

SMPS NEWS

Winter 2017

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NETWORKING

By Keri Hammond, CPSM, FSMPS

THE NUMBER ONE NETWORKING RULE: Don't waste your time networking if you are not prepared to truly develop win-win relationships with potential targets.

I need to start keeping track of how many times I hear AEC professionals say that they did not feel an association meeting and/or conference was worth their time because they had not gotten any projects or project leads.

Hadn't gotten any projects! Were they kidding me? They expected people to buy what they are offering after only a couple of visits? Do they know that potential clients need time to get to know, like, and trust you? This is a formula for developing a win-win relationships?

Networking is tricky business and not as easy as some may think. Here are five key networking tips that will help to building long lasting relationships.

1. Define and understand your target market. Take the time to define what market sectors in which you would like to work. Spend time doing your research so you can network within your target market. It's important to strategically pick and choose networking opportunities. Plan to attend networking functions where you can connect directly with your target market or with people who can introduce you to your target market.

2. What can you offer the relationship? While building your network ask yourself this question: Why would people want to work with me? Networking isn't just about what you are going to get, it's also about what you are going to give to others. Take a good hard look at what you can offer as an effective networker. Are you willing to consistently spend time and energy building and nurturing your professional network?

3. Define your networking goals. Make sure you have a realistic expectation of how networking assists your client relations and business development plan. What is your networking objective? How will you measure networking success?

4. Provide value. The entire purpose of networking is to build solid trusting relationships—business relationships that are of value to everyone involved. It's important to have a mindset that allows you to give as much in time and effort as you expect in return.

5. Follow up promptly. If you do not intend to follow up with the people you've met, stay home and don't waste your time or the time of others. The entire purpose of building a network is to develop solid win-win business-building relationships. And in every productive relationship, the key is to get to know, like, and trust one another.

Don't go to networking functions as a wandering generality. Know what you want to accomplish, why you want to accomplish it and how you are going to accomplish it. In other words, what is your networking goal?

THANK YOU!

FOR SUPPORTING THE OTHER SIDE ACADEMY

Thank you to everyone who supported the Other Side Academy at our Holiday Gala. Through your donations, we were able to raise over \$1000 for the school. These funds go directly to supporting the school that provides on-the-job vocational training, education, and basic life skills training along with long-term housing to former criminals, drug/alcohol abusers, homeless, and others who have hit rock bottom. We could not have done this without your support.

2016 CHARITY AND AWARDS GALA

THE LEONARDO | 12.08.2016



WINNERS

OUR 2016 MARKETING AWARDS RECIPIENTS

- ★ MARKETER OF THE YEAR: **Matt Rich** (Jacobsen)
- ★ RISING STAR: **Rachelle West** (Siemens)
- ★ WEBSITE & ONLINE CAMPAIGN: **Bowen Studios**
- ★ MARKETING BROCHURE: **FFKR Architects**

- ★ INTERNAL MARKETING: **FFKR Architects**
- ★ PROMOTIONAL CAMPAIGN: **FFKR Architects**
- ★ ADVERTISING CAMPAIGN: **Epic Engineering**

CONGRATULATIONS TO EVERYONE!!



MARKENDIUM

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UPCOMING EVENTS

New & Prospective Member Orientation

Are you new to SMPS or thinking about joining? Join us Friday, February 3, for a “welcome aboard” networking session.

New and prospective members will be introduced to the benefits of SMPS Utah, meet some of the chapter leaders, and get a glimpse into what our organization has to offer.

We'll discuss various chapter initiatives, describe different ways to get involved and how being a member can help your professional and personal growth.

Breakfast will be provided.

LOCATION: Jacobsen Construction
3131 West 2210 South
Salt Lake City, UT

DATE & TIME: Friday, February 3
8:30 – 9:30 am

Emerging Professionals & Senior Marketers Mingling Lunch

Fresh ideas and seasoned advice come together at this members-only event. Our Senior Marketers and Emerging Professionals will mingle over lunch to gain insight, discuss career paths, and get to know people within the industry. Who knows? You may even leave with a mentor or a new protégé!

Lunch will be provided.

LOCATION: Oak Wood Fire Grill
110 W Broadway
Salt Lake City, UT

DATE & TIME: Wednesday, February 8
11:30 am – 1:00 pm

ANNIVERSARIES HAPPY SMPS ANNIVERSARY TO THE FOLLOWING MEMBERS!

October

1 year: Mike Hilbert, Bowen Collins & Associates
3 years: Don Barker, BHB Engineers
4 years: Stephanie Ray, Michael Baker International
4 years: Michelle Buckmaster, Bodell Construction
15 years: Anne Smart, Dave Robinson Architects
16 years: Jackie McGill, Spectrum Engineers

November

9 years: Michael Raddon, Horrocks Engineers
13 years: Wally Hise, HDR Engineering, Inc.

December

1 year: Lori Epling, Jones & DeMille Engineering
1 year: Linnea Overacker, Hays Companies
1 year: Rachelle West, Siemens
2 years: Angela Richey, Stanley Consultants Inc.
4 years: Clint Costley, Kier Construction
5 years: Liz Pulu, HW Lochner
10 years: Shannon Bond, WSP | Parsons Brinckerhoff
15 years: Julee Attig, Reaveley Engineers + Associates

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ACE MENTOR PROGRAM OF UTAH NEEDS YOU!



MENTORS NEEDED

WHAT IS ACE MENTOR PROGRAM OF UTAH?

ACE Mentor Program of Utah (ACE Utah) is a Nonprofit 501c3 high school mentoring program.

We are the Utah Affiliate of the ACE Mentor Program of America—a 20+ year national high school mentoring program for Architecture, Construction, Engineering (ACE) with affiliates across the nation. ACE Mentor Program of America has given out more than \$14 million in scholarships. ACE Utah started in 2015 and has already provided over \$4,500 in scholarships and 100+ hours of mentoring and industry exposure.

The ACE mission is to enlighten and motivate students toward architecture, construction, engineering, and related careers, including both the skilled trades and professional pursuits. The goal of ACE is to tour local universities, explore career paths and provide support to students interested in these pathways.

For more information about ACE Utah, please visit:
acementor.org/affiliates/utah/

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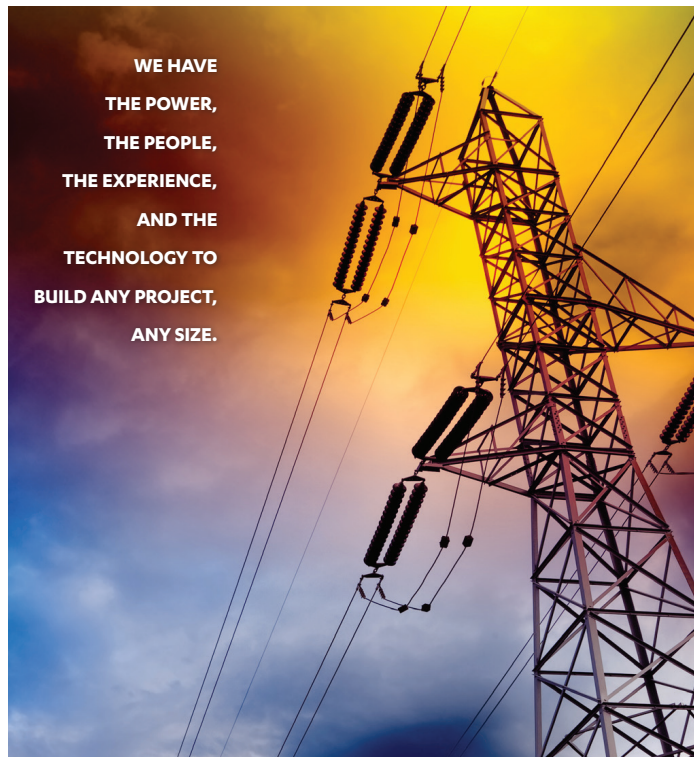
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CONGRATULATIONS

MARION COOK SCHOLARSHIP WINNER



Congratulations to our 2016-2017 Marion Cook Scholarship winner, Caroline Kingsley!

With a background in marketing, journalism, layout, and graphic design, Caroline became the Marketing Director for Epic Engineering eight months ago. "I love all the creativity my position allows: from designing ads and banners to writing articles to laying out proposals... I'm never bored!" she said. "My coworkers also make every day fly by. They're the perfect combination of hardworking, dazzlingly witty, and always humorous."

Caroline is a talented technical writer and gifted graphic designer, Epic Engineering CEO, Korey Walker said. "She has brought a life to our proposals and communication that is exciting in the engineering field. While our audience is a mix of technical experts and elected officials, Caroline had been able to help us teach both audiences through word and picture."

Caroline is excited to be a part of SMPS Utah. "There's so much to learn and perfect in regards to this position, whether it's related to the Adobe Suite, social media or crafting proposals, the learning never stops. And the world and markets are ever evolving, so I'm looking forward to taking SMPS classes and workshops, and picking the brains of others in this same industry. Marketing in the architectural, engineering, and construction industry is its own beast unlike any other, so networking with others who do the same is invaluable!"

Caroline has won several top awards in the state for her print news coverage, and she continues to pen the occasional article, book, and screenplay in her spare time. She's currently in talks with a publishing company that approached her about writing a graphic novel or comic book series based on her recent screenplay, as well as an online television network that wants to pick up her weekly podcast as a live television show. She also enjoys camping and road tripping with her three children: 12, 10, and 7.

As one of our newest members, here are a few more things to know about Caroline.

What most excites you about your work?

I love the creativity of proposal layout and design work, as well as utilizing my writing skills.

What is a good lesson you learned the hard way?

Don't be afraid to be a task master to get the items you need from other people to complete a task, even superiors.

Where do you find inspiration?

Pinterest. I'm not much of a pinner in general, but I love searching for beautiful layout and design ideas. Sometimes I'm inspired just by the feel a design evokes.

Share one thing we'd be surprised to learn about you.

After work, I'm often found working hard on a graphic novel (comic book) series called Chiasmus, which I'll be releasing soon.

If you could visit anywhere in the world, where would you go?

I'd love to go to Sweden, where my grandmother grew up, and see the Northern Lights while I'm there.

What's your favorite thing to do on a Sunday afternoon?

Nap, read, write, listen to podcasts, spend time with my three children.

MEMBER BENEFIT

Did you know local SMPS members have access to dozens of resources for professional growth? SMPS Utah maintains a library of industry related books, audiobooks and webinars for your professional development. This service is free and exclusive to SMPS Utah members.

Contact Julee Attig (Reaveley Engineers + Associates)
for a complete listing of our material.
801.505.4036 | jattig@reaveley.com

INTRODUCING OUR NEWEST SMPS UTAH MEMBERS



**Jade Teran, Senior Marketing & Public Relations Manager
Spectrum Engineers**

Background:

I have 14 years of marketing experience. I spent the past five years working in marketing for Zions Public Finance & Zions Investments. Before that I worked in PR & TV news media. I've worked for FOX, NBC, and CBS.

What most excites you about your work?

It challenges me every day. I love a challenge. I love analyzing and problem solving.

What is a good lesson you learned the hard way?

A very valuable lesson I learned the hard way is that I cannot have everyone like me 100% of the time, nor can I please everyone 100% of the time.

Where do you find inspiration?

I am huge Sheryl Sandberg fan. She has paved the way for female leadership and thought leadership. She inspires me every day with her innovative ideas and collaborative management style. Every time I am faced with a conflict I think about what would Sheryl do? How would Sheryl tackle this?

Share one thing we'd be surprised to learn about you.

I am a big "has been" collegiate athlete. I played collegiate volleyball at the University of Utah! Go Utes! I am also a fitness competitor.

If you could visit anywhere in the world, where would you go?

Maui, Hawaii. My husband and I love a Wailea resort there. It's the one place in the world both of us can relax and not work.

What's your favorite thing to do on a Sunday afternoon?

Curl up in a blanket and watch sports with my family all day Sunday.



**Matt Pearson, Marketing & Business Development Manager
Stacey Enterprises, Inc.**

Background

I have 10 years of marketing and business development experience.

What most excites you about your work?

Everyday there is a new opportunity.

What is a good lesson you learned the hard way?

Never judge a book by its cover.

Where do you find inspiration?

I generally find inspiration in three ways. The first is I enjoy reading, especially books on business, autobiographies, and non-fiction. The second is to learn how other businesses work—that has always been fascinating to me. Third, is hiking in nature and traveling. When I am doing a balanced mixture of all three, I seem to have a good flow of ideas. It helps me to look at things from a new perspective.

Share one thing we'd be surprised to learn about you.

I really enjoy board games—not the complicated ones—but enough to attend a board game convention every year.

If you could visit anywhere in the world, where would you go?

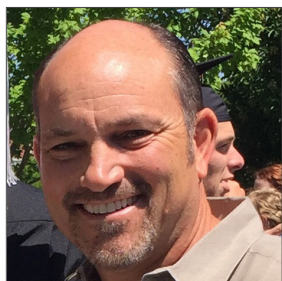
I like to explore and visit somewhere where I haven't been. Europe has been on my list for places to visit. Any city would be great: London, Zürich, Rome, Athens, etc.

What's your favorite thing to do on a Sunday afternoon?

Read, go for a walk with my family, and play a board game.

OUR NEWEST SMPS UTAH MEMBERS

continued



Mike Enzler, Director
Gritton Applied Products

Background

I have 27 years of industry experience, but I really consider my professional experience and zest for this profession began after attending my first Zig Ziglar seminar at the age of 16.

What most excites you about your work?

I am blessed to have a career that's an ad-vocation and not an occupation. Let me explain the difference: an ad-vocation is career you have passion for and are an advocate for every day. Inversely, an occupation is an activity you perform for a paycheck and nothing more.

What is a good lesson you learned the hard way?

Pause, wait, take a breath... and don't hit "send."

Where do you find inspiration?

I actually have an "Affirmation App" on my phone I read first thing in the morning when the alarm goes off. Next I brush my teeth right away, it helps put me in a great mood (always has), then off to the gym for my 5:00 am class with other like-minded positive folks. This is my routine every weekday morning. I figure if I can make it through this, then I'm feeling bulletproof and inspired for the rest of the day.

Share one thing we'd be surprised to learn about you.

I am a Utah High School Wrestling Official.

If you could visit anywhere in the world, where would you go?

The obvious answer would be to visit the birthplace of civilization, Mesopotamia: Nestled between the Tigris and Euphrates Rivers, but since that is in modern day Iraq...I'd definitely chose Dollywood in Pigeon Forge, TN as a strong alternative and just as culturally significant.

What's your favorite thing to do on a Sunday afternoon?

Go to my wood shop and take an old reclaimed piece of barn wood and turn it into something beautiful.



Cali Goff, Marketing Manager
TSA Architects

Background

Three years of sales and marketing experience.

What most excites you about your work?

I love being part of a team that truly makes Utah a great place to live – people appreciate beauty, and our design team has amazing talent for creating beautiful, unique spaces. Talent deserves recognition – it's very fulfilling to promote the passion and dedication of our team.

What is a good lesson you learned the hard way?

Don't be afraid to ask for help – I've made the mistake of not wanting to be the least-experienced or knowledgeable one in the room (or at least let people know that I was the least-experienced in the room!) and that has a habit of costing you a lot of time. There's no shame in acknowledging that you have room to grow – take advantage of what others around you have learned. Chances are they can save you from having to learn the hard way.

Where do you find inspiration?

Everywhere! For work, I love reading up on best practices of those in all kinds of business atmospheres to see what I can apply to my own position. For just about everything else in life, Pinterest.

Share one thing we'd be surprised to learn about you.

I am a classically trained pianist. The last piece of music I learned was a 43-page Russian sonata.

If you could visit anywhere in the world, where would you go?

Italy – for the food. My grandmother went several years ago and all she could talk about was how authentic Italian food makes every Italian dish served in the States taste like cardboard.

What's your favorite thing to do on a Sunday afternoon?

Share Sunday dinner with extended family.

PRESIDENT'S MESSAGE



Travis Wilson, CPSM
President, SMPS Utah
Corporate Marketing Manager
Layton Construction
801.563.3738
twilson@laytonconstruction.com

I've had the privilege of being a member of SMPS Utah for nearly 10 years. In that time, I've seen my share of changes in the AEC industry and at my own firm. One constant has been the ability of SMPS to stay relevant and aligned with the needs of today's marketing and business development professional. With that in mind, we transition into another SMPS year of continuing to deliver on that.

At our recent board retreat, I challenged our leadership to "power-up" the chapter—do a little more, take things a little further and improve on what's come before. Our chapter has a lot going for it, and our prior work has been remarkable. We move forward and build upon this with a goal of continuous improvement. We'll do this by:

Educating and Improving the Value of Membership

We start our new year with recent survey results from you. We asked for your thoughts and preferences on the chapter and what you're struggling with in your jobs. We're busy preparing our year around your feedback. We recognize your time is valuable and you have many options on where to spend your professional time. Knowing that, we aim to provide you relevant content, programs and resources to do your job better and help develop your career.

Becoming Thought Leaders in the Industry on All Things Marketing

We live and breathe marketing and are always looking for ways to market better. We'll continue to share our knowledge of AEC marketing and provide the latest strategies, techniques, tools and best practices to help you and your firm get results. We are also exploring opportunities to advocate and influence our local procurement processes.

I'm excited about the year ahead and hope you are too. We have more opportunities for networking, national-level speakers, combined events with other associations and a few other initiatives in the works. SMPS Utah's future looks bright and our leadership is ready to "power-up" your experience.

Sincerely,

A handwritten signature in dark ink that reads "T. Wilson".

Travis Wilson, CPSM
President, SMPS Utah

WHAT'S THE BUZZ? TELL US WHAT'S HAPPENING!

We are very lucky to have such fantastic members in the Utah chapter, and we really enjoy telling everyone how great you all are. Please let us know when you, or any of our members, get promoted, a new job, obtain a professional license or certification, or any other professional achievement. We'd love to include your news on social media and in upcoming newsletters. Let us help spread the word!

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Need some information or a good book?
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If you have information or article ideas for upcoming newsletters, contact Stephanie Ray at 801.352.5990 or
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