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SMPS

Society for Marketing
Professional Services
Seattle



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SMPS

Summer 2008

2008-2009 - The Year to "Be Big"

By Jon Davies, President-Elect
BHC Consultants, LLC

I have now heard from a few of you the question, "What are you talking about, **Be Big?**" or "What is this **Be Big** business all about?" I thought the best way to address this would be a brief message to the membership to not only explain what the "**Be Big**" is all about but to also give you a glimpse of some of the exciting things we are planning for the rest of this year and also the 2008-09 season.



Shortly after I found out my bid for President-Elect was successful I took some time to sit down with a handful of past SMPS Seattle Presidents to get a feel for what being President would be like and to also gain some insight on what I can do during my President-Elect year to set myself, and ultimately the Chapter, up for success. Throughout these discussions the phrase "you need a theme for the year" kept coming up over and over. The rationale behind it is that when you have a theme people have a better understanding of the bigger picture for what you are trying to accomplish. By coming up with a way to show that everything throughout the year has a common tie or can be linked together is said to make people feel more at ease and have a better understanding of the why behind the program topics.

With this in mind I sat down and started coming up with ideas for what my theme would be for my year as President. This was much harder than I thought as most of the themes I came up with right away were very limiting with regards to being able to provide a set of programs that address a multitude of the issues we face in our jobs every day. As I became more and more frustrated I started thinking about all the different luncheons I wanted to see and the different domains that should be covered in educational seminars and the "**Be Big**" concept hit me.

I realized that what I wanted to accomplish during the year was to provide some tools and opportunities for all members to create a bigger role for themselves in their company. Once this thought hit me it all made sense and I saw how I could tie together all the ideas I had for programs:

- Bring your Principals to a panel anchored by a potential client – **Be Big**
- Learn about making punchier proposals that leads to a higher shortlist rate for your firm – **Be Big**
- You hear a motivational speaker who is so good that you take on an extra project or two and/or realize there is an obstacle at work that you can overcome – **Be Big**
- Attend a luncheon about how Public Works Departments are changing the way they do business to reduce waste and be more sustainable; you incorporate these ideas into your next proposal and your firm wins the work – **Be Big**
- Learn about other associations that contain potential clients through some of the joint luncheons we have planned for next year opening up another avenue for you and your firm to have access to clients – **Be Big**

These are just a few of the things I have in mind for our members next season. The main point I really want to get across about being **Big** is that our industry is full of opportunities for marketers and a lot of being **Big** is putting in that little bit of extra effort every day until it ends up creating a big pay off. Making one extra phone call to a potential client each day, proofing that proposal or presentation one last time before it goes out just to make sure nothing was missed, checking in with a PM to see if they have been following their contact plan on a big pursuit even though it is not your job, these are all examples of the little things we can do to help our firm's be more successful and, ultimately, to "**Be Big**" and create a bigger role for ourselves in the vision and direction of our companies. So, all this being said, just know that your Board of Directors are planning some exciting things for next year and it is our hope that you will take advantage of the opportunities and resources offered by this Chapter so that you can "**BE BIG**".

“The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”
Peter Drucker



The New Success: How to Redefine, Create, & Survive Your Own Success

By Pamela Murray

Book Review By: Sally Lim,
SAFEbuilt

With only three and a half years of marketing experience in the AEC industry and being an avid reader, I have gone through many books to help me become a better and knowledgeable marketing professional. I've read many books, specifically on the topic of success - from Jack Canfield's The Success Principles to Napoleon Hill's The Law of Success. So when I picked up this book for review, I was a bit hesitant. There are many books out there, good books and the rather not so good books.

Pamela Murray's The New Success: How to Define, Create & Survive Your Own Success is written in a concise and straight to the point format. It consists of four sections. The first section describes the concept of success and gives techniques on how to do ten-minute success drills. The second session is called Defining Success. This section helps you define your own definitions of success and then shows you how to apply these definitions to your life and goals. The third section is called Creating Success. Specific actions are described to help you leverage your ability to accomplish what you want and how to increase your own mental capability. The last section, Surviving Success, describes the change process and teaches a reader to go through the changes positively and making the changes life lasting. She weaves her own personal experiences throughout the entire book.

Overall, this book has many good points to consider. A novice or seasoned marketer may be able to walk away with many of the tools discussed from this book. To find out for yourself, please check out The New Success: How to Redefine, Create, and Survive Your Own Success by Pamela Murray from the SMPS Seattle library.

Please visit the SMPS Seattle Chapter website, www.smpsseattle.org for a complete library list. For more information, please contact Erin Nishikawa, chapter Secretary, at enishikawa@aesgeo.com or 425-259-0522.

Chapter statistics reported from National. The Seattle Chapter is ranked 4th highest in membership!

1. San Francisco: 349
2. Boston: 319
3. Central Florida: 278
4. Seattle: 266
5. Chicago: 259
6. Houston: 256
7. New York: 255



2008 Undergraduate Scholarship

The SMPS Seattle Outreach Committee is proud to announce the recipients of its 2008 undergraduate scholarship. The committee reviewed almost 30 applications and was able to award three scholarships with the \$2,700 raised from the SMPS Seattle's Third Annual Texas Hold 'Em Poker Tournament.

Congratulations to the following individuals:

Melinda Sabeti - \$1,200

Melinda currently attends the University of Washington and plans to graduate with a Landscape Architecture or Architecture degree in 2010.

Nashua Mohamed - \$1000

Nashua has been accepted to the University of Washington and plans to graduate with a Business Administration degree in 2012.

Alex Schramm - \$500

Alex will attend Northwest University in Kirkland this fall to major in Business Administration.

Welcome 2008 - 2009 Board of Directors

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Thank you sponsors!



This year we sold out our sponsorship opportunities for our monthly program events, thank you to all those that have sponsored an event.

If you are interested in sponsoring an event, please contact our Director of Sponsorship, Scott Lester.

Our next event is the
2008-2009 Kickoff Event
on August 26 at Carillon
Point in Kirkland.

Coming Luncheons:

- September - Sustainable September
- October - Vanna Novak - Persuasive Presentations
- November - Asset Management Panel
- December - Off
- January - Ford Harding, Author of the Rain Making Series
- February - "Sustainability in Action" by Michael Mucha, PW Director, City of Olympia

Information and registration is available at www.smpsseattle.org.

See you there!

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