are people. If you want to build relationships, and then nurture and maintain them, you have to get to know clients as people – not projects, and you have to be able to read their individual "scripts."

With that said, there is no singular ingredient on a client's label, because each has their own unique set of characteristics. The trick is to be able to figure out early in the process what those key characteristics are, and then be able to adjust your own script to compliment theirs. How do you do this?

Understanding your own Personal Profile - and we each have one – and then being able to adjust it to a clients' is what marketing is all about. There are countless tools available to do this. My personal favorite is called the DiSC™, and while it's easy to learn the theory of it, the real art and science of it is in the application. Being able to read a client in the first visit, or on the first phone call can make a world of difference in how you set your strategy for the pursuit.

So how does this work? Let's say you've targeted a particular client in order to build a relationship that will hopefully lead to work for your firm. You've done your homework, you have all the appropriate related project type paperwork, and you've set up your first appointment. You arrive at the designated time, and you are set to make your "pitch." You notice however, that as you are talking, the client seems disinterested. You are presenting the particulars or features. Your client is tapping their fingers on their desk and looking at the clock. What's wrong with this picture?

While there could be a number of reasons, it's been my experience, that your "pitch" doesn't match your client's "script." Each client has a very different way of interpreting what value

and benefits means to them. And your job as a professional marketer is to figure out what those are before the word "project" surfaces in the conversation. This requires stepping back from the rhetoric of project features, and discovering who they are, what they want, how they want it, and then adjusting your script accordingly.


For marketers, this is no easy task, since most of us fall into the "Influencer" category on the DiSC™ – it's why we went into marketing in the first place - and "Influencers" love to talk. If your client is in the "Dominance" quadrant on the DiSC™, they won't be interested in all that you have to say – they want the reader's digest version – and they want to know you realize they are in charge of the conversation. Disconnect – and on the first visit - yikes!!!!

I could write volumes here about the many times I've watched a firm principal shot him or herself in the foot because they didn't "get this," or the otherwise savvy business development professional who walks away from a sales call wondering what they "missed" because they didn't receive that all important "invite back." And since we now live in a "hurry up" world, where transactional marketing seems to be the norm, and transpersonal marketing is perceived to be too time consuming, it's no wonder one of my past clients – the University Architect at a "Big Ten" school said to me a few years back, "unless the e-mail or call I receive is from someone who has taken the time to get to know 'moi,' I hit DELETE without even reading or listening to the content."

If you would like to learn more about the dynamics of DiSC™, and how you can use this tool to build lasting client relationships, join us on February 14th for a half day workshop entitled "The Cast." You'll come away from this optimal learning scenario with an appreciation for how understanding of your own style, being able to diagnose the styles of others, and how rewriting your part of the script, can lead to achieving rave reviews from clients. As Shakespeare said, "all the world's a stage, and all men and women merely players ...." Check your SMPS e-mail for details.



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# Etiquette

## Dining Etiquette for the Fast-Food Generation



In this fast-food era, many people have forgotten - or were never taught - the fundamentals of dining etiquette. Which way should I pass? Which fork is mine? What do I do with my napkin? What follows are the answers to the basic questions many people have about dining.

The first thing to do after being seated at a table is to immediately place your napkin in your lap. Unfold it into either a large triangle or rectangle. Never use your napkin as a tissue, but have one close by if you think you'll need to wipe your nose during the meal. Ladies should blot their lipstick with a tissue before eating so that they don't soil the cloth napkin and glassware. Don't flip over your coffee cup or other glassware you won't be using. If a beverage is served during the meal that you don't want, simply hold your hand over the cup and say, "No thank you."

If you have to leave the table during the meal, say a soft "excuse me" to the people on either side of you, leave your napkin on your chair (not the table) and push the chair under the table as you leave.

**What's what.** As you look at your place setting, remember that solids are on the left and liquids are on the right. In other words, your bread plate is on the left side above your forks and your drinking glasses are on the right side above the knife and spoons. Use silverware from the outside in. The first fork you will need will probably be your salad fork, the one farthest on the left. The larger fork directly to its right is your dinner fork. On the far right side of your place setting will most likely be a soup spoon, and on its left, a teaspoon followed by the knife. If you see utensils placed horizontally across the top of your place setting, save those for dessert. Remember - once a utensil has been used for eating, it never again touches the tablecloth, only the china.

Your "real estate" at a table consists of, not only your place setting, but also the other items directly in front of you. It is your responsibility to take notice of those things and initiate their use. Roll baskets, butter, cream, salad dressings, sugar, salt and pepper - if they're within your reach, pick them up and start them around. Pass to the right and refrain from helping yourself first. Those items should make a complete pass around the table before you get your turn. If you just can't stand not having first choice of the rolls, turn to your neighbor on your right and say, "Would you mind if I help myself first?" They'll always say yes. Whenever you pass something with a handle, such as dressings, pass it with the handle facing the other person so that they can grasp it easily. And always pass the salt and pepper as a set, even if only one was requested.

**Bread 'n Butter.** It's important that you place the butter first on the bread plate before buttering your bread. Break up your bread or rolls into one- or two-bite morsels for buttering and eating. Whatever you take up to your mouth to eat should be eaten in one or two consecutive bites. Your tablemates don't want to see the part that didn't quite fit in your mouth placed back on your bread plate.

**No slurping.** To eat soup properly, draw the spoon away from you and quietly sip the soup from the side of the spoon. Tilt the bowl away from you to get to the last drops. When you're finished, place the spoon on the plate beneath the soup bowl. If there is no plate, rest the spoon in the bowl. Follow these same guidelines for any dessert served in a bowl.

**How to hold a knife and fork.** The rules that specify how knife, fork, and spoon must be used have evolved along with the forms of the utensils themselves. In general, these rules were intended to prevent the utensils from appearing threatening. Flatware is held delicately, carefully balanced on the prescribed fingers and guided by the fingertips. To hold any utensil in a fist, or to manipulate it in such a way that is pointed at anyone would hint at potential danger. In general use, both spoon and fork are held horizontally by

balancing them between the first knuckle of the middle finger and the tip of the index finger while the thumb steadies the handle. The knife is used with the tip of the index finger gently pressing out over the top of the blade to guide as you cut.



**American or Continental Style.** In Western etiquette, there are two primary styles for using a knife and fork while eating. The style used mostly in the United States, which sometimes is called the zigzag method, differs from the style mostly used in the rest of the western world including Europe and British Commonwealth countries.

When using the "**American**" style cut your food with the fork in your left hand and the knife in your right hand. Cut only one piece at a time. Then lay your knife down along the top edge of the plate and transfer the fork to your right hand. Bring the food up to your mouth with the tines on the fork facing upward. **Don't stab your food** or hold the silverware with your fists. And be careful not to gesture or point with your silverware, whether or not it has food on it.



*Don't stab your food!!*

*Etiquette continued from page 7*

The **“European”** or **“Continental”** style of using knife and fork is somewhat more efficient, and its practice is also used in the United States, where left-handed children are no longer forced to learn to wield a fork with their right hands. According to this method, the fork is held continuously in the left hand and used for eating. When food must be cut, the fork is used exactly as in the American style, except that once the bite has been cut, you directly bring the food up to your mouth on the downward-facing fork. No need to switch the fork to your right hand.

Regardless of which style is used to operate fork and knife, it is important never to cut more than one or two bites at one time.

**If you must remove something from your mouth as you eat**, take it out the way it went in. In other words, if it entered your mouth on a fork, remove it with your fork. If it was finger food, use your fingers to remove it. Hold your napkin in front of your mouth to mask the removal, then place the item on the side of your plate. Place any paper trash you’ve accumulated during the meal on the edge of your bread plate.

**Used Flatware.** There are numerous rules and prohibitions regarding the proper placement of flatware once they have been used. Essentially, used flatware must never be allowed to touch the surface of the table, where it might dirty the cloth. At the end of a course, a utensil must not be left in any dish that is not flat, the soup bowl, for example. All these items are usually presented with a plate underneath the bowl or cup, on which the utensil must be placed after use.

**Flatware Signals.** The positioning of knife and fork when not in use acts as a sort of signal, allowing you to indicate the degree to which you intend to pause in eating. Flatware should always be placed on the plate during pauses between bites. If this is to be a very short time, there is no set pattern. For longer waits, place the fork on the left and knife on the right, so that they cross over the center of the plate.



**When you are finished**, set the fork and knife parallel to each other, so they lie either horizontally across the center of the plate or are on the diagonal, with the handles pointing to the right. The cutting edge of the knife blade should face toward you (again, avoiding all possible aggressive implications), and the fork is best placed with the tines pointing up. It’s considered rude to push your plates away, stack them up or hand them to the server. Place your loosely-folded napkin on the table just as you stand to leave, not before.



Maneuvering through a meal doesn't have to be scary. Like all elements of etiquette, it boils down to common sense combined with kindness. Knowing the guidelines for dining etiquette gives you confidence so that you can relax and enjoy the meal and company. And in this fast-food age, it can also make you unforgettable.



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