



Society for Marketing
Professional Services

Utah

NEWSLETTER

JULY 2012

PRESIDENT'S MESSAGE



Keri Hammond, 2011-2012
SMPS Utah President

Looking Backwards While We Prepare to Move Forward

As we wrap up the SMPS Utah 2010-2011 chapter year, we look back on the goals that we set at the beginning of the year, and take a look at what worked, and what we can continue to do in the future to move the Chapter forward.

SMPS Utah stayed true to our adopted theme, **It Takes a Village – Embrace. Educate. Elevate.** Our chapter has embraced many new members and even more committee member involvement; we have educated our membership to new heights with the most attended programs and educational events in our history; and we have elevated our commitment to ensuring our future with an unprecedented goal of financial stability.

In addition to all of these accomplishments, our motto of "It Takes a Village" brings on a whole new meaning when related to our efforts and success of raising over \$6,000 for the Children's Justice Center of Salt Lake County over the year.

I am truly proud of the 2011-2012 Board of Directors and how focused they were on achieving the very specific goals for the year. Thank you to Shannon Bond (Stanley Consultants), Heather King (Spectrum Engineers), Anna Heywood (Reaveley Engineers), Ibi Guevara (Hunt Electric), Teresa

Chavez (Ken Garner Engineering), Kimberly Johnson (MHTN Architects), Chris Coutts (Architectural Nexus), Shana Yonemura (ARW Engineers), Marie O'Quinn (MARKETLINK), Tiffany Woods (BHB Engineers), Sarah Kienke (VBFA), Ellen Parrish (VCBO Architects) for their commitment to making this year so successful.

I am excited to welcome the 2012-2013 Board of Directors. Shannon Bond is the incoming President as of September 1, 2012. I have so much respect for Shannon and know that her longstanding experience in the industry will be a benefit to our chapter.

This year has truly been amazing and rewarding from a personal and professional standpoint. Thank you to the entire membership for your support and commitment to the committees you have served, the sponsorships you have donated and the events you have supported. Best regards and I look forward to the fresh perspective to come for the 2012-2013 year.

Happy Marketing,

Keri W. Hammond, CPSM - MARKETLINK
2011-2012 SMPS Utah President

NEW MEMBER SPOTLIGHT

SMPS

Utah



Aimee McKinlay has worked in the marketing industry for nearly 20 years, the last 12 as Marketing Coordinator for R&O Construction. She has studied marketing principles within the AEC industry, and at Weber State University. She has enjoyed many of the

SMPS workshops, and attending this year's Southwest Regional Conference in Park City. Aimee particularly enjoyed networking with other marketers.

R&O Construction is a nationally ranked general contractor headquartered in Ogden, Utah. As the Marketing Coordinator, Aimee's responsibilities include: writing, coordinating and responding to all RFPs and RFQs; creation, coordination and management of client events and AIA contractual documents, and ordering, stocking, and maintenance of promotional materials; to name a few.

Aimee is a native of Cache Valley and enjoys the landscape of Northern Utah, and taking advantage of everything the four seasons has to offer. Aimee loves to travel, most recently spending two weeks in Bangladesh. Other favorite destinations include New York, Central America, Europe, the Caribbean, and Peru.

Aimee is the proud parent of two amazing kids, and nanna to one beautiful granddaughter.



Amber Craighill is thrilled to be a new member of SMPS. Amber started college at age 16 in her hometown of Wooster, Ohio. She later moved to Utah and finished a Bachelor of Arts degree in History from Brigham Young University.

Amber was introduced to the AEC industry in 2010, when she became a Marketing Coordinator for Ascent Construction. She excelled in her duties during her time with Ascent, and she has recently taken the opportunity to join BHB Engineers as their new Marketing Manager. Amber is excited to take on her new role and explore a different part of the industry.

Amber was married at the end of May and loves being a newlywed. She and her husband, Peyton, enjoy volunteering at the Salt Lake Animal Shelter, attending concerts, and trying new local restaurants.



Gabe Kramer has invested a good part of his life acquiring the right combination of education and skills that make for a successful career and personal business.

It's a surprising and unconventional mix of a bachelor in journalism, a master in secondary education, and seven years of commercial construction field experience from soil sampling to reinforced concrete, structural steel, and structural masonry quality assurance/inspection. Although his choices of degrees and work experience weren't purposefully directed to be useful together, he

found that there was an innovative way to weld these seemingly, at times, wasted segments of his life. The answer was SI Certs (sicerts.com), the AEC industry's first fully-online course that prepares inspectors to take and pass the ICC structural inspection certification exams.

Using his experience in web development, internet marketing and service line innovations, Gabe currently works in business development and marketing at STRATA, a geotechnical engineering firm headquartered in Boise, ID and operating in 7 states. He and his wife moved to Utah in 2008, and they are anxiously awaiting the arrival of their second child.

Members-Only Social

Thursday, August 2, 2012

4 PM - 6 PM

Location: Hog Wallow Pub

3200 East Big Cottonwood Canyon Rd.

Salt Lake City, UT 84121

Sponsored by Layton Construction

Join us for appetizers (provided by our sponsor) and drinks (on you) to network after a long day in the office. This event is open to SMPS members and one non-member (A/E/C industry please) of your choice. Register via Evite.

A View from the Other Side: Panel Discussion & Luncheon

Wednesday, August 15, 2012

11:30 AM - 1:00 PM

Little America Hotel

500 South Main Street, Salt Lake City, UT 84101

Sponsored by Hunt Electric

This panel discussion includes representatives who have been both owners and designers/builders.

These A/E/C professionals have sat on both sides of the table ... they have submitted proposals, and reviewed them. They have marketed clients, and they have been marketed. These panel members have much to share on marketing, communication, and best business practices from each side of the fence. Come and learn what the biggest differences are between the private industry and the client/owner.

Topics will include:

- How marketing can be less painful for both parties.
- Educating clients on writing better RFPs.
- Balancing enough business development to get good information, without wearing out your welcome.

This session promises to open up great discussions on how to improve our industry! Treat your favorite client to this educational panel luncheon where everyone can benefit from a view from both sides of the industry.

Speakers:

- Chip Nelson - went from private Owner to Building Board
- David Hart - went from Architect for State to Architecture Program Management
- Tracy Conti - went from State Director (UDOT) to Consultant Engineer

REGISTRATION CLOSING MONDAY, August 13TH

Education Event: What Clients Want...Elements of a Winning Presentation

Wednesday, September 12, 2012

Presented by: Dena Wyatt, Principal & Founder, Marketing Evolutions

Have you ever heard a client say "we felt more comfortable with the winning team?" Learn first-hand what clients look for and want to hear from Engineering, Design, and Construction firms during an interview and discover how to achieve that 'comfort' level.

Whether you are the one giving the presentation or behind the scenes coaching those that present, this interactive session will give you tips on how to format and deliver your presentations so your team builds a stronger connection with the audience and wins more work.

- Determine what clients are really looking for during an interview
- Discover ways to differentiate your firm and stand out from the rest
- Learn how to create connection with your audience and leave a lasting impression
- Learn new ways to prepare and outline your presentation
- Practice techniques to reduce stress

Editor's Note:

I attended Dena's presentation at the SMPS Regional Conference this Spring and was extremely impressed with the tips and tricks she shared in an engaging and entertaining format. I highly recommend this educational event and encourage you to bring along your Principals and presenters for enlightenment.

Members-Only Social

Thursday, September 6, 2012

4 PM - 6 PM

Location: TBD

Sponsored by Vision Graphics

Healthcare Luncheon

Wednesday, September 19, 2012

11:30 AM - 1:00 PM

Little America Hotel

500 South Main Street, Salt Lake City, UT 84101

Sponsored by Cache Valley Electric

2012-2013 BOARD OF DIRECTORS

SMPS

Utah

CONGRATULATIONS TO OUR 2012-2013 BOARD OF DIRECTORS

President

Shannon Bond, CPSM
Stanley Consultants

President-Elect

Kimberly Johnson, CPSM
MHTN Architects

Past President

Keri Hammond, CPSM
MARKETLINK

Secretary

Cynthia Remine
Ascent Construction

Treasurer

Shana Yonemura
ARW Engineers

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Natalie Marrott
Colvin Engineering Associates, Inc.

Communications Chair

Michael Raddon, CPSM
Spectrum Engineers

Education Chair

Eric Stratford
R & O Construction

Special Events Chair

Michael Buell, FSMPS, CPSM
MHTN Architects

Sponsorship Chair

Sara Kienke
Van Boerum & Frank Associates

Programs Chair

Fran Pruyn
CRSA

Regional Conference Chair

Julee Attig
Henriksen Butler

Call for Committee Members

What's the best way to get the most out of your SMPS membership?...Serve on a committee! Networking opportunities and alliances formed on committees are priceless. Now is your chance to join SMPS Utah's volunteer committees and make a difference in the Chapter and in your professional career.

Membership Committee - Promotes membership in SMPS, keeps an accurate listing of Chapter members and compiles a Membership Directory for distribution to membership and responsible for new member orientation.

Education Committee - Plans and implements seminars, workshops, and related events and activities for the purpose of expanding the knowledge and skills of the membership in line with the educational goals of SMPS.

Programs Committee - Arranges for speakers and facilities for monthly programs, coordinated with the Education Committee to help the Chapter meet the educational goals of SMPS.

Communications Committee - Prepares and disseminates information to general membership & affiliates about meetings, special events, programs, and education offerings through printed flyers, e-mail & the website.

Sponsorship Committee - Responsible for soliciting and managing the sponsors of the chapter, luncheon programs, special events, and regional conferences.

Regional Conference Committee - Coordinates Utah's participation with the annual Southwest Regional Conference.

If you are interested in serving on a committee for the 2012-2013 board year, please send your name and committee of interest to Shannon Bond, SMPS President, to bondshannon@stanleygroup.com or by fax: 801.293.8886.

NEWS FROM NATIONAL



SMPS National Conference

SMPS National Conference, held in San Francisco July 11-13, was an excellent learning event in a fantastic location - San Francisco, California.

Friday's general session speaker Greg Bell (Water The Bamboo) inspired attendees to make work and life "feel" better by first doing their most challenging to-do list item by 10 am each morning and then asking self and team "What's going well?" at the beginning of every day & meeting.

All who attended had a great time! Put next year's National Conference on your calendar: **Build Business: Dream Big! July 31 - August 2, 2013, in Orlando, Florida.**

SMPS UTAH MEMBERSHIP DRIVE

Take advantage of this summer's SMPS Utah Membership Drive and earn a \$50 gift card of your choice. We all know the benefits of SMPS membership - you just have to share the with a friend and inspire them to become a member.

Talking Points of Membership Benefits include:

1. Networking Opportunities (no brainer)
2. Publications including the award-winning journal Marketer and to Connections e-newsletter
3. Marketing Resource Center: MySMPS.org
4. Certified Professional Services Marketer Program
5. Programs and Conferences
6. Leadership Opportunities
7. Career and Recruitment Resources
8. National and Regional Contacts
9. Professional Development Opportunities
10. A Community for Emerging Leaders

Contact Ellen Parish (801.575.8800) for additional recruitment resources or to refer a friend.

SMPS UTAH
membership
connect

summer membership drive June 1 - August 31
join or recruit a friend • get a \$50 gift card

call Ellen today: 801.575.8800

Increase your circle of friends and the contents of your wallet!

CHARITY GOLF TOURNAMENT



Many thanks to the sponsors and participants of SMPS Utah's Charity Golf Tournament held June 8th, 2012 at Valley View Golf Course in Layton. The final numbers indicate this was our most successful Golf Tournament event yet.

Our charity, The Children's Justice Center of Salt Lake received a donation of approximately \$5,200 dollars! Donations from Film Company plus proceeds from tournament and personal donations resulted in a huge payday for a very worthy cause.

NEW OPPORTUNITY:

EMERGING PROFESSIONAL SCHOLARSHIP

The 2011-2012 SMPS Utah Board of Directors is proud to introduce a program that has been in discussion for many months. One of the goals of our Board this year was to offer a scholarship program for a professional that has been wanting to investigate and/or join SMPS but has not had the financial resources to do so previously.

With this in mind, we are formally announcing the Emerging Professionals Scholarship Program to SMPS Utah Chapter members and friends. This is a wonderful opportunity where the Chapter will fund up to \$500 for an individual's local and national membership fees. On the following pages you'll find a more detailed program introduction and well as the application document.

If you have any questions, please contact Keri Hammond, CPSM at hammond@marketlinkonline.com or call at 801-298-0215.

PLATINUM SPONSORS



VAN BOERUM
& FRANK ASSOCIATES, INC.
CONSULTING ENGINEERS

GOLD SPONSORS



SMPS Utah Emerging Professional Scholarship

Do you, or someone you know, have a strong interest in becoming a member of SMPS, but funding the membership fees is an issue?

SMPS Utah is offering a one-year membership scholarship for the 2012-2013 membership year. This scholarship will not only pay for the expenses of the membership, but will also help engage you in the organization to see the value SMPS Utah offers to marketers, business developers, and other professionals in the A/E/C industry.

- Applicant must not have previously been a member of SMPS
- Applicant must not have been in the A/E/C industry for more than 5 years
- Executive Committee of SMPS Utah will be the Selection Committee
- Scholarship will be in the amount of \$500 to be applied toward the \$405 first year membership/initiation rate
- Remaining scholarship amount will be applied toward monthly program and/or education fees

Scholarship recipient will stipulate to the following conditions:

- Scholarship application must be signed by direct supervisor agreeing to support the applicant in meeting the obligations
- Must attend and fund any event above and beyond the scholarships allotment to equal attendance to at least 8 regularly scheduled monthly programs (lunch programs , educational events and/or socials)
- Must bring their a supervisor or principal to at least one monthly program to see first-hand the value of SMPS membership
- Must actively participate in one committee of their choice during the first year of membership

These commitments must be completed between September 1, 2012 through August 31, 2013 or the scholarship recipient will be asked to repay the scholarship donation.

APPLICATIONS ARE DUE AUGUST 20, 2012 TO HAMMOND@MARKETLINKONLINE.COM

QUESTIONS PLEASE CONTACT KERI HAMMOND, CPSM (2011-2012 SMPS UTAH PRESIDENT) AT 801-298-0215.



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2012-2013

EMERGING PROFESSIONAL SCHOLARSHIP APPLICATION

SMPS Utah is offering an Emerging Professional Scholarship for 2012-2013 membership year.

- ☐ Applicant must not have previously been a member of SMPS
- ☐ Applicant must not have been in the A/E/C industry for more than 5 years
- ☐ Executive Committee of SMPS Utah will be the Selection Committee
- ☐ Scholarship will be in the amount of \$500 to be applied toward the first year membership/initiation rate and monthly program fees
- ☐ Application must be submitted by **August 20, 2012** to hammond@markelinkonline.com

Scholarship recipient will stipulate to the following conditions:

- ☐ Scholarship application must be signed by direct supervisor agreeing to support the applicant in meeting the obligations
- ☐ Fund through corporate or personal funds the remaining cost of monthly program minimum
- ☐ Must attend at least 8 regularly scheduled monthly programs, educational workshops and/or socials
- ☐ Must bring their direct supervisor to at least one monthly program to see first hand the value of SMPS membership
- ☐ Must actively participate in one committee of their choice during the first year of membership

NAME

YEARS IN A/E/C INDUSTRY

TITLE

E-MAIL

COMPANY

COMPANY ADDRESS

CITY, STATE, ZIP

PHONE

WHY YOU SHOULD BE CONSIDERED FOR EMERGING PROFESSIONAL SCHOLARSHIP (100 words or less)

APPLICANT SIGNATURE

DATE

SUPERVISOR SIGNATURE

DATE

Canstruction® 2012 — Call for Team Entries



Schedule

August 31st	Registration Deadline
Sept. 17 (9 a.m.)	Team meeting at Salt Lake Public Library and sculpture plans due
Oct. 8 (6 a.m. - 6 p.m.)	Build-Out
Oct. 8 (6 p.m.)	Judging
Oct. 8 – Oct. 19	Public Showing
Oct. 8 (7 p.m.)	Awards Ceremony
Oct. 19 (8 a.m. – 1 p.m.)	Take down

Mission: Canstruct a World Without Hunger

Trademarked by the Society of Design Administration, and working in tandem with the American Institute of Architects and other members of the design and construction industry, **Canstruction®** is making a significant contribution to the fight against HUNGER.

Canstruction® combines the competitive spirit of a design/build competition with a unique way to help feed hungry people. Competing teams, led by architects and engineers, showcase their talents by designing giant sculptures made entirely out of canned foods. At the close of the exhibitions all of the food used in the structures is donated to local food banks for distribution to pantries, shelters, soup kitchens, elderly and day care centers.

www.canstruction.org

When:

October 8th – October 19, 2012

Where:

Salt Lake City Public Library, 210 East 400 South

Teams:

Teams may involve Utah architects, engineers, contractors, designers and students.

Only 10 spaces available!

Entries and payments received first will have first choice of display areas, so get your registration in today. NOTE: Participation can count toward interns' IDP hours and/or firms may partner to create a team (limit of 3 firms per team).

Rules:

See included Rules & Regulations.

Proceeds:

All food used in the Canstruction® projects will benefit hungry Utahns in need.



Hunger Awareness Ribbon designed & "can"structured by VCBO Architecture
Winner of the 2008 Juror's Choice, Structural Ingenuity and Most Cans Awards

Canstruction® 2012 — Call for Team Entries

Please send the completed registration form and a check for \$100 via postal mail, e-mail or fax. Please make checks payable to Utah Food Bank.

Shana Yonemura
ARW Engineers
1594 Park Circle
Ogden, Utah 84404
Email: shanay@arwengineers.com
Fax: 801-782-4656



TEAM NAME:

TEAM LEADER:

COMPANY NAME:

ADDRESS:

PHONE:

EMAIL:

TEAM MEMBERS

COMPANY NAME

PHONE/EMAIL

PAYMENT INFORMATION

CHECK

☐

CREDIT CARD

☐

CARD NUMBER:

EXPIRATION DATE:

REGISTRATION FEE:

\$100

Additional Contribution

\$

TOTAL:

\$

Please attach checks to registration.

Please contact Shana Yonemura with any questions at 801-782-6008 or shanay@arwengineers.com