

PRESIDENT'S MESSAGE

It Takes a Village – Embrace. Educate. Elevate.



Keri Hammond, 2011-12
SMPS Utah President

It takes a village to raise a child. Every member of the village plays an important role in rearing a self-confident and dependent child. This old adage holds a wealth of truth to us in our personal and professional lives. It is this thought that guided the 2011-2012 SMPS Utah Board of Directors through our planning retreat in late August.

As the 2011-2012 President of the Utah Chapter, one of the priorities I feel is important to the future success of the Chapter is getting more members involved with the Chapter's leadership. In other words, "It takes a village to make an SMPS Chapter successful".

As a first step in this direction, the Board of Directors held an initial kick-off planning meeting for the year. At this retreat, we brainstormed ways in which we can involve more members in our leadership, provide more benefits to members and engage potential members more effectively. The following summarizes a few of our goals that support this initiative:

Embrace: The most effective way of getting people involved is to share responsibilities. As a Board, we have and will be encouraging more committee member participation, involvement and providing more benefits to committee members.

The Board of Directors has made a commitment to run the Chapter by committee, which we feel is a better representation of what the membership would like to see on all levels. These committees include; Membership, Programs, Education, Special Events, Communications, Sponsorships and Regional Conference. Each Board Member has been asked to provide a co-chair and have a large committee. Our hope is that through involving more members, we can strengthen the Chapter leadership for future years, get more people involved in a Director level position in the future and assist in creating a deep appreciation for what SMPS can offer to each and every member. This edition of our newsletter provides a list of members of all committees. We are looking for recruits. We want more involvement. Please contact me if you are interested in participating.

Educate: As members of the nation-wide SMPS community, we have an incredible opportunity to help live the SMPS mission. SMPS is committed to being the premier international resource for education and information about marketing professional services in built and natural environments. The purpose of the Society is to enhance the marketing ability of its members to secure profitable work for their firms.

One of our many goals is to increase the level of professional development opportunities for our members through our monthly programs and educational events. We are committed to finding the owners and clients that have important industry knowledge that will help our firms find work. We are committed to providing educational opportunities for senior level marketing staff and technical professionals as well as entry-level marketing professionals. We have an amazing opportunity in 2012 to have the Southwest Regional Conference in Park City, Utah. This will provide two-days of educational opportunities for all levels of professionals.

Elevate: It is our hope that through our adopted goals and action plans, the entire Chapter will be elevated. Specific action plans have been created to elevate the Chapter's membership benefits, charitable contributions, and presence in the marketplace. Additionally, we strive to fine-tune financial policies and procedures, increase member recognition, provide more networking opportunities and specifically, encourage more committee member involvement.

Another area we would like to elevate is the communication with membership about our goals. In the next edition of the newsletter, we will publish the list of adopted goals of the Board of Directors for your review.

We have established the theme for 2011-2012 as... "It Takes A Village – Embrace. Educate. Elevate." None of us can stand alone. We are all dependent on each other and it will take a village to make our Chapter successful. Please join us!

Please contact me (hammond@marketlinkonline.com or call at 801-298-0215) or any other Board Member with suggestions and/or if you would like to be on a specific committee.

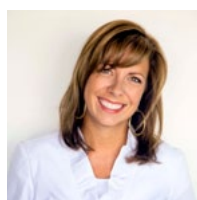
SMPS UPDATES

NEW BOARD SPOTLIGHT

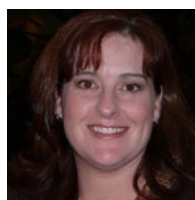
Please join me in welcoming the new 2011-2012 SMPS Utah Chapter Board of Directors. Each member of the Board of Directors is committed to bringing about professional and helpful program, education and special events.

Please feel free to contact any of these individuals if you are interested in joining a committee and helping plan and conduct our SMPS events.

We, as a team, look forward to working with you and serving you throughout the coming year.



PRESIDENT
Keri Hammond, CPSM
Marketlink



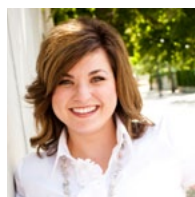
SOUTHWEST REGIONAL CONFERENCE
Marie O'Quinn, CPSM
Marketlink



SPECIAL EVENTS
Teresa Chavez
Ken Garner Engineers



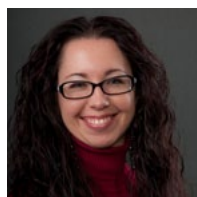
PRESIDENT-ELECT
Shannon Bond
Stanley Consultants



PROGRAMS
Anna Heywood
Reaveley Engineers



SPONSORSHIP
Tiffany Woods
BHB Engineers

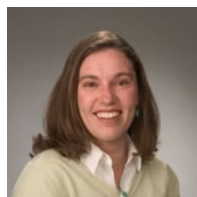


PAST PRESIDENT
Heather King
Spectrum Engineers



EDUCATION
Ibi Guevara
Hunt Electric

2011 MARKETING COMMUNICATIONS, RISING STAR, AND MARKETER OF THE YEAR AWARDS



SECRETARY
Chris Coutts
Architectural Nexus



COMMUNICATIONS
Kim Johnson, CPSM
MHTN Architects



TREASURER
Shana Yonemura
ARW Engineers



MEMBERSHIP
Ellen Parrish
VCBO Architecture

Every year the Utah Chapter of the Society of Marketing Professional Services (SMPS Utah) honors the marketing professionals that most exemplify the skills, creativity, integrity, insight, and savvy of successful A/E/C professional marketers. It's that time again. Call for Entries information is now posted on the website and included on pages 7-13. Entries are due November 16, 2011 with winners to be announced at the Holiday Gala on December 7th. Support our Chapter and each other and participate in this year's awards!

For more information contact Jessie Robertson at jessierobertson@steelencounters.com

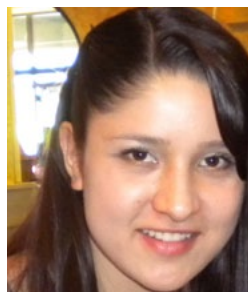
NEW MEMBER SPOTLIGHT



Seth Erickson studied interactive design, and earned his Bachelor of arts in Multimedia from the University of Advancing Technology in Tempe AZ. A computer savvy entrepreneur, Seth started working in computer design at age 14 and has been in the field since that time. He is the founder of Kodis Interactive,

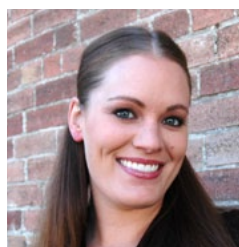
a digital enterprise that offers websites, cell phone and computer apps, kiosks, 3d projections, interactive installations and more to a broad range of clients, including within the AEC community.

A year and a half ago Seth and his wife relocated from the Phoenix area to Salt Lake City. Kodis Interactive is a virtual firm, so moving to the Wasatch Front didn't require that he change jobs. The Ericksons love Utah and the four seasons that are part of life in Utah. They have taken up skiing and are finding that Salt Lake offers a variety of interesting things to do. Seth and his wife are world travelers who most recently traveled to South Africa to the World Cup last summer. They have also been to Europe, Hong Kong, and Japan and are planning a scuba diving vacation to Truk Lagoon next.



Christina Alfaro joined Terracon Consultants as an Administrative I in 2005. Recently, in the month of April, she was promoted to Administrative Manager. Christina holds a Bachelor of Science in Psychology and a Bachelor of Arts in Sociology along with a diversity certificate from the University of Utah. Upon taking the Administrative Manger position she

was asked to become more involved in the company's marketing efforts, and joined SMPS. As she has become more involved with SMPS she agrees that it provides a great opportunity for networking and to gain knowledge about other lines of work that exist in the state. Coming from a Mexican background, Christina was brought to the USA as a young child and has lived in various states, Washington State, Arizona and Utah. When she is not managing Terracon's administrative duties, Christina and her husband enjoy a night out in the town or a small trip to get away.



Danielle Scott joined Dunn Associates in July of 2011 as Director of Marketing. This is Danielle's first foray into the world of A/E/C Marketing, but that hasn't stopped her from pouring her natural charisma, passion for excellence, and desire to succeed into taking this new adventure head-on. She brings

a wealth of administrative prowess to her position and is quickly learning the ropes of the industry. A Salt Lake City native, Danielle is excited to be a part of the ever-evolving city skyline, and loves the challenges of organizing and streamlining processes and operations.

When she isn't helping the Dunn family grow, she enjoys spending time with her daughter Keira, fiancé Matt, stepsons Mason and Cameron, and a miniature schnauzer named Scout. She loves to read a good novel, dabbles in the art of stained glass, and is always looking for an excuse to go to Disneyland.



HOLIDAY SOCIAL

Please join us for our 2011 Holiday Gala to be held on Wednesday, December 7th, 2011 from 11:30-1:30 PM at the Memorial House in Memory Grove.

Enjoy an afternoon of holiday networking, while supporting the Children's Justice Center through your attendance.

Marketing Excellence Awards, the President's report, and raffles with great prizes will be enjoyed amongst a festive luncheon setting.

Watch for your formal invitation and be sure to register by November 23, 2011!



SMPS UPDATES

2012 SPONSORSHIPS NOW AVAILABLE

As the Director for Sponsorship, I would like to personally invite you to become a 2012 Chapter Sponsor. The list below details the benefits you have access to. Sponsorship opportunity goes quickly, so let me know as soon as possible if you are interested. There are two sponsor levels, the Gold Level and Platinum Level.

PLATINUM LEVEL SPONSOR

Cost: \$1500.00

1 Available

- Gold Level Sponsor benefits – Your Company will receive all the Gold Sponsor benefits with the size of the company name appearing in a larger size.
- Non-competing sponsorship
- Half-page advertisement in one issue of the SMPS Quarterly Newsletter
- \$500 credit that can be used towards any SMPS event, including but not limited to:
 - Monthly Luncheon sponsor plus one complimentary attendee
 - Marketers Toolbox sponsor plus one complimentary attendee
 - Education Workshop sponsor plus one complimentary attendee
 - Annual SMPS Golf Tournament (Multiple sponsorship opportunities)

GOLD LEVEL SPONSOR

Cost: \$500.00

SOLD OUT

- Company logo displayed at each monthly luncheon and in each newsletter with name recognition.
- Company name and logo placed on our website for the entire calendar year
- Company name on large-scale banner to be displayed prominently at every SMPS luncheon and SMPS event noting your support of our chapter.
- Web link to your company on SMPS Utah web page for calendar year
- Sponsorship at Chapter Special Events

The sponsorship period will begin January 1, 2012 and end December 31, 2012. Both Gold and Platinum Level Sponsorships will be reserved on a first come first serve basis. To become a Sponsor of SMPS please contact Tiffany Woods.

Sponsors are a valued part of our chapter’s ability to thrive. Thank you for your support. It is vital to our chapter’s success. Don’t hesitate to call with any questions or concerns.

[Tiffany Woods, Director at Large \(Sponsorships\)](#)

BHB Consulting Engineers PC
tiffany.woods@bhbengineers.com

UPCOMING EVENTS

November 9

**Education Event:
BRANDING:
SPECIALIZING**

November 16

**Nominations and
Entries Due:
SMPS MARKETING
AWARDS**

November 23

**HOLIDAY GALA
REGISTRATION
DEADLINE**

December 7

HOLIDAY GALA

EDUCATION

BRANDING: SPECIALIZING.

Don't be afraid to turn people off by narrowing your focus. When you are perceived as a specialist, you command higher respect, higher prices and you will be sought out, even from outside your market. It's not a matter of what work you accept, it's a matter of what work you target. Read your competitor's web site. Does it say anything different than yours? Are you just another unnoticed generalist, or are you a specialist?

Presenter - Randall Smith, President & Brand Strategist at modern8 Corporation

Register by Monday, November 7th

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.

Wednesday, November 9th

Registration & Networking: 8:00 am

Event time: 8:15 to 9:30 am

Architectural Nexus

2505 Parley's Way

SLC, UT 84109

\$15 SMPS member

\$30 non member

THANK YOU TO OUR PLATINUM LEVEL SPONSORS:



VAN BOERUM
& FRANK ASSOCIATES, INC.
CONSULTING ENGINEERS



THANK YOU TO OUR GOLD LEVEL SPONSORS:



DUNN ASSOCIATES, INC
Consulting Structural Engineers



FRANSON
CIVIL ENGINEERS



ENVISION
ENGINEERING



SPECTRUM
ENGINEERS



PSI Information
To Build On
Engineering • Consulting • Testing



R₂H Engineering, Inc.



REAVELEY
ENGINEERS + ASSOCIATES
Consulting Structural Engineers



NEWS FROM NATIONAL



BECOMING A CPSM

Being a Certified Professional Services Marketer (CPSM) means you have successfully positioned yourself amongst an elite group of professional services marketers who have invested in themselves and understand and embrace the need for continuous improvement through education, enhancing their opportunity for professional success. To sit for the CPSM examination, a candidate must meet the following requirements:

- Possess a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services, or
- Possess an associate's degree plus six years work experience in marketing or business development for firms providing professional services, or
- Without a degree, have eight years of experience in marketing or business development for firms providing professional services

In addition, all candidates must pledge to abide by the CPSM Code of Ethics.

SMPS Utah will be forming a study group to prepare for the CPSM exam given at the Southwest Regional Conference in Park City on Wednesday, February 28, 2012. If you are interested in joining the study group, please contact Ibi Guevara, Education Director, at ibi@huntelectric.com. For more information about taking the CPSM exam at the Southwest Regional Conference, visit <http://www.smpsswrc.org/cpsm.html>.

CPSM SPOTLIGHT: KIM JOHNSON CPSM



Our chapter's newest CPSM is Kim Johnson, Senior Marketing Coordinator at MHTN Architects. Kim has been an AEC marketer for over 10 years, and is currently serving as the chapter's Communications Director.



save the date!

February 29 - March 2
Westgate Park City
Park City, Utah

**REGISTRATION IS NOW OPEN
VISIT WWW.SMPSSWRC.ORG
FOR DETAILS**

SMPS

**Society for Marketing
Professional Services**

Arizona • Colorado • New Mexico • Utah



2011

MARKETER
OF THE YEAR

CALL FOR NOMINATIONS MARKETER OF THE YEAR 2011 SMPS-UTAH

Purpose of the Award:

Every year the Utah Chapter of the Society of Marketing Professional Services (SMPS Utah) honors the marketing professional that most exemplifies the skills, creativity, integrity, insight, and savvy of a successful A/E/C professional marketer. Winner to be announced at the SMPS Utah Holiday Gala to be held on December 7, 2011.

Winner Receives:

The winner will receive paid registration to the National SMPS Conference Build Business 2012 in San Francisco, California, July 11-13th, 2012). *The winner is responsible for his/her own travel, lodging, and meals.*

Nominee Requirements:

Nominee must be a full-time employee of an architecture, engineering or construction firm with an office in Utah, or a Utah-based full-time marketing consultant to the A/E/C industry.

Nominator Requirements:

Nominator must be an active member in good standing of SMPS Utah or an employee of the nominee's firm.

Documentation to Support Nomination:

Nominators are encouraged to involve Nominees in the submission process to give them the opportunity to provide additional information that supports the nomination.

2011

MARKETER
OF THE YEAR

Nominator | Nominee must submit a supporting cover letter (**not to exceed 5 pages**) as follows:

1. Cover letter to include Nominator, and Nominee names and contact information. Include address, phone, and email. Both Nominee and Nominator must sign the letter.
2. Define how the Nominee has benefited his/her firm with its overall marketing efforts.
3. Define how the Nominees expertise and services have made a difference for his/her firm.
4. Define other contributions he/she has otherwise made to the A/E/C community.
5. How long has the Nominee been a member of SMPS Utah?
6. How long has the Nominee been active in the A/E/C community?
7. For whom have they provided marketing services?
8. What positions has the Nominee held and what are the Nominee's responsibilities in his/her current position?

Additional supporting documentation, if any.

**DEADLINE FOR SUBMISSION
NOVEMBER 16, 2011, 4:00 pm**

Delivery Instructions:

Mail, deliver, or email the nomination letter clearly marked
SMPS UTAH 2011 Marketer of the Year to:

Jessie Robertson
C/O Steel Encounters, Inc.
525 East 300 South, SLC, UT 84102
jessierobertson@steelencounters.com
P. 801.478.8116 | 801.870.2282

(it is your responsibility to confirm receipt)



CALL FOR NOMINATIONS RISING STAR AWARD 2011 SMPS-UTAH

Purpose of the Award:

The 2011 Rising Star Award will be presented to a nominee/candidate who has been in the A/E/C industry for three years or less and has shown promising value to the A/E/C industry and to the SMPS in that time. The winner will be announced at the SMPS Utah Holiday Gala to be held December 7, 2011.

Winner Receives:

The winner will receive a \$500 credit to use how they please for SMPS Utah events during 2012.

Nominee Requirements:

Nominee must be a full-time employee of an architecture, engineering or construction firm with an office in Utah, or a Utah-based full-time marketing consultant to the A/E/C industry.

Nominee must be an active member in good standing of SMPS Utah.

Nominee must have been active in the Utah A/E/C industry for three years or less.

Nominator Requirements:

Nominator must be an active member in good standing of SMPS Utah or an employee of the nominee's firm.



Documentation to Support Nomination:

Nominator | Nominee must submit a supporting cover letter (**not to exceed 5 pages**) as follows:

1. Submit a signed cover letter to include Nominator, and Nominee names and contact information.
2. Define how the Nominee has benefited his/her firm with its overall marketing efforts.
3. Define how the Nominees expertise and services have made a difference for his/her firm.
4. Define other contributions he/she has otherwise made to the A/E/C community.
5. How long has the Nominee been a member of SMPS Utah?
6. How long has the Nominee been active in the A/E/C community?
7. For whom have they provided marketing services?
8. What positions has the Nominee held and what are the Nominee's responsibilities in his/her current position?

Additional supporting documentation, if any.

**DEADLINE FOR SUBMISSION
NOVEMBER 16, 2011, 4:00 PM**

Delivery Instructions:

Mail, deliver, or email the nomination letter clearly marked
SMPS UTAH 2011 Rising Star of the Year to:

Jessie Robertson
C/O Steel Encounters, Inc.
525 East 300 South, SLC, UT 84102
jessierobertson@steelencounters.com
P. 801.478.8116 | 801.870.2282

(it is your responsibility to confirm receipt)



**CALL FOR ENTRIES
MARKETING COMMUNICATIONS AWARDS
2011 SMPS-UTAH**

SMPS announces the 2011 Marketing Communications Awards “Call for Entries.” This is your opportunity to showcase your best marketing work, or that of an admired colleague, and to share and exchange your best practices with those of your peers.

AWARD CATEGORIES

- Print Media This includes individual pieces such as brochures, direct mailer, advertisement, corporate identity piece, newsletter, etc.
- Collateral Any unique marketing or promotional piece including giveaways, hand-outs, corporate gifts, etc.
- Campaign Any combination of marketing effort representing an overall strategy or campaign.

Best Website or Blog DESIGN

Internet | Social Media Marketing

NOTE: We have eliminated the distinction between amateur and professional and instead are focusing on the overall success of each distinction.

JUDGING CRITERIA

Marketing Objective	10 points
Creativity	20 points
Quality	15 points
Measured Results	5 points
For a total of:	50 points

ENTRY FEE

\$50 first entry, \$35 for each additional entry. Make checks payable to SMPS Utah. There are no limits to the number of entries.



SUBMITTAL REQUIREMENTS:

The entry form and clarification materials must be inserted into clear plastic sleeves and submitted in an 8-1/2" x 11" three-ring binder for display at the 2011 Holiday Gala to be held in December. A separate binder is required for each entry. Each submittal must include:

1. Entry form and check made payable to SMPS Utah.
2. Clarification statement: Address your overall marketing objective, planning process, budget, measurable results, and what your firm hoped to achieve with the piece or program. Most of all, be creative and informative in your statement. *Consider the "judging criteria" when writing your clarification statement.*

BULKY MATERIALS:

If a collateral item is unable to be inserted into a binder, please provide a full color, four side photograph of the item inserted into the binder. Depending on the item, a sample may be requested for judging purposes and for display at the SMPS Utah Holiday Gala to be held December 7, 2011.

ELECTRONIC MARKETING MATERIALS:

Provide a flash drive with relevant materials in addition to inserting pages into a submission binder.

**DEADLINE FOR SUBMISSION
NOVEMBER 16, 2011, 4:00 PM**

Delivery Instructions:

Mail or deliver materials clearly marked

MARKETING COMMUNICATIONS AWARDS 2011 to:

Jessie Robertson
C/O Steel Encounters, Inc.
525 East 300 South, SLC, UT 84102
jessierobertson@steelencounters.com
P. 801.478.8116 | 801.870.2282

(it is your responsibility to confirm receipt)

2011

MARKETING
COMMUNICATIONS

of the year

**ENTRY FORM
MARKETING COMMUNICATIONS AWARDS**

Firm: _____

Address: _____

Contact: _____

Phone: _____

Email: _____

ENTRY CATEGORY:

Print Media

Collateral

Campaign

Website or Blog DESIGN

Internet|Social Media Marketing

If you are submitting images of your item in lieu of an original, please check this box and we will contact you for a sample to be displayed at the SMPS Utah Holiday Gala to be held December 7, 2011.

Thank you, and good luck!