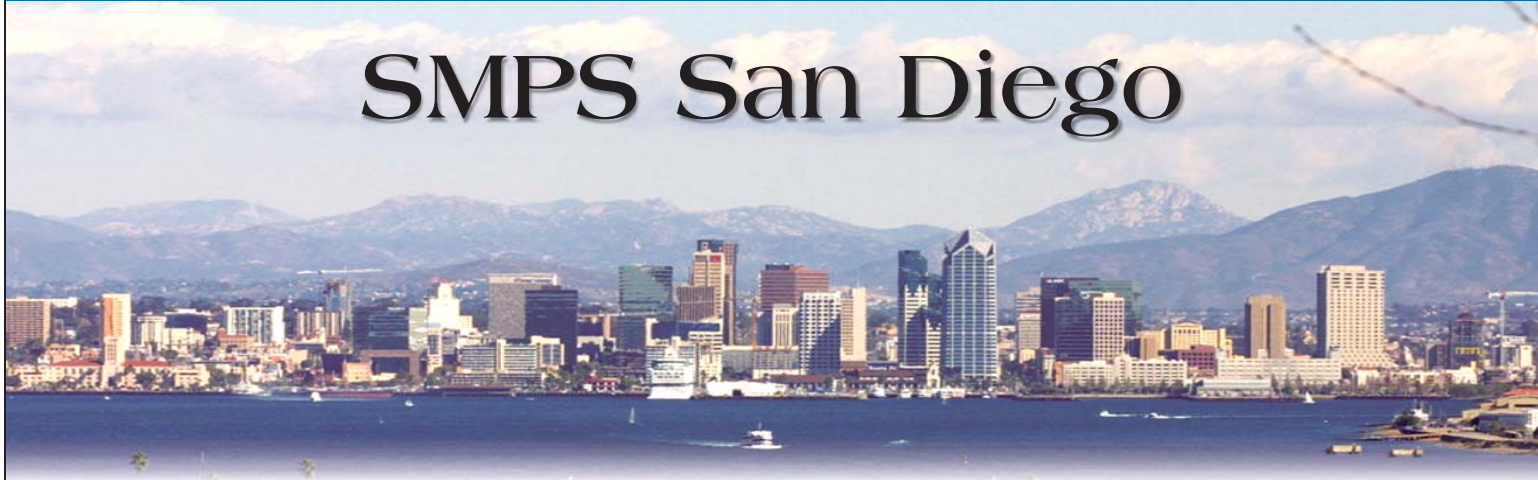


SMPS San Diego



President's Message

Let's Connect with 2007

By Kelly Tellez
Brown and Caldwell

Happy New Year! Your San Diego Chapter 2006-07 Board is well established, and working hard to continue providing you with the necessary resources for your careers. I would like to acknowledge last year's board for setting the stage, staying connected with the new board members, and creating an easy transition for us. Thank you to former President Shiloh Spriggs and her entire board!

Our theme for the year is "staying connected." By staying connected, we believe you will sharpen your skills, better pool your resources, and work more collaboratively to create business opportunities. As a native of San Diego, I have witnessed the growth, politics, and numerous changes in our beautiful city. Our government is working, now more than ever, with our A/E/C industry leaders to help resolve local infrastructure, maintenance, education, medical, transportation, safety, and entertainment issues. These are all opportunities for

our industry, so staying connected to the goings-on in our community, and within our SMPS chapter, should be a top priority. It will result in knowing when and where the next opportunity will surface.

Our luncheon programs, held the last Wednesday of each month, are also an excellent way to *stay connected*. Our program presenters include leaders and decision-makers you will want to see and hear. E-mail blasts include announcements with details about the luncheons—you may also want to log into our updated website at www.smpssd.org to *stay connected* with your chapter and community. It's easy to register for these and other events on our website, and it's not too late to register for the remaining luncheon programs for the year. Refer to our website or contact Evan Ross at eross@rbf.com.

In terms of education, *staying connected* means great workshops brought to you by SMPS. We can now provide AIA LUs and CPSM CEUs ("honor units") for our educational workshops. We are offering InDesign workshops on February 8 and 9 at almost half the cost to our members. We also have a public speaking workshop coming up, and others you will not want to miss.

And yet another event to look forward to, one that will definitely *keep you connected*: our infamous annual Golf Classic will be held

Thursday, May 24, at the Coronado Municipal Golf Course. Golfing spots and sponsorships fill up quickly. For more information, log into our website or contact Ciara Hotz at chotz@pcl.com.

We continually provide networking groups, Toastmasters meetings, CPSM study groups, our newsletter, a library full of resources, mentoring, a job bank, discount shopping on our website, connection to the National SMPS organization, as well as many other fun and exciting events throughout the year. *These keep us connected!*

We value our sponsors - our accomplishments would not have been possible without them. We offer many sponsorship opportunities as an affordable way to advertise your firm and services. These include sponsorships for our luncheon programs, special events, educational workshops, and Golf Classic, as well as corporate sponsorships. Please see our website or contact Nikki Mayer at nmayer@hedeve.com for more information.

We welcome your comments, ideas or thoughts about the San Diego Chapter; we want to hear from you. Please contact any officer or director of your chapter's board.

I wish you a happy, healthy & prosperous 2007.

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CEO Corner

The Reasons Why This Year's Sales & Marketing Will Succeed

By James E. Tenuto, Renaissance Executive Forums-San Diego

In countless company planning sessions, the turning of the calendar page from December 2006 to January 2007 is met with unbridled optimism. 2007...this year things are going to be different! This is the year that we finally hit our projections!

Why do most companies enter a new year excited about their sales and marketing plan? After all, last year's plans were, in large part, total disasters. And, if you've merely dusted off last year's plan, done a global replace for 2006 with 2007, then steel yourself for another poor performance.

The reason that most plans fail, is that the effort of creating the plan far exceeds the energy placed in execution. Here are some proven techniques for making sure that 2007 is a success:

Process Maps

Test your own client acquisition process and create a process map. I was surprised at the number of discreet steps in my own client acquisition model. From the time of the first appointment until the date for an enrollment meeting was set, there were 246 separate activities. By identifying these steps, and then assigning those tasks to appropriate levels of staff, I streamlined the process.

Create a culture of accountability

Once the annual goals are set, create and communicate the performance objectives to those who will be measured by them. When you set quarterly goals, make certain that you identify the activities that are necessary to drive the objectives. Just as important as the activities is identifying any performance inhibitors.

Review, Analyze & Plan

Review performance on a monthly basis. By monitoring performance and results, issues and gaps can be identified, addressed and corrected in "real time." These reviews let sales and marketing staff know exactly where they stand against the plan.

Scorecard

Nothing helps foster accountability like a scorecard. Proposals, accepted proposals, new clients, new projects—whatever your objectives may be—can be tracked and graphically displayed. The marketing calendar should be prominently displayed, as should the sales results. Keeping score keeps the goals fresh and front of mind.

Jim Tenuto is the Chief Executive Officer of Renaissance Executive Forums-San Diego, who create peer advisory boards for CEOs, company presidents and top executives.



Congratulations New CPSMs!!

By Brett Howell, CH2M HILL

Congratulations to our seven new Certified Professional Services Marketers (CPSMs) who passed the November 7, 2006 CPSM exam!

Diane M. Elias, CPSM

Business Development Manager
RBF Consulting, San Diego, CA

Catherine M. McCullough, CPSM

President/ CEO
McCullough Landscape Architecture Inc, San Diego, CA

Sue Pender, CPSM

Business Development Manager
RBF Consulting, Irvine, CA

Kelly J. Ryan, CPSM

Marketing Coordinator
Architects Mosher Drew Watson Ferguson, San Diego, CA

Carina A. Theissen, CPSM

Marketing Coordinator
Winzler & Kelly, San Diego, CA

Robin K. Tsuchida, CPSM

Vice President, Marketing
Sundt Construction Inc., San Diego, CA

Kimberly Ann Woods, CPSM

Marketing Manager
Earth Tech, San Diego, CA

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 thorough examination of marketing competency. This individual further adheres to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

The CPSM is a voluntary credential offered by SMPS that recognizes achieved marketing expertise and serves as a mark of distinction for professional services marketers and business developers. The program is a multi-part process. Candidates must first complete an application, sit for and pass a 150 question multiple-choice test, and then maintain the designation through continuing education (recertification every three years) and actively participating in the profession. Written exams are offered at regional conferences throughout the year and the test can also be taken online. For more information on the CPSM certification, please visit the SMPS website at www.smps.com and look under Certification, or contact Certification Manager, Kevin Doyle, at the SMPS National Office at 800.292.7677, x232, or kevin@smps.org.

Movers & Shakers

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

By Kimberly Ann Woods, Earth Tech, Inc.

M-E Engineers Welcomes Jenny Leung to their San Diego Office



Jenny Leung
Marketing Coordinator
M-E Engineers
jenny@bech.com
858.391.2922

In November 2006, Jenny Leung joined M-E Engineers as Marketing Coordinator. Jenny is a graduate of San Diego State (December 2005) and holds an International Business degree with emphasis in Marketing and a minor in Spanish. Jenny is responsible for creating and putting together proposals, developing relationships within the architectural industry, coordination of marketing material, and assisting the principal of the firm. Founded in 1981, and headquartered in Colorado, M-E Engineers has built a recognized name and established a reputation as a leader in the design of mechanical, electrical and plumbing systems.

Katie Yee Joins the San Diego Office of Fuscoe Engineering



Katie Yee
Regional Business Development and Marketing Manager
Fusco Engineering
kyee@fuscoe.com
858.554.1500 ext 215

Katie Yee joined the team at Fuscoe Engineering in November of 2006 as the Regional Business Development and Marketing Manager for the San Diego office. Prior to Fuscoe, Katie gained more than four years of marketing experience in the Building Industry, working for D.R. Horton and Centex Homes. In her new role, Katie is responsible for increasing the company's visibility, in addition to supporting and promoting the Fuscoe approach of "full circle thinking." Founded in 1992, Fuscoe Engineering, Inc. is a reputable, award-winning firm providing civil engineering, survey and mapping, watershed management, GIS and CADD graphics services.

HELIX Welcomes Socorro Ruiz to the Team



Socorro Ruiz
Marketing Manager
HELIX Environmental Planning, Inc.
socorror@helixepi.com
619.462.1515 ext. 273

Socorro Ruiz recently joined HELIX Environmental Planning, Inc. to manage the firm's Marketing Department and implement their Business Development program. Socorro's key responsibilities will be to manage the marketing activities, and represent the firm to increase the level of visibility. Her 25 years in business administration and marketing/proposals will compliment her role

supporting the marketing efforts of five divisions, including Planning, Biological Resources, Landscape Architecture, GIS, and the wholly-owned subsidiary, HELIX Environmental Construction Group, Inc.

New Member Update

SMPS San Diego Welcomes Our New Members

By Stacy Mathieson, Haley & Aldrich



Nicole Laugesen
Marketing Coordinator
BSE Engineering, Inc.
nlaugesen@BSEengineering.com
858.279.2000 ext. 101

Nicole Laugesen, a recent graduate of Iowa State University, moved to San Diego in the summer of 2006 from Dubuque, Iowa. In September, she became the new Marketing Coordinator for BSE Engineering, Inc. Her responsibilities at BSE include preparing SOQ's, developing a new company brochure, and preparing for their 40th anniversary celebration in 2007.



Soheil Nakhshab
Principal/CEO
Nakhshab Development Design, Inc.
soheil@nddinc.net
619.255.7257

Soheil Nakhshab is a co-founder of Nakhshab Development Design, Inc. and serves as principal and CEO for the company. He is experienced in both the structural engineering design/review and construction of commercial and residential buildings. In his current role, Soheil is responsible for business development, structural design/review, and general oversight of the company. Prior to launching Nakhshab Development Design Inc., Soheil was actively designing healthcare, high technology, and school buildings. He also has an experienced background in the construction of residential properties.



Sheryll Norris
Director of Business Development / Environmental Analyst
TRS Consultants
sheryll@trs-sandiego.com
858.496.2525

Sheryll Norris joined TRS in May of 2005 as a project manager and has recently undertaken the task of spearheading the firm's marketing and business development efforts. Along with her existing project management tasks, Ms. Norris' responsibilities include content-writing and design of marketing materials and TRS' website, as well as preparation of proposals. Her background is in political analysis and non-profit management. She received a Bachelor's degree in Political Science from the University of San Diego. TRS Consultants is a land use and environmental planning company with more than 24 years of experience in the County of San Diego.



Karen Nowacki
 Vice President
 Structural Technology Consultants Inc.
 knowacki@stcsd.com
 858.278-2400 ext.101

Karen Nowacki joined Structural Technology at its inception in 1990. Karen earned her BS in Psychology and has taken numerous graduate level courses. Karen has more than 20 years experience in office management, including all aspects of finance and accounting, insurance, human resources and business development. For fun, and to benefit the community, Karen participates in several 5K charity runs each year. Structural Technology is a structural engineering firm that provides simple, practical and buildable engineering solutions to the construction and signage industries.



Melanie Wolfe
 Business Development/Marketing
 Erickson-Hall Construction
 mwolfe@ericksonhall.com
 760.796.7700

Melanie Wolfe began working for Erickson-Hall Construction in October 2006. Melanie accepted the Business Development/Marketing position after graduating with her MBA from La Sierra University. She is also an alumna of San Diego State University, graduating with a Bachelors Degree in Psychology. Melanie is responsible for preparing proposals, creating press releases, developing the corporate website, and coordinating ground breakings and dedications for completed projects. Founded in 1998, Erickson-Hall Construction is building the future for Southern California schools, fire stations, churches, libraries and museums.



Ted Osborne
 Vice President, Southwest Operations
 Centennial Contractors Enterprises, Inc.
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 858.268.5130

With more than 35 years of construction industry experience, Ted Osborne is Vice President, Southwest Operations for Centennial Contractors Enterprises, Inc. He joined Centennial in 2002 as a Project General Manager, and was promoted to Project Executive in 2004. As VP, Ted oversees all projects in the Southwest Region. Centennial ranks among the nation's largest job order contractors specializing in facilities renovation, rehabilitation and repair.

Connie McKibben-Bea
 Senior Marketing Coordinator
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 cbea@tylin.com
 619.908.3205

Connie McKibben-Bea is the Senior Marketing Coordinator for T.Y. Lin International's (TYLI) San Diego and Riverside offices and has been with the company for 15 years. She is responsible for market research,

preparing proposals and presentations, graphic design, and award submittals. TYLI has a remarkable history highlighted by consistent innovations in design and construction methods for transportation facilities and is a recognized world leader in bridge design.

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The Art of Speaking

By Stacy Mathieson
 Haley & Aldrich



Are you interested in improving your speaking and presentation skills? Then Toastmasters may be the place for you.

Toastmasters was formed in October 1924 so that those interested in improving their public speaking skills could practice and train in a supportive, learning environment. Essentially, a Toastmasters club is a hands-on workshop where people learn the arts of speaking, listening and thinking – fundamental skills that are necessary in today's business world.

If you are interested in developing your communication skills, then you are in luck. There is a SMPS Toastmaster chapter already in existence. They meet the 1st, 3rd and 5th Tuesdays of the month at the offices of Winzler & Kelly, 4180 Ruffin Road, Suite 115, San Diego, CA 92123. For more details about the SMPS Toastmasters chapter, please contact Heather Fischer at hfischer@JCJ.com. To learn more about the history and mission of Toastmasters, please visit their website at www.toastmasters.org.

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Printing Courtesy of



SMPS San Diego Chapter Library

By Suzanne Clemmer, DCI Engineers

One added benefit of membership in the San Diego chapter of SMPS that is often underutilized is the opportunity to check out books or audio cassette tapes from the SMPS library. The goal of the library is "to provide resources to help business leaders and professional marketers manage their firms more efficiently and profitably." The library includes an impressive collection of books and audio cassette tapes that are pertinent to the marketing professional services sector. These books detail strategies for winning new projects, building up an existing client base, creating powerful marketing materials, constructing a marketing plan, and promoting one's firm, among other topics. In addition, the library maintains a collection of audio cassette recordings from past SMPS Annual Conferences.



The first step in borrowing an item is to contact the Librarian, Carina Theissen, Marketing Coordinator with Winzler & Kelly (see contact information below), to ascertain the availability of the item you wish to borrow. Then, you can make arrangements with her directly to obtain the book or tape. If the item is available, she can bring the requested item with her to the next SMPS luncheon meeting. You may check out one book or tape at a time, for a one month period, with the option of a single two-week extension.

The list of books and tapes that are available to check out, including a detailed description of each item, can be found on the San Diego SMPS website (www.smpssd.org) by selecting the "Member Services" tab and then clicking on the icon that says "Library."

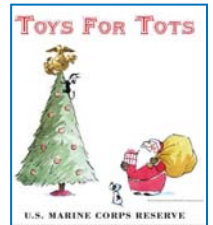
Carina Theissen, CPSM

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Record Numbers Make 2006 Toys for Tots Drive a "Remarkable Success"

By Tarek Nabas, JCJ Blackman Architects



On December 13th, the San Diego Chapter of SMPS took part in what was recently revealed as Toys for Tots San Diego's most successful campaign. Like many other organizations throughout San Diego, SMPS San Diego spent part of the holiday season collecting and donating as many new toys as possible. The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December and distribute those toys as Christmas gifts to needy children in our community.

"This was a record year for Toys for Tots in San Diego" said Sergeant Albert Romero, Assistant Toys for Tots Coordinator. "We collected over 172,000 toys this year." Romero added. Those toys were distributed to nearly 49,000 needy San Diego youngsters. Toys for Tots San Diego this year was, in his own words, "...nothing short of a remarkable success."

Sergeant Romero also wanted to thank SMPS for their involvement and remind us that Toys for Tots couldn't be done without the support of organizations within our community. Let's continue to help make every year a record year! For more information on Toys for Tots San Diego visit www.toydrive.com, or visit the national site at www.toysfortots.org.



2007 SMPS Golf Classic

The San Diego Chapter of the Society for Marketing Professional Services will hold its annual Golf Classic on Thursday, May 24, 2007 at Coronado Municipal Golf Course. This setting offers top quality greens as well as dramatic views of the Coronado Bridge, Hotel Del and San Diego Bay.

With more than 100 local A/E/C industry professionals in attendance, successfully promoting your firm at this event is easy. Join IMS, McCullough Landscape Architecture and KTU+A in sponsoring this year's tournament. Sponsorships range from \$300 – \$1,500 and, for the first time in the event's history, each alcohol hole sponsor is eligible to provide their own food and drinks at their hole. Our liquor holes should be something to see, because as we all know, marketers have a ready supply of creativity and always aim to please.

Golf packages start at the early bird price of \$150 per golfer before February 14th, and include green fees, range balls, golf cart, sit down BBQ lunch, drink tickets, professional scoring, on-course contests, high quality embroidered polo golf shirt (courtesy of NTDSTICHLER Architecture), goodie bags, complimentary beverages and snacks on the course, post tournament happy hour, surf 'n turf dinner and awards for tournament/contest winners.

For more information on sponsorship opportunities or to register for this exciting event, visit www.smpssd.org or contact our event coordinators, Ciara Hotz (chotz@pcl.com) or Kimberly Smith (ksmith@tuckersadler.com).

2007 SMPS
SAVE THE DATE...
THURSDAY · MAY 24, 2007
CORONADO MUNICIPAL GOLF COURSE

REGISTRATION & SPONSORSHIP OPPORTUNITIES ARE COMING SOON

For advance information, please contact
 Ciara Hotz — chotz@pcl.com or
 Kimberly Smith — ksmith@tuckersadler.com

GOLF CLASSIC

**MANY SPONSORSHIP OPPORTUNITIES ARE AVAILABLE...
 REMEMBER TO SAVE ROOM IN YOUR 2007 BUDGET!**

Dinner Reception Sponsor	\$750	Regular Hole Sponsor (4 available)	\$300
Barbecue Lunch Sponsor	\$500	Ball In Circle Hole Sponsor	\$750
Happy Hour Sponsor	\$750	Longest Drive Sponsor	\$750
Sign-In / Podium Sponsor	\$750	Closest To Pin Sponsor	\$750
Putting Contest Sponsor	\$500	Straightest Drive Sponsor	\$750
Golf Cart Sponsor	\$1,000	Hole In One Sponsor	\$750
Beer Cart Sponsor (2 available)	\$500	Alcohol Hole (8 available)	\$750

SPECIAL THANKS TO OUR 2007 MASTER SPONSOR

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 Brown and Caldwell

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