



Society for Marketing
Professional Services
Seattle



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SMPS



President's View

by Carol S. Micek, CPSM
SMPS Seattle President

Hello fellow Seattle marketers and business developers! This is the first newsletter of the 2009-2010 year, and certainly not the last. All members should have received their cards in the mail, and have seen that we have a packed year of educational and connecting opportunities. If you are not a member or have not received your card, a PDF of the postcard is on our website at www.smpsseattle.org. Keep in mind that the list of events is abbreviated. This year's Board of Directors has pulled together an awesome number of chances for you to get the most out of your membership. So let's get this packed newsletter started!

Theme for 2009-2010

I'd like to take a moment to talk about this year's theme. A number of you have noticed the 3-dimensional glasses at events. These 3D glasses represent this year's theme of **3D: Design. Differentiate. Drive.**

As president elect, I originally had a number of themes that came to mind from last year's strategic plan and Jon's Be BIG year. However, none of them seemed to grasp what SMPS members and non-members were looking for. During the search of my theme, I happened to be reading Daniel Pink's *A Whole New Mind, Why Right Brainer's Rule the Future*. A quick summary of his argument is that Americans have solely used the left brain; but successful people of the future will balance the left and right brains. Doesn't this sound familiar, marketers and BD professionals? Pink spent a good portion of the book discussing design as the cornerstone of the future. Whether it is a product or service, you need to ask yourself, "Is what I'm designing fulfilling or creating a need?" If not, you need to go back to the design drawing board. Therefore, we need to design our message and content to be as or more effective than our technical counterparts would design specifications, plans, and recommendations for the client.

In my quest to respond to the growing chasm in the economy, I couldn't see how designing the message was enough; it seemed as if there is more to this equation of success.

During the President Leadership Symposium at the National office, I talked with Ron Worth, CEO of SMPS. He mentioned that contractors are having a hard time setting themselves apart from every other contractor. In this competitive environment where 17 firms are fighting for smaller jobs, the ultimate questions are, "What will help your company to differentiate themselves from any other firm? What if the competition has comparable experience, technical staff, and relationships as you? How can you be different?" Ideally, if we design our message and communicate the most effectively with the client, we will inevitably differentiate ourselves from the pack. We all want to do that personally, professionally, and with our business.

But still, I wasn't satisfied with just design and differentiate. The two words weren't closing the deal for a theme.

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And that's when I knew I had my final word. At the end of the day, we need clients and customers to choose us. We need to motivate them beyond a doubt that we are the best for this contract. We need to drive people to make a choice, participate in the conversation, and be present in the decisions of today. Without that personal drive to spend the time to design and differentiate the message, you won't drive others to close the sale; making your other efforts all for not.

So, this is our theme, **3D: Design. Differentiate. Drive.** Think about how it affects your daily life. Think about how it applies to you personally and professionally as you live, eat, breath, sleep, and, in between those times, work for companies that build the 3D world around us.

We are in 3D, and therefore, SMPS Seattle's logo is too. Our logo this year was specially created for those glasses I mentioned earlier. Why? Because those rose-tinted glasses we were wearing from 2005-2008 seemed to have turned a blood red. Approaching business the way we did yesterday for today, or tomorrow, will result in a very deadly end for us and our firms. If we are going to make it to tomorrow, we better put on some new glasses, some 3D glasses, and start looking at how we do business differently. How will you use each day to design, differentiate, and drive opportunities to and for you and your company in tomorrow's economy?

2009-2010 Board of Directors

I wanted to take a moment to publicly thank the 2009-2010 Board of Directors for their hard work and what they have accomplished thus far. Even though we are just kicking off the year, these dedicated professionals completed both pre- and post-homework for our strategic planning session in July. This has since lead to a full calendar of events. As you continue to read the newsletter, much of it will have little tidbits from the various directors and executive committee. These little articles are to help you become familiar with the names and positions of the directors as well as get the most out of your membership.

As a side note, it may seem that there are a number of "new" directors to the board. However, quite a few of them have either served previously on the Seattle chapter board or were active in other chapters. Please feel free to contact any of us so that we can help you identify where to get the resources you need in order to do your job better.

Closing

Wrapping up this quarter's newsletter for the President's View will be hard to do because I have more to say about the positive prospects in a down economy, the numerous opportunities for members to get the most out of their membership, and sharing stories about what I've heard, seen, or read. Nonetheless, the winter quarterly newsletter will be out soon enough with another set of concepts and questions for you to ponder. Until then, I hope to see many of you at our upcoming events. And don't forget to bring your glasses. You're gonna need 'em!

The aim of marketing is to know and understand the customer so well that the product or service sells itself.

— Peter Dincker



SMPS Seattle is now on Twitter!

Follow @smpsseattle for chapter news, details on upcoming events and news of interest to the members. Also, if you don't get on and follow, you may miss out on some unique opportunities in coming months...

EXTRA! EXTRA!

Spots Available in SMPS Seattle's Roundtable Program!

Many of you have heard about SMPS Seattle's great roundtable program. Some of the terms you may have heard to describe this program are "secretive", "exclusive", and "clique-ish". However, some other things being said about this program are: "Roundtables are a great place to network"; "I get tips on how to do my job better"; "Not only do I learn all sorts of great stuff but I get to sharpen my presentation skills too"; and "Every meeting I get to hear different perspectives from my peers on the issues I face as a marketer every day".

SMPS Seattle currently has seven roundtables operating throughout the Puget Sound area and there are spots available. Yes, you read correctly, there are actually spots available in the very popular roundtable program. Now, I know you are saying to yourself, "How can I take advantage of this great membership perk and gain all the exposure, knowledge and camaraderie that comes with attending a roundtable?" Well, we are glad you asked! Simply email Jon Davies, Past President (you know they guy who went on and on about "BE BIG" all last year!), with your contact information including title and your preferred roundtable location (Seattle, Eastside, North end or South end) and your name will be placed on a list for placement.

The spots are currently available so don't delay, email your information today!

Email Jon at:

jon.davies@bhccconsultants.com

Generationally Savvy Communication that Improves Your Bottom Line

By Anna Liotta

Effective communication in today's multi-generational business world requires careful navigation. This is especially true in a workforce now comprised of four distinct generations – Millennials (Gen Y), Generation Xers, Baby Boomers and Traditionalists – all of whom bring their own ideas, expectations and fears to the job. Due to their different formative experiences, each generation has a unique way of seeing the world and, ultimately, a different way of communicating.

There are solutions to help ease the potential tensions in communicating across generations. To begin, leaders today need to understand each generation's communication styles and how using them efficiently can profitably impact the bottom line. While there are many hot buttons from each of the generations' styles in language, dress, multi-tasking and "work ethics," which can cause stress in a workplace, one key area of difference that can immediately impact employee engagement and productivity is in the generational needs for feedback and how it is delivered.

Leaders at all levels acknowledge "feedback" is important, but often they attempt to deliver the communication in their own generational style and in a way that meets their expectations and needs. This is where the big breakdowns happen, leading to disengagement, disillusionment and, ultimately, costly turnover. To understand each generation's perspective, we can begin by asking what in each generation's formative

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CALLING ALL SPONSORS!

By Amy Fattore, INCA Engineers, SMPS Director of Sponsorship

Sponsoring SMPS Seattle is a fantastic way for your firm to gain exposure within the A/E/C community.

You should consider sponsoring SMPS Seattle if your firm is a:

- Part of the A/E/C industry
- Vendor
- MBE/WBE Firms
- Subconsultant

As a sponsor of SMPS Seattle, your benefits are many:

- Firm visibility at an outstanding value
- Access to decision-making professionals including marketers and technical staff in the Seattle area

- Chance to network and impress your colleagues or potential business partners with priceless connections
- Opportunity to be an identifiable leader in your field

How Do I Find Out More?

The sponsorship page on the SMPS Seattle website (www.smpsseattle.org) has all the information you need.

To sign up, please contact Amy Fattore, Director of Sponsorship at a.fattore@incainc.com or 425.635.1000.

**SPACE IS LIMITED, SO
SIGN UP EARLY!**

*Generationally Savvy Communication:
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experiences and training lead them to consider certain frequency and tone of feedback appropriate.

Traditionalists (1927-1945) entered the workforce under the GI generation's military format where the rule was "No news is good news." If your boss wasn't yelling at you, you were not in trouble. You assumed that you were doing the job right unless you heard otherwise.

Baby Boomers (1946 -1964) grew up with 80 million peers and "competitors" for everything. Their childhood was like a perpetual game of musical chairs. When the music stopped, you'd better scramble for a spot because there was never enough for everyone. So, they didn't feel good waiting to be yelled at or not, and they thought it was a huge success when they got the "annual review" instituted so they knew how they were doing. They could now compare themselves against their peers and have the data and documentation to back it up.

Gen Xers (1965 - 1977) grew up as the first generation of latch-key kids, with divorced parents and lots of broken promises both from institutions and leaders. They grew up with a healthy skepticism of corporate speak and visionary promises. Xers demand leaders keep it "real" when sharing their feedback. They want applied feedback that correlates to the job at hand, not just once a year when it's mandated by policy. It doesn't need to

be formal or written down—it just needs to be authentic and pragmatic.

Millennials (1978-1999) are the latest generation to enter the workplace. There are 40 million Millennials in the workforce now, and 58 million are projected to have entered the workforce by 2014. As the celebrated and cherished children of mid-late Boomer or second family of early Boomers, Millennials are a force to be reckoned with. They have grown up with more attention and resources devoted and available to them than any prior generation. They burst in to the workplace hungry for daily mentoring and coaching. Baby Boomers may have tolerated occasional meeting and annual performance reviews with their bosses, but Millennials are actually craving and demanding frequent contact with their boss.

Millennials want be the best, and they don't want to waste time waiting months on end to find out how they're performing against expectations. If they don't get the feedback and updates on how they are doing, they can quickly decide this company was a bad choice and immediately begin the search for a new home.

Losing an employee for lack of generationally appropriate feedback is an example of a costly generational mistake, as the price of one turnover can range from 50 to 150 percent of an employee's salary. There are a few simple steps that can help management ease the stress and bridge generational communications differences:

Educate the team. Awareness can go a long way to create greater sensitivity and harmony. Take time to train leaders in the workplace about the differing generational perspectives and needs around feedback and consider consulting an expert on the topic.

Plan for it. Whether launching a new project, orienting a new member to the team or reviewing a presentation, create opportunities to deliver both informal and formal feedback.

Leverage the differences. Hold a session with your team members to gain their input on feedback style and frequency. Create an option for self-review format that team members can proactively fill-out and review with their managers.

The benefit of taking these steps will pay dividends in the long run. And, while they might seem cumbersome when revenue conversations are taking priority, following these steps will prevent costly turnover.

Anna Liotta , CEO of Resultance, Inc., is a nationally known generational communications and leadership expert, consultant and professional speaker. Anna works with business organizations who want to reach the next level of success and individuals who want to perform at their best.

You can email Anna at Anna@resultance.com, call her at (206) 283-2905 or visit her web site at www.resultance.com.

"Anna's presentation was insightful, funny, and extremely relevant to our employees. She did an amazing job of relating to everyone in the room, making sure they understood a 360 degree view of what is happening in the work environment, and validating each of the different generational situations. No one walked away thinking their perspective was better or worse than someone else, but rather that they could take an active part in making communication more effective across all generations – and as a result, improve not only the company's performance, but their own value within the company."

– Claire Whitley, Coughlin Porter Lundeen

UPCOMING PROGRAMS/EVENTS

New Member Breakfast

October 30, Bellevue Grille
7:30 a.m.

Marketing Ethics During Economic Downturns: You Be the Judge

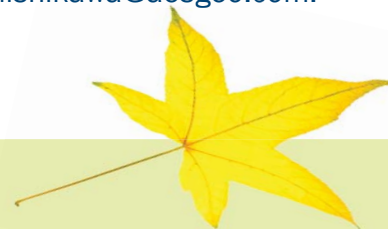
November 17, Washington Athletic Club
11:30 to 1:30 p.m., Lunch program

What do you need to know about the industry, economy, or technology in order to succeed? The Programs committee is looking for volunteers. Please contact Jennifer Van Vleet at vanvleet@coffman.com. It's a great way to get involved with SMPS and shape future topics!

SMPS Salary Survey

An update of the Salary Survey is in process! Look for the survey soon with results to follow. To get involved with the update, contact Chris Imbeau, President-Elect, at cimbeau@rafn.com.

If you don't have a copy of the 2007 Salary Survey, contact Erin Nishikawa, Secretary, at enishikawa@aesgeo.com.



Community Outreach

NAIOP. On September 26, 2009, many SMPS members worked in collaboration with the National Association and Industrial Office Properties (NAIOP) on this year's Community Enhancement Project at Seattle's Ryther Child Center. Many members worked in association with their firms to build structures, paint, landscape, etc. all in the course of a few hours on Saturday morning. Special thanks goes to the 400 volunteers from around the community that helped make this day and project a complete success.

For community outreach information or to get involved in future SMPS community outreach events, please contact Brett Stark, Director of Outreach, at Brett.Stark@HDRinc.com.



The Seattle chapter is beginning its Certified Professional Services Marketer (CPSM) study group. If you're interested in becoming a CPSM, or just want an opportunity to learn more, contact Marcie Lohr, CPSM, at marciel@notkin.com.

SAVE THE DATE!

SMPS SEATTLE REIGN AWARDS – April 2010

Start forming your ideas for the 2010 Reign Award Submissions. Details coming soon!

Interested in judging submissions or helping to plan the event? Please contact Kara Roberts, Director of Networking, at kroberts@voa.com for more information.

**Series Offered Based on SMPS's
Six Domains of Practice:**

Tame the Domains

Tame the Domains is a series of six workshops focusing on SMPS's six domains of practice. These sessions will be the second Tuesday of each month, January through June.

Domains are an organized set of knowledge and skills most critical to marketers, business developers, and others within the natural and built environments. The domains consist of the following knowledge sets:

- Marketing research,
- Marketing plan,
- Client and business development,
- SOQs/proposals,
- Promotional activity, and
- Information, resource, and organizational management.

Watch for your email invitations to these workshops. For more information about our educational opportunities, contact Kenda Salisbury, CPSM, Director of Education, at ksalisbury@hrassoc.com.

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Career Opportunities

Looking for the perfect medium to advertise job openings? Considering changing jobs yourself? If you answered yes to either question, then SMPS's online job bank is just the place for you!

SMPS is excited to connect you with timely employment opportunities through our online job bank. Where else can you promote the latest job opportunities to qualified marketers in the A/E/C industry?

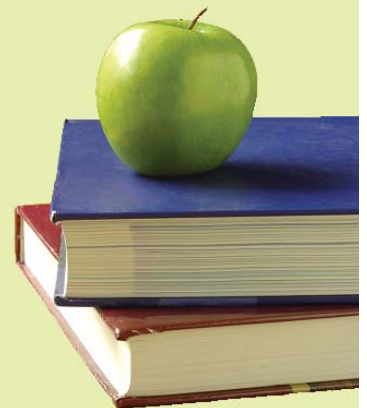
Posting an ad with SMPS Seattle is easy! Ads may be placed by any A/E/C firm, are accessible to anyone with a computer, and posting an ad is FREE to any SMPS Seattle member.

Contact Erin Nishikawa, Secretary, at enishikawa@aesgeo.com.

SMPS Library

Did you know that SMPS Seattle has an extensive library? We have CPSM exam materials as well as many other marketing books. Check-out is easy and it is FREE for members. Look to our website for a complete list of materials available. Here is just a sample:

- *Marketing Handbook for the Design and Construction Professional* (2009 edition)
- *Creating Rainmakers, The Manager's Guide to Training Professionals to Attract New Clients*
- *Never Eat Alone: and Other Secrets to Success, One Relationship at a Time*
- *Breakthrough Networking, Building Relationships That Last*
- *Purple Cow, Transform Your Business by Being Remarkable*
- *Speak to Persuade: DVD Series*



For check-out, contact Erin Nishikawa, Secretary, at enishikawa@aesgeo.com.