



President's Message

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

I would like to thank everyone who attended our December Holiday event and fundraiser at Fifty Seven Degrees. Your attendance and support is greatly appreciated.

PRC is Coming to Town

With the holiday season behind us we can now switch our focus from Starbucks eggnog lattes, white elephant gifts, and ugly Christmas sweater parties to working on our resolutions for 2012 and making this year even better than the last, both personally and professionally.

If career growth is on your list of resolutions, allow SMPS to help. This year's Pacific Regional Conference is coming to town on February 16-17, 2012. San Diego will host the third annual 2-day conference, which is being held at the Manchester Grand Hyatt downtown. Board Member and PRC Co-chair, Carina Theissen of Brown and Caldwell, has been busy (along

with committee members) planning and preparing for the conference which will be attended by more than 200 marketing and business development professionals from Chapters across the Pacific Region. This year's conference will offer three different tracks with over a dozen program sessions. If you are looking to attend a worthwhile industry event that encompasses two days of networking, learning, and development opportunities, I encourage you to register. Please go to www.smps-prc.org for conference details, sponsorship opportunities, and registration information.

Conjunction Junction...What's Your Function?

Hooking up members with educational, motivational, and occupational knowledge is what we are all about! SMPS has something to offer every marketing and business development professional at every level. SMPS offers programs tailored to assist marketing coordinators, managers, and directors. From our Marketing Coordinator Workshop to our Mentor Protégé Program, you will find development opportunities to suit a variety of interests. If you are more of a social butterfly, SMPS has networking groups, monthly mixers, our annual holiday celebration, and a golf tournament that is highly regarded among industry professionals.

If you are not already a member, allow SMPS to be the organizational junction to your occupational function. This March, SMPS will hold a Membership Drive where new members, existing members, and companies will have an opportunity to win free registration to our monthly luncheons, webinars, networking events, or our SMPS Golf Classic. Visit our Membership page on the website for more details. Information will also be provided at our monthly luncheons and via social media in the coming weeks.

We know there are many industry organizations in which you can get involved, and appreciate the members, sponsors, and presenters who have supported the SMPS San Diego Chapter over the past several years. Without your commitment and involvement we would not exist. I can assure you that our Board of Directors is working diligently to uphold the organization's commitment to engage, empower, and educate members of the A/E/C community, and I hope we can continue to count on your support and involvement as we kick off the New Year.

Cheers!!

Antoinette



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Leading Trends in Internet Marketing

Part One: Email Marketing is Winning "iPopularity" Contest

By Nanette Newbry, Studio 2055

Often when "email campaign" is mentioned, terms such as "CTRs" and "CAN-SPAM" come up to bewilder interested recipients. Did you know the acronym CAN-SPAM derives from the 2003 bill called Controlling the Assault of Non-Solicited Pornography And Marketing? CTRs, by the way, are click-through-rates. According to industry experts, we're supposed to shoot for 5% to 15% of CTRs per email campaign.

Despite the daunting terms, email campaigns are a popular contender for Internet marketing for four reasons: email marketing is a sustainable practice, low in cost, quick to distribute and simple to measure.

Email campaigns have gained a winning reputation for these attributes. Sustainable in nature, they maximize resources with no waste and little cost. They have the potential to go "viral," spreading through your contacts' networks and generate rapid customer feedback fueling communication for potential opportunities. To top it off, deliverability, bounces and click-through rates can determine what worked and what didn't – a valuable tool for future campaigns.

Maximize Performance

In today's competitive environment, staying current with your customers is absolutely critical to your success. In a tight economy, staying on budget is mandatory. With a thoughtful campaign, both of these goals can be achieved. Here's a quick rundown of some best exercises for maximizing an email's performance.

- ❖ Narrow down the subject line and frontload with key words to increase open rates.
- ❖ Make the banner actionable by keeping it concise with call-to-action links.
- ❖ Give the photos and images alt-text tags to motivate readers to download the images.
- ❖ Create a catchy intro paragraph to rope readers in from the first sentence.
- ❖ Break up messages with enticing graphics and impressive photographs to keep readers engaged.
- ❖ Design should be an extension of the brand so include the logo, typeface, colors, and style consistent with other marketing touch points.
- ❖ Readers tend to click action links at the bottom of an email so finish strong!

Case Studies

For several San Diego A/E/C companies, email campaigns increase awareness and connections throughout the marketplace. Projects and profiles are featured to elevate exposure and position companies as experts in their field. In a recent survey from Studio 2055's clients, 100% saw an increase 1) in website visits and 2) emails from

existing and potential clients due to their latest email campaign. Also, 100% received requests for more information and project/product proposals/quotes. All client emails are sent via an automation program and tracked to review performance. Take a look at some of our recent case studies...

HOPE ENGINEERING – A leading San Diego structural engineering company

Campaign Type: Project update

Message: To maintain awareness of company activities in the marketplace and promote the distinctive personalities of the company principals.

Branding: Campaign included a variety of thematic designs branded to the project type that focused on health-care, higher education and parking structures.

Distribution: Current and prospective clients, industry colleagues.



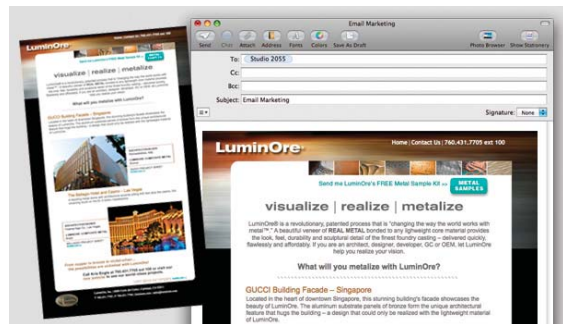
LUMINORE, INC. – A worldwide fabrication and design company specializing in a cold-atomization metal process

Campaign Type: Project completion announcement

Message: To increase awareness for prestigious completed projects, the scope of projects, global site locations and give potential clients the ability to order a product sample kit.

Branding: Campaign was designed to enhance the high-end nature of products through rich graphics and color schemes. Emails were branded and consistent with the look and feel of the company's website and evoked the architectural nature of the product application. Campaign coincided with a Project Profile data sheet, saved as a PDF and hosted on the company website.

Distribution: International and domestic clients, prospective clients, industry colleagues.



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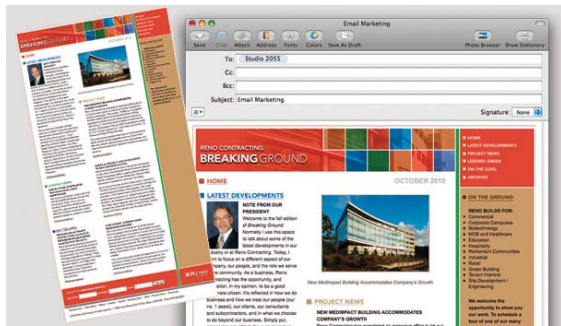
RENO CONTRACTING – Southern California’s Premier General Contractor

Campaign Type: Newsletter and Microsite

Message: To build search engine optimization (SEO) and position the company as experts in their field.

Branding: Campaign took the form of individual, single-page, html-programmed microsites titled “Breaking Ground.” Multiple embedded links led viewers to featured photos and lead stories. Design reflected the company’s website and the approachable nature of the Reno team. Reno’s homepage hosts the current edition of “Breaking Ground” – easily accessible for viewers and helps increase search engine optimization.

Distribution: Current and prospective clients, industry colleagues.



The next issue of this newsletter will feature part two of Leading Trends In Internet Marketing. The topic will be on WordPress-powered news blogs – a great way to stay current with your customer base while increasing search engine optimization for your website.

For more information on using email marketing, contact Nanette Newbry, Principal and Creative Director, Studio 2055 Member of SMPS, USGBC, AIGA, AMA

About Studio 2055

Located in Carlsbad, CA, Studio 2055 is a creative design group who are experts in marketing, graphic design, and branding. As principal and art director, Nanette Newbry's goal is to provide high quality design and marketing solutions while building respectful relationships with clients. She is sensitive to environmental concerns and proactive in maintaining sustainable business practices. Newbry and the Studio extend efficient, effective and environment friendly options to meet the trends in businesses today. For additional case studies and information on the Studio's services, visit www.studio2055.com.

**Look for the SMPS Newsletter
in PDF format on our website
www.smpssd.org**

Marketing Tips

Are you credible?

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

When a client reads a proposal, there are generally four components they are looking for, in addition to the price, of course, and they talk to your credibility. Although they may seem like common sense, if one of them is missing, your chances of being awarded the project can go down.

1. ***You must demonstrate that you understand the need or problem of your client.*** Your proposal must show them that you understand their business, their challenges, and any specific issues brought up by the RFP. Your solution must show that what you are proposing is best for them and not what is best for your bottom line.

2. ***Your recommendation for a solution should solve their particular issue and provide them with positive business results.*** Don't write in generalities - be specific about what your solution is and how it will benefit them (lowers costs, shortens the schedule, meets regulatory requirements, meets all their design needs). What will they get in return for their money? Remember that it isn't always tangible.

3. ***Provide evidence that you are qualified and competent.*** Demonstrate that you have handled similar projects before and have the resources to complete the job. Show them that you know what you are talking about through project success stories, staff resumes, management approaches, testimonials, references, and outside validation (such as awards, recognition, reviews). Also remember that sometimes less is more - one really good success story, from the same industry or with a similar challenge with the same results the client is looking for, is better than three or four more general stories that are not similar to your client.

4. ***Give your client a persuasive reason why they should choose your recommendation.*** This is where your value proposition comes in. In clear language, describe to your client how and why they will get more from your solution and expertise than anyone else's. It is not just about the work you will do for them, but what comes with that. They want to know that they are getting a fair value for their money.

Be clear, be concise, and be persuasive.



Building Your Brand

Slide Presentations Like a Pro, Part I

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

Slide Presentations Like a Pro, Part I

As marketers, we are required to be persuasive. Externally, our primary job is to persuade prospective clients to hire our firm. Internally, we have to persuade our Principals, or CFO, to endorse and fund our marketing plans. Presenting with slides, using Power Point or Keynote, can be an incredibly powerful way to make an emotional connection with your audience. Therefore, this is a skill that all marketing professionals should possess. But very few of us have received any training in how to develop, design, and deliver a persuasive slide presentation. For the next several issues of the SMPS-SD Newsletter, I will share my expertise as a professional speaker and graphic designer to provide you with simple, timeless tips to help you deliver slide presentations like a pro.

Why Should You Develop this Skill?

To be perceived as a leader in your firm, you must be able to present your ideas clearly and persuasively. There is a direct link between leadership and presentation skills. In fact, Toastmasters International, the worldwide organization previously known for developing public speaking skills, has just rebranded with the tagline "Where Leaders Are Made." Having the ability to present well will not only gain you the respect of your firm's Principals, but will also serve you well in persuading your entire firm to embrace your marketing plan. Outside your firm, this skill will enable you to present at industry conferences and raise your value to firms looking to recruit you.

The Problem

Most PowerPoint presentations are dreadful. You've probably heard the term "Death by PowerPoint" or perhaps you've read "Really Bad PowerPoint" by Seth Godin. PowerPoint is almost universally hated because most presenters develop, design and deliver slides that do not engage their audience. I'm sure you've suffered through a presenter turning his back on the audience to read 15 bullet points. Don't blame the presenter, blame his education. With plenty of classes in Literature, English, and Writing, you were well educated in verbal communication. Unless you attended art or design school, you didn't receive an education in visual communication. Yet PowerPoint forces people communicate visually. So, what do presenters do? They revert to what they know (verbal communication) by placing a bunch of bullet points on a slide. This is the quickest way to lose the attention of your audience.

| Marketing Professional Essentials | |
|-------------------------------------|------------------------|
| <input checked="" type="checkbox"/> | Degree in Marketing |
| <input checked="" type="checkbox"/> | Know Photoshop |
| <input checked="" type="checkbox"/> | SMPS Member |
| <input checked="" type="checkbox"/> | Networking Skills |
| <input type="checkbox"/> | Slide Presentation Pro |

A Great Presentation is a 3 Legged Stool

The 3 legs to your presentation are Development, Design and Delivery. Remove one of these legs and your presentation will end up on its rear! You'll want to begin with the development of your content. Consider why you are making this presentation, who is the audience, and what do you want them to do. Start to outline your main points and gather evidence, stories and imagery to support those points. Next, you'll want to design simple, clear slides that support you and your message. I recommend including one message per slide. Finally, you'll need to practice your delivery so that you are confident in front of your audience. Remember that you are the star, not the slides. If the slides can live on their own, then cancel the presentation and send the audience a PDF.



In future issues, I look forward to sharing more Development, Design, and Delivery tips so that you can rock the mic as a persuasive presenter.

David Lecours will be sharing "The Power of Story to Win New Business" Session 2A @SMPSTheWaveConference <http://www.smps-prc.org/program-events/track-2-charting-the-course/>.

As a professional speaker and graphic designer, David Lecours helps firms develop, design, and deliver persuasive presentation interviews. David is Creative Director at LecoursDesign, a branding agency helping A/E/C firms to win new business. More at www.lecoursdesign.com

New Member Update

SMPS San Diego Welcomes Our New Members

By Tarek Nabas, PRC, LEED AP, JCJ Architecture



Rene Beight
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Rene Beight, Marketing Coordinator for HELIX Environmental Planning, Inc., was born and raised in San Diego and graduated from SDSU with a Bachelor of Arts degree in journalism. Rene has a diverse background in marketing, media, public relations, and all facets of writing and editing. She currently leads HELIX's social media marketing campaign and assists in preparing proposals/SOQs and researching federal opportunities. Prior to her current role, she was HELIX's lead document specialist, and she has also worked in public relations at a cause-marketing firm, where she implemented social media platforms for a variety of architecture, engineering, construction, and building-products companies. Outside of work, Rene enjoys running around Mission Bay, hiking Cowles Mountain, and traveling whenever she can. Passionate about the environment and helping others, Rene loves working for HELIX because of the company's commitment to sustainability and volunteering in the community.



Sydney Huss
Marketing Coordinator
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Sydney Huss is a recent graduate from Cal Poly San Luis Obispo with a B.S. in Agricultural Business. Although she began her college career milking cows in her agriculture classes, she enjoyed her major concentration: marketing. During her junior year, she studied abroad in Thailand for three months while taking classes at a Thai University among other local students. After traveling around South East Asia, she returned to San Luis Obispo and graduated in June 2011. Sydney now serves as the Marketing Coordinator for Group Delta's San Diego Office. Her responsibilities include preparing RFP and SOQ responses, updating and organizing marketing materials, and participating in other administration duties. She is enjoying her new position and is excited to dive into the world of marketing!



Thomas J. Noto III
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Thomas Noto joined CUMMING in 2011. As Director of Business Development, Noto is responsible for identifying, tracking, and securing new projects that "fit" into CUMMING's workload schedule and product focus. Prior to joining CUMMING, Noto served for eight years as Director of Business Development at Smith Consulting Architects in San Diego. Since 2003, Noto has been an active member of the NAIOP, ICSC, and sponsorship member of SIOR. In addition to serving on HomeAid San Diego's Board of Directors since 2008, Noto was named one of 2004's "Top 40 Under Forty" by San Diego Metropolitan Magazine for business success and community contributions. A footnote to Noto's career, he also toured as a photographer with notable punk bands Bad Religion and Blink-182 in 2000. Noto later sold the images to MCA Records in 2001, as they were published in Blink-182's live CD, "The Mark Tom and Travis Show (The Enema Strikes Back)."



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Nanette Newbry, Studio 2055



Membership Enhancement Program Update: Survey Says...

By Brandon Hernández, RBF Consulting
Membership Committee Co-Chair

Over the summer, SMPS San Diego solicited the input of members and non-members alike. We wanted to find out what people value most about the organization as it pertains specifically to our chapter. What we discovered is that the vast majority of our membership is quite pleased with the multitude of networking opportunities offered through SMPS. The same goes for our monthly luncheons. The informational topics and invited speakers we've presented over the past year have been a real hit.

The proof? An astounding 96% of survey respondents indicated they'd happily recommend SMPS San Diego chapter events to their A/E/C colleagues. Our Programs and Accommodations Committees are working hard to schedule a new slate of dynamic events for 2012 that take into consideration all of the comments received via the survey. As such, you can expect the types of high quality luncheons you'll be proud to invite your coworkers, business partners and industry contemporaries to...and we hope you will!

Another survey stat that jumped off the page was the willingness of 52% of respondents to get more involved with SMPS by joining a chapter committee. The true strength and worth of any organization can be measured in the people who make it all that it is. As such, we are enthusiastic about inviting any and all interested parties to take that step and join a committee.

As Co-Chair of the Membership Committee (along with Bree Tsaniff of SWS Engineering, Inc.), it's my pleasure to invite any interested individuals onboard to strengthen our efforts in increasing membership and developing innovative methods for raising the value of SMPS membership on a local level. Do you want to see our chapter be all it can be? If so, I welcome the opportunity to work with you and hope you'll lend us your energy and ideas.

Of course, there's no shortage of other committees that can benefit from an infusion of motivated professionals. Our Communications and Social Media Committees are working diligently to inform our membership and the public at large about chapter events and industry news while our Education and Professional Development Committees are constantly conceptualizing and implementing events and initiatives to assist our members in climbing the career ladder. You can provide them with your suggestions and elbow grease or help the aforementioned Programs and Accommodations

Committees or our Golf Classic Committee keep some of our finest regularly-scheduled events among the industry's best.

Everybody behind the scenes at SMPS San Diego realizes that there is always room for improvement and that there's no better resource for such improvement than tapping the talents of our distinguished membership. Your level of commitment can be adjusted to fit your schedule and amount of available time. Every little bit helps and, no matter which way you choose to assist, you will be welcomed with open arms. Please contact the following individuals to get involved.

PROGRAMS

Help shape the content and quality of our monthly lunch programs. From conceptualization to coordination to the day of, it's a great way to make the most of SMPS members' experience while interacting with peers and the speakers and panel members who lend us their time and expertise.

Co-Chair: Brett Williams, 858.622.5275, bwilliams@webcor.com

Co-Chair: Bruce Winer, 858.657.3446, bwiner@pcl.com

ACCOMMODATIONS

Contribute your energies to a fluid team of professionals working together behind the scenes with host venues to ensure that our events yield a positive experience for everyone involved.

Co-Chair: Catherine McCullough, 619.296.3150, catherine@mlasd.com

Co-Chair: Kimberly Smith, 619.704.2700, ksmith@avrpstudios.com

PROFESSIONAL DEVELOPMENT

Lend a hand in shaping and maximizing the value of our Chapter's Mentor-Protégé Program, networking groups, CPSM study groups and development-driven special events.

Co-Chair: NK Mbaya, 858.212.8948, nkmbaya@gmail.com

Co-Chair: Amy Oliver, 619.488.9810, aoliver@rjagroup.com

EDUCATION

Help develop and implement events and programs like our educational workshops, events and webinars to assist members in developing new skills to help them do their jobs better and advance in their careers.

Co-Chair: Tim Barr, 619.398.8840, tbarr@legacybldg.com

Co-Chair: Alex Higgins, 858.300.4310, alex.higgins@amec.com

MEMBERSHIP

Get involved in ensuring all of our members are getting the most out of their SMPS experience by reaching out and soliciting opinions and suggestions through outreach and our upcoming San Diego Chapter Membership Drive.

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Co-Chair: Brandon Hernández , 858.810.1417, bhernandez@rbf.com
Co-Chair: Bree Tsaniff , 760.744.0011, bree@sws-engr.com

COMMUNICATIONS

The SMPS San Diego Newsletter has been an informational staple of the Chapter for years and we're always looking for fresh voices, ideas and prose to keep it growing and increasingly relevant in our everchanging industry.

Chair: Marylou Flanders, 858.514.1051, marylou.flanders@atkingglobal.com

MEDIA

Join the creative forces behind the SMPS San Diego website, our Facebook and LinkedIn pages and Twitter presence, all of which are integral to the Chapter's everyday operations and the way we communicate with our members.

Co-Chair: Sharon Smith, 858.483.6587, ssmith@matalonarch.com
Co-Chair: Vikki Ott, 619.285.7119, vott@haleyaldrich.com

SMPS GOLF CLASSIC

From garnering publicity to securing sponsorships, coordinating golfing assignments and setting up the day of the event, it takes a lot to put on one of the best professional organization golf tournaments every year, but it's always well worth the effort and a tremendous opportunity to contribute your efforts to the Chapter while having a good time doing it.

Co-Chair: Jeff Rank, 858.748-2474, jrank@gouldelect.com
Co-Chair: Joniene Swick, 858.457.3001, jswick@miyamotointernational.com

SPONSORSHIP

As one of the most active SMPS Chapters in the area of events and programming, we offer a wide variety of options for quality exposure for businesses and appreciate any assistance in reaching out to companies seeking out such opportunities.

Pacific Regional Conference

By Carina Theissen, CPSM, Brown and Caldwell

As marketers we are always reinventing ourselves to keep our competitive edge and be "the next best thing." I am excited for this year's third annual SMPS Pacific Regional Conference. We are bringing together some of the best minds in the A/E/C industry to provide you with top notch, ever evolving, marketing techniques to keep you competitive in this challenging economy. I hope Turning the Tide will help change the way you build business, grow profits, expand opportunities, and foster innovation, leadership, and risk-taking. The annual SMPS Pacific Regional Conference hosted by the Hawaii, Las Vegas, Los Angeles, Orange County, Oregon, Sacramento, San Diego, San Francisco, and Seattle chapters. We are thrilled to have such an amazing group of chapters and leaders committed to the success of this conference.

What: Turning the Tide

- ❖ Two full days of networking with some of the Pacific Region's top marketers
- ❖ Three program tracks with 12 powerful educational sessions
- ❖ A dynamic keynote speaker – Mike Robbins
- ❖ An interactive client panel
- ❖ Opportunity to attend the Wednesday pre-conference Fellows Forum
- ❖ More than 10 hours of continuing education
- ❖ Pre-conference proctored CPSM exam

When: February 16 & 17, 2012

Where: Manchester Grand Hyatt San Diego

For complete information, visit the website at www.smps-prc.org



SMPS

Society for Marketing
Professional Services

San Diego

ENGAGE • EDUCATE • EMPOWER

MEMBERSHIP MARCH

Take
Advantage
of Rewards for
New & Renewing
Members in
March

200

175

150

REGISTER as a new member,
RECRUIT a new member, or
RENEW your membership
during March 2012 and select one
of the following **FREE** rewards:

125

- SMPS Luncheon Registration
- SMPS Webinar Registration
- SMPS Networking Event Registration
- Golf Classic Registration / Sponsorship Opportunity
(NOTE: Golf Classic rewards apply to companies registering 3 or more members)

For more information, visit smsssd.org
or send an email to bree@sws-engr.com
or bhernandez@rbf.com

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Pacific Regional Conference

Carina Theissen, CPSM,
Brown & Caldwell



Two days of networking, learning, and development opportunities.

Track 1: Exploring the Horizon

Trends – new ways, new markets, new opportunities

Track 2: Charting the Course

Strategy – planning, assessing, evaluating, developing new business

Track 3: Taking the Helm

Tactics – understanding and implementing new and best practices

Check out our **website** for more information or to register: <http://www.smps-prc.org/>

or follow us on:

Facebook: <https://www.facebook.com/smpsthewave> • **Twitter:** @SMPSTheWave

We're Blogging: <http://smps-prc.blogspot.com/>