

# SMPS San Diego



## President's Message

By Alison Murphy  
O'Connor Construction  
Management, Inc.

### Another Exciting Year Comes to a Close!

I recently had the honor of taking over as your chapter president for Ciara Levine of PCL Construction. Ciara and I worked together to implement the goals and initiatives we created at the beginning of the board year to further the success of our chapter. With everyone's schedules getting crazier as they take on more responsibilities as their firms downsize and chase more pursuits, we are continually impressed with our members' active participation in the organization by attending programs and events. It is our hope that we have provided each of you an opportunity to grow, both professionally and personally, through our programs, and that you have gained valuable information to share with your firms.

It has been an honor serving you alongside the Board of Directors, Committee Chairs, and Committee Members. The success of our organization is dependent on all of you,

and we know how much time and effort you have put into your committees this year and in years past. One of the things that keeps this board strong, and in turn our organization, is our commitment to each other and mutual respect.

Our Board of Directors undertook many new initiatives this year including a student membership program, a mentor/protégé program, and our Executive Advisory Board which brings together our most seasoned A/E/C marketing and business development professionals to create a forum to network and impart their ideas to our Board of Directors. While still in their infancy, we see the potential of each of these programs and look forward to increasing participation in the coming year.

Although my tenure as your chapter president has been brief, I am comforted in the knowledge that I have learned so much from all of you about being a leader and a professional. I am looking forward to formally installing Evan Ross of RBF Consulting as the 2010-11 SMPS San Diego Chapter President. His knowledge of the A/E/C industry and the leadership skills he has demonstrated over the last six years as a board member, give me much confidence that he will provide the guidance necessary

to keep our chapter alive and thriving! Best of luck my friend!!

On behalf of myself and Ciara Levine, we would like to thank everyone for yet another amazing year. We understand that many of us are faced with economic challenges in both our professional and personal lives. We sincerely appreciate your commitment to SMPS and to working to advance your career.

*Alison*



## SMPS NATIONAL CONFERENCE, BOSTON, MA

It was a pleasure to see so many of our local chapter members make it out to Boston this year for our National Conference. There were many networking opportunities and the sessions were informative and educational.



From Left: Christiana Debenedict, Evan Ross, Mike Kincaid, Joniene Swick, Carina Theissen, Alison Murphy

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## New Member Update

### SMPS San Diego Welcomes Our New Members

By Tarek Nabas, PRC, LEED AP, JCJ Architecture



#### Michele Baird

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Michele Baird is the Business Development Manager for the San Diego office of Acoustic Dimensions, an interdisciplinary team of designers specializing in acoustics and technical system consulting. The firm portfolio includes education, performing arts, corporate, religious, hospitality, and sports venues. Michele joined Acoustic Dimensions in March 2008, after a 15-year career in marketing with the Toro Company. She holds a bachelor of science in Business Administration from San Diego State University, and in her spare time enjoys hiking and spending time with family and friends.



#### Kevin Gennerman

President and Owner  
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Kevin Gennerman is the President and Owner of A/E Scantech Inc. Originally from Wisconsin, Kevin brought with him his many years of experience and Midwestern work ethic, and started A/E Scantech Inc. in 1991. His mission was to create a company built on excellent service, top level quality, and a continuing drive to always be innovative. With over 30 years in the Reprographics and Digital Printing Industry, Kevin has placed A/E Scantech in position as a leader in the San Diego area. His love of 80s heavy metal music is apparent every day at work, his hero is Ronnie James, and he cut the mullet many years ago.



#### Chelsea Solognier

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Chelsea Solognier joined the ELEN Consulting, Inc. team in March 2010 to fill the shoes of Office Manager. ELEN Consulting, Inc. is an electrical engineering firm which values diversity and the unique differences of its employees. ELEN's staff consists of engineers, designers, CAD operators, and administrative personnel. Chelsea brings many years of high-end customer service, marketing experience, and new perspective to the firm. When Chelsea is out of the office, she is usually with her chocolate Lab at dog beach, with family and friends near Mission Bay, or traveling to Aruba to visit her family.

## Movers & Shakers

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

By Suzanne Clemmer, DCI Engineers



#### NK Mbaya, CPSM

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HELIX Environmental Planning, Inc.  
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NK Mbaya joined Helix Environmental Planning, Inc. as Business Development Manager, where she will be responsible for growing, managing, and directing business development efforts in new and existing markets. Her focus will be on developing relationships that strategically enhance Helix's growth in the Federal market. NK has been an active SMPS member since 2002 and currently serves on the San Diego Chapter Board. She is also on the Board of Directors for the San Diego Post of the Society of American Military Engineers. A native of Kenya, NK originally came to San Diego for her Master's degree in International Business Administration, but fell in love with America's finest city and decided to accept a position here within the A/E/C industry. A few years ago, NK started the non-profit, Now That You Know Foundation, which helps to educate girls in Kenya. When she is not doting on her 8-month old son, she enjoys playing field hockey, snowboarding, beach volleyball. and reading.



#### Bree Tsaniff

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Bree Tsaniff has taken over the role of Business Development Manager for SWS Engineering, a full service civil engineering and land surveying firm, dedicated to providing their clients with the highest quality engineering services. Bree leads the firm's marketing and business development efforts; including developing and implementing marketing plans and strategies, designing marketing materials, leads development, and contracts management. As a result of her extensive experience in the A/E/C industry, Bree has developed integral relationships with other industry professionals and agency members, and also serves as a community liaison for the company. Prior to her role at SWS, she served as Director of Marketing at SW Engineering, Inc.



## The Marketing Voice

"So, What Do You Do?"

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

The self-introduction is such a simple and effective way to build awareness for your firm. Often called the "elevator speech," I prefer "self-intro" because delivering a speech in an elevator is absurd. Plus, the goal is to engage in a dialogue, not deliver a monologue. When asked "so, what do you do?," seize this opportunity. A compelling self-intro is a catalyst for someone to ask you follow-up questions. Before you know it, you'll be engaged in a stellar conversation. Conversation leads to connection which is the ultimate goal.

I understand that it's awkward talking about yourself because you fear sounding pompous. As a result, most of us self-introduce poorly. But done well, it's an authentic, two-way, targeted marketing communication tool that can instantly create a favorable impression for you and your firm.



### SELF-INTRODUCTION BASICS

I recommend having two versions of your self-intro. The short version should be about 10-15 words. Mine sounds like this: "I am a marketing consultant guiding A/E/C firms to attract great clients." Here are the key elements (using my example above). Include your occupation (marketing consultant), services (guiding), target audience (A/E/C firms) and specific benefits received from working with you (attract great clients). The key is to craft something you'd say to a friend. If it is too canned, you'll sound like a cheesy pre-recorded salesbot and you'll never use it.

For the long version of your self-intro, start off with a question that demonstrates that you understand a commonly held challenge facing your target audience. I would ask, "you know how A/E/C firms are often viewed as a commodity and have to compete solely on price? Well, as a marketing consultant, I guide A/E/C firms to build a compelling brand based on their unique core genius." According to Michael Port, author of *Book Yourself Solid*, you might elaborate on your services or add an example of a "wow" success story. You could also focus more on the benefits clients receive when working with you.

### COMMON MISTAKES

I recently led a workshop on this topic for my Toastmaster's club. Here are some areas where people struggled. By just stating your occupation, "I'm a designer," you instantly commodify yourself. Another pitfall is saying what's true, but not unique. Remember,

this is a positioning statement which is about differentiation. Finally, watch for language that looks impressive when written but sounds ridiculous when telling a friend. If you include business cliches like "synergize, best of breed, core competency, win-win or paradigm shift," then punch yourself in the mouth and start over.

### NEXT STEPS

Just as important as the words you choose is the exercise of having to narrow your focus and prioritize. So, start working on your 10-15 words to pique enough interest that you'll be asked follow-up questions. When your self-introduction is clear and concise, like the premise of a great movie, then others that you want to team with can easily spread your message like a blockbuster referral.

David Lecours is Creative Director at LecoursDesign.com and author of The Marketing Voice blog at [davidlecoures.com](http://davidlecoures.com).

## Lunch at the Gary and Mary West Senior Wellness Center

Our Board of Directors recently partnered with HomeAid San Diego for an exclusive tour of the Gary and Mary West Senior Wellness Center in downtown San Diego. Afterwards they served lunch to a large group of very appreciative seniors. HomeAid partnered with local design and construction partners to renovate a 16,700 SF facility into a technologically advanced, energy efficient, LEED Gold center. It was an honor to give back to the community, spend an afternoon celebrating senior wellness by serving a nutritious lunch, and share a few laughs with a community population in great need of both.



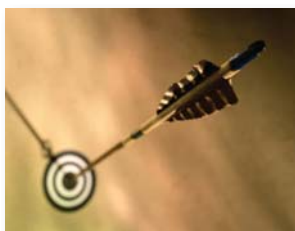
## Marketing Tips

### A Shot in the Dark

By Stacy Mathieson, CPSM, Senior Marketing Coordinator  
Haley & Aldrich

There is an old marketing concept – the rifle versus shotgun approach. In rifle (or target) marketing you have a clear idea where you are aiming your marketing message or efforts. You are targeting a specific client, industry, or geographic area. Shotgun marketing, on the other hand, is where you are mass marketing to a broad audience, hoping to hit something. If you have a product that would appeal to most consumers, such as IBM, Coke, or Honda, this might make sense, but when you are in a service industry such as ours, rifle marketing will ensure much better accuracy.

This type of approach is easier to do if you know and understand your target market very well, which is done through thoughtful market research. By getting to know your target audience better, you'll be able to provide them with a marketing campaign that actually fits what they're looking for.



As an example, perhaps you are an environmental firm that wants to conduct a webinar about a topic about which you are passionate and have expertise in, such as sustainable remediation. You wouldn't invite all your clients or contacts to it, hopeful that someone would say yes. You would take a long look at which clients would particularly benefit from more information about this subject. And with this comes added benefits – you will look like an expert in their eyes and you will be selling to them without them realizing it. They may not need that particular service now, but they will remember who to go to when they do.

Another example – you are an architect and you want to let clients (or prospective clients) know about a new office building you designed. So you create a postcard with a beautiful picture of the building on the front and some specifics about the building on the reverse to demonstrate your capabilities. Would you send this to your residential clients? No. But commercial real estate developers you've worked with or want to work with would most likely be interested.

Whether you are an architectural, construction, environmental, civil, or landscape firm, you want to fit your campaign to the wants and needs of your target audience. The rifle approach allows you to customize your marketing message to your target market, and you can get more personal and innovative with your ideas.



## CEO Corner



By Tom Smith, AICP, FSMPS, CPSM  
Principal, BonTerra Consulting  
President, Society for Marketing Professional Services  
(SMPS), 2009-2010

As a CEO and/or President of a professional services firm, it's all too easy to be pulled in many directions by operational or marketing/business development activities. As a Founder and President of two professional services firms in Southern California during the past 30 years with lead responsibility for marketing and business development, I could relate many stories about successes and failures and the multitude of contributing factors. While there are many explanations for the successes (and the failures), one key factor was always involved: Planning (or lack thereof).

In business, strategic planning is a topic that is often discussed at annual retreats or business planning meetings. Traditional activities include: strengths, weaknesses, opportunities, threats (SWOT) analyses for the firm, and sometimes extended to competitors; analyses of services provided, market sectors (services and geographic), and regional and national economic factors; and future initiatives desired by the firm's leaders.

As a planner by education and personal interest, I believe in the value of strategic planning in business. However, the beginning of the recession in the fall of 2008 and its continuing effects have shown that traditional approaches to strategic planning need to be adjusted to suit this new reality.

At the "Strategic Planning In The New Economy" program on August 4th, I discussed some new tools that I believe will provide a more robust and profitable way of developing and implementing your company's Strategic Plan. Topics discussed included: the use of visioning in setting achievable objectives; the value of scenario planning; and the tangible benefits that can result from integrating marketing and business development activities at all levels within your firm.

Whether you are anticipating a complete makeover of your marketing and business development strategies or just tweaking the ones that appear to be working, I'm hopeful you received critical insights from this thought provoking program that will help your firm catch and ride the "wave" of the new prosperity.

I recommend that everyone take a moment to read this short blog on the value of storytelling in business/strategic planning. <http://www.openforum.com/idea-hub/topics/marketing/article/use-stories-to-make-your-business-planning-real-tim-berry>

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# Sun, Golfers Shine at 2010 SMPS Golf Classic

Participants in this year's edition of the annual SMPS Golf Tournament were treated to a somewhat rare June occurrence at the bayside links of Coronado Golf Course: sun. Despite some apprehension in moving the tournament back a week to avoid the Memorial Day vacation exodus, the month's infamous grey-skies motif never materialized. White golf balls could be seen flying everywhere under a bright blue San Diego sky, and stand-by jackets remained in carts.

For the more than 150 golfers, sponsors and volunteers who joined in the fun, the event offered a wonderful afternoon and evening of networking, friendly competition and camaraderie-building. Golfers had an opportunity to show off their one-of-a-kind swings and unique golfer style, and to chat at length with our invited agency client representatives. Our 16 gracious sponsors dressed up the course with their individual flair, and provided hackers and aspiring pros alike a bit of levity before teeing off.

Among the winners were the First Place team of David Ahles and Steve Jantz, both of the City of Carlsbad, Tim Henderson of KTU+A Landscape Architecture and Curt Edwards of Psomas. Taking the Longest Drive competition was Rod Bleakley of Simon Wong Engineering, and dropping it close to win Closest-to-Pin honors was Dick Roberts with Geotechnics. Kamala Kuresman of Nolte single handedly swept all of the women's competitions, and iced the cake with a hole-in-one on the No. 5 Par 3. Congratulations Kamala!

This year's beneficiary of the SMPS Golf Classic is SMPS' charity organization partner, HomeAid. The nation's largest builder of transitional housing for the temporarily homeless, HomeAid has been building such facilities in San Diego since 2002 when the chapter was formed by leaders of San Diego's real estate and building community. Through partnerships with local nonprofits and San Diego's building industry, HomeAid facilitates the building of permanent multi-unit housing, where homeless citizens participate in programs to help them get back on their feet and again become productive members of the community. SMPS is very pleased to be able to donate a portion of golf tournament proceeds to this important cause.

Special thank you to this year's SMPS Golf Committee led by co-chairs Jeff Stein (Jaynes Corporation) and Evan Ross (RBF Consulting), and supported by several dedicated committee members. Planning is already underway for the 2011 Golf Classic and all SMPS members are encouraged to volunteer. If you are interested in joining the SMPS Golf Committee, please contact either of next year's co-chairs, Rachel Emme (Research Facilities Design) via e-mail at [remme@rfd.com](mailto:remme@rfd.com), or Erich Flessner (Hankins & Anderson) at [e.flessner@ha-inc.com](mailto:e.flessner@ha-inc.com).

Pictures from this year's event can be found on [www.chipperhatter.com](http://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!



## Members Only Party

SMPS San Diego celebrated the closing of the board year with its annual Members Only Party at Ritual Tavern in North Park. The event was well attended and members were given an opportunity to meet their new board of directors and sign up for available committee positions. If you are interested in joining a committee, don't hesitate...contact Evan Ross at [eross@rbf.com](mailto:eross@rbf.com) to learn more about available positions.



**when**  
**WEDNESDAY, SEPTEMBER 22ND**  
 11:00 a.m. Registration  
 11:30 a.m. Putting Contest  
 12:30 p.m. Shotgun/Golf Begins  
 5:30 p.m. Reception/Auction

**where**  
**THE CROSSINGS AT CARLSBAD**  
 5800 The Crossings Drive  
 Carlsbad, CA 92008

**HomeAid San Diego**

HomeAid San Diego's "Homes Fore The Homeless"

# annual golf tournament

**MASTER SPONSOR**

**ALSO SPONSORED BY**

**MARKETING PARTNER**

**information**

**SPONSORSHIP OPPORTUNITIES**  
 Please place a checkmark in the box associated with your preferred sponsorship.

- Master Sponsorship** ..... **\$2000**  
 Includes a foursome, hole sponsorship, logo on all signage, program & banners, reserved seating at reception, plus 5 tickets to reception.
- Reception Sponsor** ..... **\$1,000**  
 Logo on program, logo at reception, reserved seating at reception, plus 5 tickets to reception.
- Box Lunch Sponsor** ..... **\$750**  
 Includes logo on program, logo at lunch, reserved seating at reception, plus 4 tickets to reception.
- Hole Sponsor** ..... **\$500**  
 Includes logo on hole-sign and program. Opportunity to distribute marketing materials/activity on tee.
- Putting Contest Sponsor** ..... **\$500**  
 Includes logo on putting green and program.
- Cart Sponsor** ..... **\$1000**  
 Includes logo on program and signage on cart.

**REGISTRATION**  
 Please place a checkmark in the box associated with your preferred registration.

- Golf Foursome** ..... **\$700**  
 Includes driving range, golf cart, lunch, beverages, snacks and full reception following event.
- Golf Single Player** ..... **\$175**  
 Includes driving range, golf cart, lunch, beverages, snacks and full reception following event.
- Non-Golfers / Reception Only** ..... **\$50**  
 Includes full reception following event.

Completed registration forms with a check or credit card information can be mailed, e-mailed or faxed to:  
 HomeAid San Diego | Email: [info@homeaidssd.org](mailto:info@homeaidssd.org) | Fax: (858) 630-2827  
 P.O. Box 927068, San Diego, CA 92192  
 Visit [homeaidssd.org](http://homeaidssd.org) to sign up online or call (858) 793-6292

Discover how HomeAid San Diego is changing lives by building transitional housing for the temporarily homeless through partnerships with the Building Industry, their trade partners and local non-profit service providers in San Diego County. Visit [www.homeaidssd.org](http://www.homeaidssd.org) for more information.

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 PCL Construction Services, Inc.

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 Alison Murphy  
 O'Connor Construction Management, Inc.

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