



## President's Message

*By Antoinette Sanchez  
Southern California Soil  
& Testing, Inc.*

With a struggling economy, unemployment, national disasters, and a regional blackout; some may say there has been little to raise our glass to. Yet many of us are still employed, we live in "America's Finest City" where the weather is great regardless of the season, and when you factor in health, family, and friends these are all things we can certainly toast to. Sure, as service marketers we have our work cut out for us, which is why it is so important, now more than ever, to stay connected, engaged, educated, and informed through SMPS San Diego. We all know successful service marketing takes commitment and consistency, which will be the approach of your newly appointed Board of Directors. I am honored to serve as Chapter President and work alongside an amazingly talented group of professionals, who are all committed to enhancing our monthly programs and assisting members with professional development through a variety

of facilitated learning opportunities and educational programs.

As we move forward, the Board will collectively focus on enrichment of the SMPS experience and Chapter growth. In doing so, we need your help. We ask that you provide feedback by responding to Chapter surveys and communicate with us on how we can better serve you, our valued members. You can contact us directly by going to the Leadership page under the "About" tab of the SMPS website. While visiting the website, be sure to connect with us on LinkedIn, Twitter, and Facebook. Social media has changed the way we communicate and opens the virtual doors of opportunity allowing us to make connections and share information like never before. We encourage you to post ideas, resources, announcements, and industry news and see for yourself the powerful tool social media has become.

Membership is obviously very important to us, but don't just be a member, be involved! Maximize the value of membership and join a committee, lead or participate in a networking group, or become a member of the Board. SMPS is about building business, and to build business you need to build relationships. I've recently said that "I feel like the Norm Peterson of Urgent Care," due to frequent visits with my twins who

have been prone to injury and illness this year. Although there is the inconvenience and heartache of being a "regular" at Urgent Care, what I realized is that it is nice to be acknowledged and known on a first name basis. And, although there is absolutely no comparison between SMPS and Urgent Care, I do believe sometimes you want to go where everybody knows your name; where you can network with likeminded professionals, connect with clients for new opportunities, and stay abreast on industry trends. We invite you to be a "regular" at SMPS and invest in your career as a marketing and business development professional, while building strong relationships and lasting friendships.

In closing, I ask that you look to the year ahead with optimism. If you are one who views the glass as half empty, see it as an opportunity to pour all your effort and energy into filling it as high as you want. The state of our economy will present obstacles, but our state of mind will get us through. I look forward to serving as your SMPS President and raise my glass to each of you.

Cheers!!

*Antoinette*



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## CEO Corner

### Everybody Markets

By Michael Schwerin

*HELIX Environmental Planning*

"Everybody Markets" is a catchphrase that HELIX's Chief Development Officer, Tom Huffman, came up with to help get this important message out to all of our employees. The need for everyone to market may seem obvious to the readers of an SMPS newsletter, but it's really a cultural change from where HELIX was five years ago. For starters, we didn't have a Chief Development Officer five years ago. In the peak of the economic boom, we didn't see the need for a firm principal to devote their efforts to marketing and business development. In fact, when I started at HELIX, we didn't have a single employee whose primary job responsibility was marketing or business development.

At the time, we took an almost perverse pride in not having a dedicated marketing professional. Nothing personal to those of you in the profession; we were just of the opinion that as long as HELIX did great work, we'd keep all of our existing clients and continue to win new ones mostly from word-of-mouth referrals. Feel free to chuckle knowingly as you read that; however, if the private development market hadn't crashed, our "do great work and the clients will call" approach might have continued to be viable.

Now that we do have dedicated marketing professionals, the irony is that this only makes it clearer how important it is for everyone to participate in business development. Our top managers have always been able to sell HELIX: attending industry events, meeting with clients, going to interviews, etc. What's new is that we now expect and encourage everyone to participate.

It's a message that needs constant reinforcement—hence the "Everybody Markets" catchphrase. HELIX employs a lot of bright, ambitious people, which I think is fairly typical in the competitive world of consulting. We simply hadn't asked most of those bright, ambitious people to market, nor had we given them training on how to do it. Out of necessity, that has changed.

Most of the training is simply letting employees know how to take advantage of the many opportunities they already have to help sell HELIX's services. If one of our biologists is helping a client obtain an environmental permit for a residential project near a noisy road, they should let them know that we also have an acoustic specialist in house that can design their noise wall. If a design engineer asks to include HELIX on their proposal team to prepare a CEQA document, find out if they need any of our other services as well. After a project meeting wraps up, ask the client or the

agency personnel at that meeting if they know of any other projects coming up where we may be able to help. And then pass on that information to one's supervisor and our marketing staff. Better yet, enter the future project lead into our Vision CRM system.

It was also a surprise to many of our employees that we'd pay for them to take a client to lunch. Their reticence is understandable—we are certainly focused on keeping our costs down in the current economic environment—so we had to make sure they understood what a great investment this can be. We also had to address an underlying perception among some employees that there was something almost untoward about asking a client or potential client to meet them for lunch.

Professional training courses, such as the Association of Environmental Professionals' annual CEQA update seminars, also can be a great place to network. Sure, the main purpose of a CEQA update seminar is to stay abreast of changes in the law, and a lot of the people in attendance are our competitors, but there are a lot of local government and agency personnel (i.e., clients) there as well.

Not every employee embraces the message, and we get the occasional eye-roll when we talk about this at our all-hands company meetings, but by and large the response has been very positive. I can't count the number of times that we've gotten project leads from employees who used to think marketing was somebody else's job. And as often as not, when I thank one of those employees for their efforts, they'll say with a smile, "well you know Mike, 'Everybody Markets.'"

*Michael Schwerin is the CEO of HELIX Environmental Planning (HELIX). He entered environmental consulting in 1991 as an analyst at Keller Environmental Associates (later KEA Environmental), where he ultimately served as a regional manager in the firm's Los Angeles Office. Michael recently celebrated his 10-year anniversary with HELIX and has been the firm's CEO since June 2008. With offices in La Mesa and Auburn (near Sacramento), HELIX provides a full range of biology, CEQA/NEPA compliance, GIS, air quality, and noise impact consulting as well as landscape design and habitat restoration services.*



**Look for the SMPS Newsletter  
in PDF format on our website  
[www.smpssd.org](http://www.smpssd.org)**



# The Marketing Voice

## 4 Reasons to Update Your Logo

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

Have you noticed that several companies have recently updated their logos? Starbucks, GAP, Pepsi, and Comedy Central all come to mind. Should your firm update its logo? Here are four good reasons to freshen up.

### 1. Your Firm Has Come of Age

Congratulations! While many new businesses don't last more than two years, yours is healthy, growing and moving from childhood into adolescence. In start-up mode, you probably didn't invest the time, energy, and dollars to create a logo and brand identity system that represents the level of professionalism you now want to convey. As the saying goes, "what got you here, won't get you there." It's time to shed the toddler haircut and baby clothes for a more grown-up look.



start-up logo (before)



professional (after)

Perhaps your firm has reached a significant milestone. A fresh new logo can be a great way to symbolize this accomplishment. As Schmidt Design Group approached their 20 year anniversary, we worked with them to design a new logo and book that were unveiled at their 20th Anniversary Party.



before



after

### 2. Your Logo is Rotten (beyond its expiration date)

Everything has a life cycle. Businesses and logos go through distinct phases of conception, growth, maturity and decline. Like the myth of Narcissus, we can get overly attached to our own (brand) image. This can blind us into denial about the fact that our logo has gone into decline. Just as fashion and hairstyles become dated, your logo's color, typography (font), and symbol may be communicating that your firm is past its prime. Even classics, like the Shell logo below, get a facelift every ten or so years.



### 3. A New Strategic Plan

A healthy firm grows and evolves to respond to new demands and opportunities in the marketplace. This could mean that your firm has added new services to your quiver. Or, you may be serving new markets. If the evolution of your firm is significant, you'll want to shift the perception of prospective clients to catch up with the new you. A new logo can symbolize this shift. The first time we worked with Island Architects in 1999, it was to update their start-up logo into a more professional mark (reason #1 above). Then, in 2008, the firm made a strategic decision to communicate that they design modern homes in addition to their heritage of classical homes. A logo should be a beacon communicating where you are headed, not where you've been.



before



1999 update



2008 update

### 4. Merger, Acquisition or Ownership Change

A change in firm ownership can often inspire a new firm name and thus a new logo. Even if the firm name persists for continuity, new leadership may want a new visual symbol to represent their new era. When we began work with Tucker Sadler Noble Castro Architects, they had new owners, new Principals and a new office. Instead of continuing to add the names of Principals to the firm name, they shortened it to Tucker Sadler to reflect their founders, their web site address, and how they were referred to colloquially. We designed a new logo and brand identity system to propel the firm into a new chapter of their evolution.



TUCKER SADLER

Your logo is not your brand, but it is the most visible touchpoint of your brand. So, how do you know when it's time to update your logo? The previous four scenarios are all good reasons. Or, consider hiring LecoursDesign to perform a Brand Audit. This wise investment will help you determine the strength of your logo and all your brand touchpoints.

*David Lecours is Creative Director at LecoursDesign, a Brand Communications firm helping A/E/C firms to attract new business. LecoursDesign now offers presentation coaching and design for Principals and their teams.*



# New Member Update

## SMPS San Diego Welcomes Our New Members

By Tarek Nabas, PRC, LEED AP, JCY Architecture



**Sean Berkshire**  
Marketing Coordinator  
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Formerly with White Digital Media, Sean Berkshire has joined Aquatic Design Group, an architecture firm based in Carlsbad. In his role as Marketing Coordinator, Sean is responsible for the public face of the firm. He is responsible for production of RFP and SOQ qualifications, company writings and advertisements, expanding the firm's social media presence, and any other marketing tasks. Sean recently joined SMPS and is excited to meet, network, and expand his marketing knowledge with the San Diego Chapter. Having grown up in San Diego, Sean is an avid outdoorsman with a passion for surfing, hiking, and athletics. He is a die-hard Charger and Padre fan and enjoys watching the games both in person and at home with his cat Marley.



**Gina Choi**  
Marketing Assistant  
CityWorks  
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As Marketing Assistant for CityWorks in downtown San Diego, Gina provides project-specific background data and organizes the assembly of proposal documents. Gina also supports the implementation of marketing strategies by planning, writing, and creating communications material. She is currently involved in integrating social media in the firm's new marketing initiatives while also assisting in business development for the firm by researching new leads and opportunities. A San Diego resident of six years, she enjoys trying new restaurants, spending time with her two dogs, and refurbishing old furniture.



**Stephen Friar**  
Project Development Manager  
Hensel Phelps Construction Co.  
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As Project Development Manager, Steve Friar is responsible for leading and coordinating District procurement functions. In this role, he identifies and responds to client inquiries, solicitations, and works with senior management to formulate the most qualified project team to deliver a successful project. Steve has been involved in the construction industry since his graduation

from Chico State University in 1992. His role with Hensel Phelps goes beyond procurement and involves aspects such as government relations and labor management issues, as well as coordinating Hensel Phelps' small business outreach program for the District. As a native San Diegan who graduated from Granite Hills High School in El Cajon, he is excited to be a part of SMPS and to begin taking advantage of the networking opportunities.



**Susan Harvey**  
Marketing Coordinator  
Kennedy/Jenks Consultants, Inc.  
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As Marketing Coordinator for Kennedy/Jenks Consultants for the past three years, Susan is an integral part of the Southern California region's marketing team supporting interregional workload balancing. Susan assists with all aspects of Kennedy/Jenks' business development and marketing strategy, revolving around developing and producing RFP responses, including proposal management and presentation development; as well as assisting with new business strategic planning sessions and related duties.



**Jessica Winer**  
Marketing Coordinator  
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Jessica Winer joined HMC Architects as a Marketing Coordinator in May 2011. Prior to joining the A/E/C Industry, she worked as a tradeshow coordinator at HD Supply and also dabbled in the biotech/biomed industry as a marketing coordinator. After graduating from the University of San Diego with a marketing degree, she started a year-long graphic and web design certificate program through UCSD Extension. Jessica loves to volunteer her time with various dog rescue organizations around San Diego, as well as with the Humane Society. She also has a passion for photography and spends her winter weekends snowboarding anywhere she can.

### Newsletter Committee / Contributors

**Editor & Print Layout:** Marylou Flanders, CPSM, Atkins  
**Web Layout:** Sharon Smith, Matalon Architecture  
**Contributors:** Suzanne Clemmer, DCI Engineers  
David Lecours, Lecours Design, Inc.  
Stacy Mathieson, Haley & Aldrich  
Tarek Nabas, JCY Architecture

# Meet the New SMPS 2011 - 2012 Board Members

We are pleased to introduce you to the 2011 - 2012 SMPS San Diego Chapter Board members. You'll see some familiar names and faces, and some new ones who you will get to know in the coming year. Please take a few minutes to learn a little more about your Board. If you have any questions about our chapter, committees, or events, contact any Board member and they'll be happy to tell you more.



**President**  
**Antoinette Sanchez**

Antoinette is Director of Marketing and Business Development for Southern California Soil & Testing, Inc. The firm provides geotechnical engineering, materials testing, special inspection, and third party QA/QC services. Antoinette has 15 years of industry experience in various levels of marketing and management. She has been a member of SMPS since 2003 and a Board Member for the past five years. She spends her personal time running, volunteering, and cheering for her twin boys at track meets and youth football games.



**President Elect/  
Pacific Regional Conference Chair**  
**Carina Theissen, CPSM**

Carina is responsible the Federal Marketing for Brown and Caldwell, an environmental engineering, consulting, and construction management firm offering a wide range of expert services. Carina has been a member of SMPS for nine years, and this will be her sixth year on the Board as President Elect and the Pacific Regional Conference Chair. Carina is a native to San Diego and has 11 years of experience working in the A/E/C industry, and holds a Bachelor of Science in Business Administration from California State University, San Marcos. Carina is an avid traveler and in the past year has summated Kilimanjaro, hiked the Inca trail, and backpacked though six countries in Africa.



**Immediate Past President**  
**Evan Ross**

Evan serves as Business Development Coordinator for RBF Consulting, a multi-discipline environmental, planning, engineering and construction management services firm. He helps RBF build brand awareness and develops targeted client relationships. Having recently handed off the steering wheel to another quite capable driver, Evan will serve this year as Immediate Past President of SMPS San Diego and assist with coordination of the 2012 Pacific Regional Conference, which will be held locally. An admitted foodie and committed locavore, Evan writes freelance for local food publication, Edible San Diego, supports urban farms and local, sustainable food production, and loves artisanal food and drink. In his role as random individual, he enjoys moments with family and friends, escaping, sport, live music, broad perspectives, cocktail napkin philosophy, and maintaining a certain level of humor in every situation, particularly sticky ones.



**Secretary**  
**Kelly Michajlenko, CPSM**

Kelly is the Marketing Manager for Architects Mosher Drew, a full service architecture and space planning firm concentrating on designs for education, health care, civic/cultural venues and military projects.

She is responsible for leading the firm's strategic marketing plan and executing all marketing initiatives for the office. Kelly has been a board member of SMPS for the past four years, including terms as Programs Co-Chair and Professional Development Co-Chair. Kelly holds a BA in Communications from the University of Michigan. She remains connected to her collegiate sorority by serving as a board member of the local alumnae chapter. Three years ago, she initiated the alumnae group's involvement in the annual Shamu and You Family Walk benefiting Rady Children's Hospital. In her spare time she enjoys yoga, pilates, and long walks.



**Treasurer**  
**Brie Page**

Brie is the Marketing Coordinator for Balfour Beatty Construction (formerly Barnhart Balfour Beatty), and has been working in the A/E/C industry for 17 years and joined SMPS in 2006. She has her B.A.

in Psychology from San Diego State University and her Master's in Business Administration from National University. She joined Balfour Beatty Construction in August of 2010. As marketing coordinator, Brie is responsible for coordinating pursuit teams; creating responses to RFP/Qs, proposals, brochures, and other marketing collateral; creating new business leads through business development and networking; and supporting the firm's marketing and branding efforts. Brie has been married for seven years, has a two year old daughter, and a son on the way. Her free time is spent with her family on the boat in San Diego Harbor, or barbecuing in the back yard. She also enjoys Jimmy Buffet music, billiards, snow and water skiing.



**Membership**  
**Brandon Hernández**

Brandon is a native San Diegan with 15 years of marketing experience, the last six of which have been spent in the A/E/C industry. In his role as Business Development Coordinator for RBF

Consulting, he is responsible for production of proposals, statements of qualifications and interview materials as well as coordinating the firm's efforts with its quality business partners. He is currently Co-Chair of the Membership Committee, and previously contributed his expertise as Co-Chair of the Communications Committee from 2009 to 2011. Brandon is one of San Diego's most published freelance food writers. He regularly provides content for numerous local and national outlets (Wine Enthusiast, San Diego Magazine, San Diego Union-Tribune, Riviera, Pacific San Diego, San Diego Home/Garden Lifestyles, Edible San Diego and more), assists professional chefs with cookbook projects and has been featured on national radio and Food Network numerous times. In his spare time, he enjoys life in the suburbs with his wife, son, family and friends; the culinary arts; homebrewing; traveling; writing fiction; playing guitar, bass and drums, and occasionally attempting vocals.

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### Membership Bree Tsaniff

Bree is Business Development Manager for SWS Engineering, a full service civil engineering, land surveying and land planning firm with offices in San Diego and Riverside counties. A native San Diegan, she has been in the A/E/C industry for eight years, and has a passion for pursuing projects involving sustainable development and design. Her position at SWS includes leads generation, strategic planning, preparation of marketing collateral, website design, business development, and writing articles and publications. Prior to joining SWS, Bree was Project Coordinator/Office Manager for a large civil engineering firm, held position as Office Manager in the mortgage industry, and has recorded a few albums and briefly pursued a career in music. In her spare time she enjoys writing, playing guitar and piano, cooking, reading, painting, camping, hiking, snowboarding, interior design, fashion, and finding new adventures to pursue with her husband and 2 year old twin sons Ryder and Liam.



### Communications Marylou Flanders, CPSM

Marylou is a Marketing Manager for Atkins, where she has worked for the past 13 years. She coordinates the water and environment group's marketing efforts and proposal preparation in the West. Marylou joined SMPS in 1998 and has been on the Board as Communications Chair, publishing our chapter newsletter since 2006. Her volunteer efforts include the Boys & Girls Clubs of Carlsbad where she is on the Board of Directors and serves on the Executive Committee as Vice President of Marketing & Communications, and she is participating in her sixth Susan G. Komen Breast Cancer 3-Day 60 mile walk...over the past five years she has raised nearly \$200,000 with her team. A native of southern California, Marylou lives at the beach with her husband of 40 years and they love the outdoors. When the weather changes, they like to escape to the mountains for some downhill skiing. Their 29-year-old son is engaged and the family is busy planning the July 2012 wedding.



### Education Tim Barr

Tim is the Director of Business Development for Legacy Building Services. The general contractor is a member of the Pacific Scene Family of Companies, a second-generation fully-integrated real estate organization established more than 30 years ago in San Diego. A Dean's List graduate of the University of Colorado at Boulder's LEEDS School of Business, Tim has been involved in the development industry for 14 years, having worked for a number of planning, design, architecture, and construction firms. Tim has been responsible for the development of client relationships, internal marketing process, and the business-side operations of several companies through his career. Tim was honored by San Diego Metropolitan Magazine in the annual "40 Under 40" honor roll in 2007, is a current Board Member of the Urban Land Institute (ULI) and Co-Chair of the ULI Young Leaders Group. Tim is an

accomplished triathlete, Ironman Finisher (2.4 mile swim, 112 mile bike, 26.2 mile run) and enjoys racing bikes on the weekends. Over the past four years Tim has also assisted in raising over \$120,000 towards various non-profit causes including the MS Society and the Leukemia Lymphoma Society.



### Education Alexandra Higgins

Alex serves as Regional Marketing Coordinator for AMEC, an international full-service engineering and design firm. She has been with the firm since April, assisting the Southern California Natural Resources Group with its daily business development and marketing activities. Alex has been working in the A/E/C industry for five years, mainly supporting environmental resources. Though she has attended SMPS-sponsored events over the life of her career, she is a recent member to the organization, and this is her first year serving on the Board. Alex holds a degree in Business Administration with an emphasis in Marketing from the University of San Diego. When she's not working, she enjoys spending time with her husband Bill and their two daughters, ages four and one. As a native San Diegan, Alex can often be found frequenting fun places around town with her kids or boating on Mission Bay. She is also an avid reader so throw any good book suggestions her way.



### Advisory Chair Michael Kincaid, CPSM

As Global Business Development Director, Michael directs the energy market sector for AECOM's Planning, Design and Development Division. His efforts include developing new markets and improving the focus on clients. He has 13 years of professional experience, eight of those with AECOM, is a Certified Professional Services Marketer, and holds a BA in Environmental Sciences from University of California, Berkeley. Michael lives in San Diego with his wife, Adrienne, and two sons, Oliver and Ansel, and enjoys hiking, traveling, and spending his time with family.



### Advisory Chair Randi Clark, CPSM

Since joining the A/E/C industry more than 15 years ago, Randi has served in marketing roles for a broad spectrum of industry service firms including architecture, engineering and construction. Randi serves as Marketing Manager for the San Diego office of AECOM, a global full service A/E firm where she is responsible for marketing and business development activities. Randi has been actively involved in SMPS for nine years, both as a board member and committee volunteer. When she's not working, Randi spends the majority of her time performing DIY home improvement projects and spending time with family and friends (including the dogs). Her interests include traveling and anything that gets her outdoors such as golf, backpacking, snowboarding, surfing, and SCUBA diving.



**Sponsorships**  
**Jeff Stein**

Jeff has worked in the A/E/C industry since 2003 supporting various engineering and construction firms. He joined Jaynes Corporation, a 65-year old general contracting firm, in early 2010. Jaynes has six office located in San Diego, CA; Albuquerque, Farmington and Las Cruces, NM; Las Vegas, NV; and Durango, CO. Jeff earned his Bachelors Degree in Business Administration with a concentration in Marketing from CSU San Bernardino. He has been an active member of SMPS for nine years and is currently serving as the Sponsorship Chair. Jeff's hobbies and interests include gardening, music, reading archeology/historical literature, playing poker, and spending time with family and friends.



**Programs**  
**Bruce Winer, CPSM, CCM**

As Business Development Manager for PCL Construction, Bruce is responsible for managing business development, marketing, and proposal efforts in San Diego, Riverside and Imperial counties as well as Arizona. Bruce's primary focus is building relationships with private developers and public owners, as well as creating strategic alliances with the architectural and engineering communities. Bruce has 29 years of construction, marketing, and business development experience, recently joined SMPS, and just earned the CPSM designation. In addition, he has earned the designation of CCM (Certified Construction Manager) from the Construction Management Association of America. Bruce graduated from Azusa Pacific University with a BS Organizational Management. When not working, Bruce likes to cook (wrote an unpublished cookbook), golf, snow ski, travel, and scuba dive.



**Programs**  
**Brett Williams**

Brett is the Assistant Project Engineer, Estimating Coordinator, Marketing Guru, and Business Development Associate at Webcor Builders, a GC based on the West Coast. He has had an interesting and varied career. Brett spent nearly a year in Asia as a missionary teaching music and English to students from all walks of life. He then jumped into a fast-paced position as program developer, producer and occasional personal assistant for the well-known motivational speaker, Tony Robbins. In 2004 when an earthquake triggered a tsunami in the South Pacific causing one of the greatest devastations in history, Brett left his production career and went to Thailand to help with relief and rebuilding efforts. He spent eight months rebuilding homes, boats, and helping people get back on their feet. Realizing he enjoyed the construction field, Brett joined Webcor in 2005. He joined SMPS in 2010 and it has given him an overwhelming sense of opportunity to learn how to network and find his niche. He hopes to set a new standard on the Programs Board and contribute to the growth and prestige of SMPS San Diego. Brett enjoys surfing, sailing, camping, fishing, skiing, travelling, spending time with family and friends. Brett also enjoys rocking out on the guitar at the Rock Church and is currently looking to form the first SMPS band.



**Golf**  
**Jeffrey Rank**

Jeffrey joined Gould Electric in 2008 and took over marketing for the company. Gould Electric provides customer-focused electrical solutions for the A/E/C industry and has continued to prosper despite the economic downturn by adjusting its strategies to meet the new market environment. His goals include increasing brand presence for Gould and continuing to tune its strategic planning in order to "punch above our weight," positioning the company to take the greatest advantage of opportunities that arise in a given market sector. Jeff is co-chair of the SMPS Golf Events committee for the upcoming year. In his spare time he writes screenplays, plays just about any board or card game, and "plays" golf. He loves challenges and puzzles. He spends way too much time watching cop shows. He and his wife are expecting their first child this year.



**Golf**  
**Joniene Swick**

Joniene (john-nEEen) received her Bachelor of Arts Degree in Communication from SDSU in 2003. She attended Harvard University's Career Discovery Program in 2006 and received a Certificate in Landscape Architecture. "I knew marketing was where I needed to be when I started my final presentation off with a Fredrick Douglas quote..." Joniene recently joined Miyamoto International as Business Development Associate in order to bring the firm's mission of making the world a safer place through high performance engineering efforts. Joniene has been very active in SMPS, however this is her first time on the board. She enjoys traveling, photography, cats, and renovating her 1946 home in La Mesa, California (with special care to her vegetable garden).



**Professional Development**  
**Amy Oliver**

Amy is a Business Development Associate at Rolf Jensen and Associates, Inc. (RJA). RJA is a leading fire protection consulting firm providing a range of professional services involving life safety, fire protection, and security on commercial, institutional and industrial projects for clients worldwide. Amy graduated from San Diego State with a degree in Communication and minor in Psychology in 2007. She spent a season interning for the San Diego Gulls professional hockey team before returning to the A/E/C industry full time. She has been in the industry for five years and enjoys the challenge of bringing in new work. Amy is an avid hockey and football fan, she also enjoys traveling, baking, and spending time with her friends and family.



**Professional Development**  
**NK Mbaya**

NK has been active with SMPS since 2002. She has 10 years of business development and marketing experience in the A/E industry. NK has been actively involved in SMPS as committee volunteer for the last eight years, and this will be her second year on the Board representing Professional Development. She's also on the Board of

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Directors for the San Diego Post for 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. Her love of San Diego made her decide to stay and accept a position within the industry. NK started a non-profit, Now That You Know Foundation, that helps educate girls in Kenya. Her most important achievement so far has been raising her 22-month-old son. She also enjoys playing field hockey, snowboarding, beach volleyball, and reading.



#### Accommodations Kimberly Smith

Kimberly joined Ferguson Pape Baldwin Architects (FPBA) as Marketing Manager in February 2007. Founded in 1976, FPBA is a

full-service award-winning architectural, programming, planning, and interior design firm. Kimberly has been in the A/E/C industry for nine years. As Marketing Manager for FPBA, Kimberly's key role is to support the firm's overall marketing effort in preparing proposals, presentations, brochures, and marketing materials. In addition, Kimberly coordinates the public relations program and activities, acts as a community liaison for the firm, and assists in business development. Kimberly loves traveling, reading, Mexican food, weekend getaways, shopping, hanging out with her friends and catching up on her Tivo'd shows. On September 29th Kimberly and her husband David welcomed a baby boy, Wyatt Parker Smith.



#### Accommodations Catherine McCullough

A graduate of the marketing program at Fashion Institute of Design & Merchandising (FIDM) in Los Angeles, Catherine joined husband David at McCullough Landscape Architecture (MLA) in 2001. Prior to joining MLA, Catherine was Marketing Director for Westfield Corporation's San Diego super-regional shopping center, UTC, where she utilized her skills in branding, promotions/public relations, and project management. In 2002, Catherine became President and CEO of MLA, allowing the firm to become a woman-owned, Small Business Enterprise. With expertise in many market sectors, MLA's project list expands into hospitality, retail and entertainment, as well as mixed-use and institutional properties. In her spare time, Catherine serves as Chapter President of the San Diego FIDM Alumni Association, volunteers at her children's school, and taxis her kids to soccer or baseball practice.



#### Media Sharon Smith

Sharon has worked at Matalon Architecture & Planning since 2002 as the Business and Marketing Manager. She is responsible for marketing and

client development activities for the firm. Sharon was production and public relations manager for eight years prior to joining the firm. She graduated with an International Business degree from Fresno State University. When not at work she is watching movies with her husband, carting her two boys (ages 9 and 12) to all their activities, attending writing classes at UCSD, blogging, listening to world news, or walking the family's black lab.



#### Media Vikki Ott, CPSM

Vikki is the Corporate Communications Manager for Haley & Aldrich, a 450+ employee, environmental and

geotechnical engineering consulting firm. Vikki manages all aspects of the firm's communications efforts, including oversight of the company website, public relations, social media, client e-outreach, and overall stewardship of the company brand. A New Jersey native, Vikki earned a Bachelor's Degree in Business from Northeastern University. After 11 years in Boston, Vikki relocated to San Diego 3 years ago. When not working, you'll find Vikki on a plane, on a yoga mat, or volunteering. She is a Public Information Officer with the American Red Cross – San Diego/Imperial County Chapter, and is on call to represent the Red Cross to media during an emergency response. Vikki is a long-time volunteer with Habitat for Humanity, and has volunteered 1-2 weeks for each of the last 5 years to build homes for families in need of decent shelter. Vikki is a newly-certified Habitat for Humanity Global Village Team Leader, and will organize a group of 15 volunteers to build in a TBD international site in 2012.

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