

JUNE 2011

newsletter

PRESIDENT'S MESSAGE

Heather King, 2010-11 SMPS Utah President



Summer has finally arrived! I love the warmer temperatures, longer days and vacation time. If only we were kids again and got the entire summer to explore new hobbies and learn about the world.

Although we don't have the luxury of a three-month vacation, I would like to take just a moment to remind you to find joy and fun in as much of your professional career as you can.

One way to do that is to take part in SMPS activities. Here locally, our monthly socials, held the first Thursday of each month, have been a great success. They are an opportunity to mix and mingle in a more relaxed environment (a beautiful patio for example) while still building your network.

The SMPS National Conference is in Chicago August 24-26 this year. While the three-day event is filled with educational sessions and career-building possibilities, it's also a wonderful time to connect with peers across the country. Add a day or two on either side of the trip and you can check off a vacation too.

If you plan to attend the national conference, please drop me an email at hk@spectrum-engineers.com. I'll be compiling a master list and communicating with everyone who's attending over the coming weeks.

In closing, I'd like to thank each member for supporting SMPS Utah and also myself during my term as SMPS Utah President. It's been an honor to serve you. Much

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NEXT EVENTS

JULY 7, 2011

MONTHLY SOCIAL Sponsored by TERRACON

Location: Gracie's, 4 - 6 pm

JULY 13, 2011

"Branding: Dressing the Part of Your Core Values"

MARKETER'S WORKSHOP

Location: Architectural Nexus, 7:45 am - 9:30 am

JULY 20, 2011

"Higher Education" LUNCHEON

Location: Little America Hotel

AUGUST 24-26, 2011

SMPS NATIONAL CONFERENCE

Location: Chicago

FEBRUARY 29 - MARCH 2, 2012

SMPS SOUTHWEST REGIONAL CONFERENCE

Location: Westgate Resort, Park City, Utah

www.smpsswrc.org

FOR REGISTRATION AND ADDITIONAL
INFORMATION GO TO: www.smpsutah.org

SMPS UPDATES

2011 GOLF TOURNAMENT

On June 1st at beautiful Valley View Golf Course (under sunny skies promised by Ibi), SMPS Utah held their annual Charity Golf Tournament this year supporting the Salt Lake YWCA. A large group of members, their colleagues and clients gathered for a fun-filled day of golf, food and prizes. Though there was a wide variety of golf scores recorded, everyone enjoyed themselves.

During the lunch we were honored by hearing the story of Christina Isabel, a woman who had benefited from the Salt Lake YWCA as a child and how it changed her life. Her story was very touching and brought tears to many. She and Beth Ehrhardt, YWCA Director received our donation items, check for \$500, as well as an additional \$1,050 raised from cash donations by the participants.

After golf, lunch was served while the team and contest winners were announced and received their glorious spoils.

First Place Foursome - Mike Buell, Dennis Cecchini, Steve West, Drew Wilson

Second Place Foursome - Justin Naser, Darin Frstrup, Troy Dye, Braden Moore

Third Place Foursome - Jeremiah Johnson, Greg Steck, Brent Jones, Preston Gardner

Men's Long Drive - Preston Gardner

Ladies' Long Drive - Heather King

Men's Closest to the Pin - Preston Gardner

Ladies' Closest to the Pin - Marie O'Quinn

The day ended with a wonderful collection of raffle prizes. Yet again, another fine example of how SMPS rises to the occasion to make sure everyone enjoys their time together!



First place winners (above).

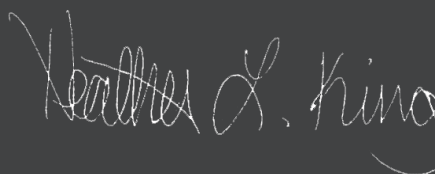


President's Message *continued from page 1.*

like the traditional school year, my time will come to an end on August 31, and I'm looking forward to handing over the leadership role to Keri Hammond, CPSM.

Until then, have a safe, happy and productive summer.

Sincerely,



Heather L. King
President, SMPS Utah



SMPS UPDATES

NEW MEMBER SPOTLIGHT

Travis Wilson



As Proposal Manager for Layton Construction Company, Travis Wilson manages all marketing, proposal and presentation materials for Layton’s Healthcare Division across four offices (UT, TN, CA and FL) with projects across the nation.

He has worked with Layton’s Healthcare Division since its inception, helping the company achieve its current ranking as the ninth largest healthcare general contractor in the nation. Travis has been fortunate to gain extensive knowledge about healthcare construction through working alongside some of the top talent in healthcare construction.

Travis holds a Bachelor of Science degree in Business, Information Systems from Weber State University. He is a Utah native and enjoys the “elevated” active outdoor lifestyle our fair State offers. Travis lives in Kaysville along with his wife and a reformed stray cat named Squints.

Eric Stratford



Eric Stratford joined R&O Construction as a Project Engineer in 2005. He holds a Bachelor of Science Degree in Construction Management Technology from Weber State University, and has achieved LEED accreditation.

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For more info call Ellen: 801.575.8800

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SMPS UPDATES



NEW MEMBER SPOTLIGHT

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Eric Stratford

While at R&O, Eric has spent his time not only as a project engineer, but also as an assistant superintendent and estimator. For the past two years, Eric has been working as a business developer, and while he focuses a large portion of his time on local government and State of Utah projects, he is also responsible for retail, multi-family housing and other large commercial projects.

Eric is a recent graduate of the Ogden Chamber of Commerce Leadership Northern Utah; a board member for the Boy Scouts of America; member the Davis and Salt Lake Chambers, and the International Council of Shopping Centers (ICSC).

While Eric is a new SMPS member, he has been attending SMPS meetings for the past year and feels that they have benefitted him in his business development endeavors. In his free time, Eric likes to spend time in the outdoors with his wife and two boys.

UPCOMING EVENTS

“Branding: Dressing the Part of Your Core Values”

Marketer’s Workshop

When: July 13, 2011
7:45 AM - 9:30 AM

Where: Community Room at Architectural Nexus
2505 E. Parleys Way
Salt Lake City, Utah 84106

Presenter: Randall Smith
President & Brand Strategist
Modern8 Corporation



So you have a mission statement...a vision. Are you dressing the part? Does your outward manifestation reflect what you believe, what you value? Does it show through in your web site, in your printed material (even invoices and letters), the way your employees behave and dress, in the way you talk to clients and vendors?

You may value quality, service and excellent craftsmanship, etc., yet it isn’t reflected in your company’s touch points. Nobody would ever guess you’ve done the amazing work you’ve done, because you are not dressing the part. Learn how to dress the part

Randall Smith has consulted on brand strategy and created award-winning web sites, logos and literature for leading construction companies, engineering firms and architects including Associated Brigham Contractors, FFKR Architects, Dunn Associates Structural Engineers, Architectural Nexus, Applied Geotechnical Engineering Consultants and MHTN. A member of the SMPS Utah Chapter, Randall has 35 years of experience in marketing, advertising and design and teaches at the University of Utah in the field. More info: www.modern8.com

\$15 SMPS member
\$30 non member

UPCOMING EVENTS

“Higher Education: Mastering Marketing to Multiple Campuses”

Luncheon

When: July 20, 2011
11:30 AM - 1:00 PM

Where: Little America Hotel
500 South Main Street
Salt Lake City, UT 84101

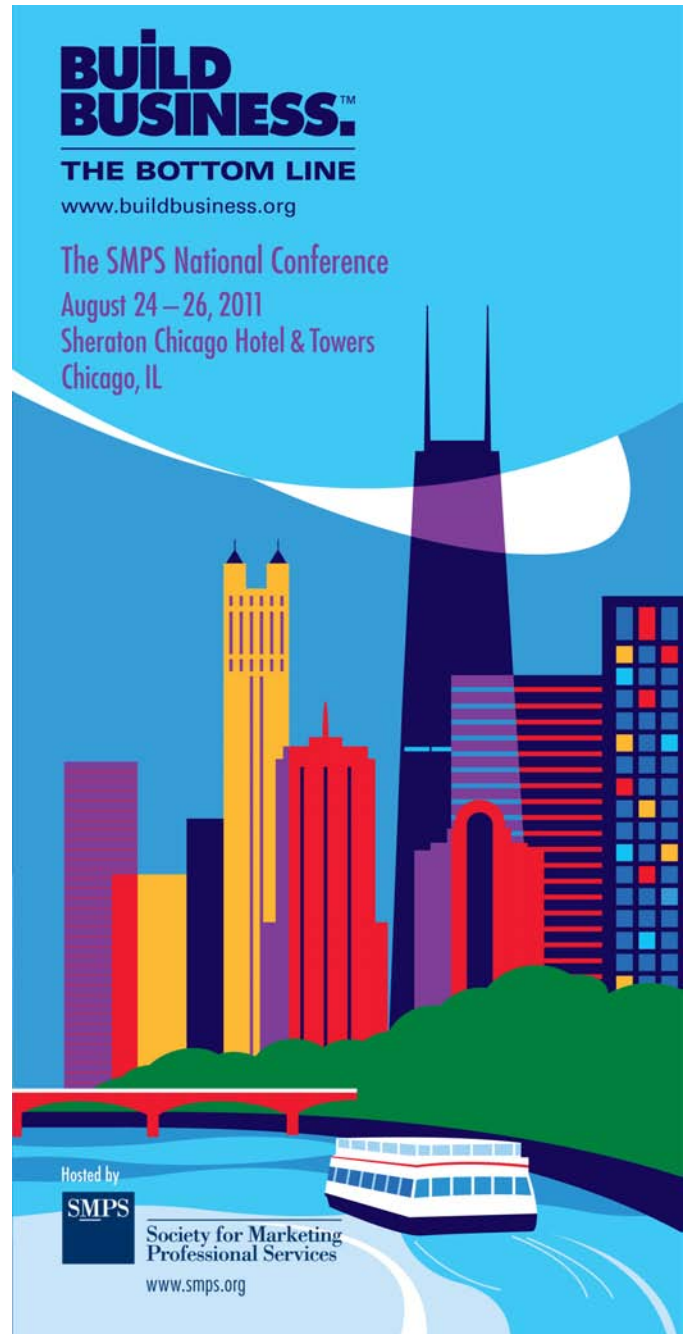
Presenters: Rob Behunin
Associate Vice President for
Strategic Ventures and
Economic Development
Utah State University

TBA
Utah College of Applied Technology

Utah State University and Utah College of Applied Technology are higher education institutions with multiple campuses. How do you market to all of the campuses, or should you? USU and UCAT will present how best to promote your firm to their institution. They will also share with us how their funding decisions are made, what their facility master plans look like long-term, and what their master plans reveal.

Join us to learn about marketing to colleges and universities with multiple campuses.

Sponsored by Hunt Electric.



UPCOMING EVENTS



SMPS Southwest Regional Conference

Westgate Resort, Park City, Utah

February 29 - March 2, 2012

www.smpsswrc.org