

Frank Lloyd Wright once said, “I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen.”

The creation of this submission provided a perfect opportunity for the Central Florida Chapter to refocus on our vision and remember the goals that we have set to bring added value to every aspect of our chapter. We realize that success is measured differently by each chapter and that each chapter is unique. Central Florida is proud to submit our representation of what Striving for Excellence means to us.

We are an established Chapter of more than 200 members with varying levels of marketing expertise. Over the years, we have achieved an unwavering level of success based on the committed leaders of the past, the dedicated leaders today and by building the leadership for tomorrow.

This past year has marked as the “year of creativity” for our Chapter. As you will read throughout our submission, we have established new programs and initiatives and made great progress to improve on items from previous years. As a Chapter, we decided early on to not just establish our goals and objectives but to revisit and discuss them each and every month to ensure we were staying on course. Every decision this year relating to recruiting, education, program development, communications and financial health focused on not just striving for excellence...but defining it.



The following is a highlight of some of the key accomplishments that we touch on within our submittal:

**Communications**

- Completely redesigned our Chapter web site and newsletter.
- Introduced an updated, professional identity for the Chapter
- Updated our non-member mailing list and vastly improved our system for connecting with professionals in our industry.

**Community Focus**

- Formed a partnership with The Lisa Merlin House, a non-profit organization that provides long-term treatment and rehabilitation to homeless women ages sixteen and older recovering from the diseases of alcoholism and substance abuse.
- Held a professional clothing drive.
- Made a generous contribution to the Red Cross in support of the victims from Hurricane Katrina.

**Financial Health**

- Established a “Money Management Committee” that guarantees continued, sound financial decisions regarding our Chapter’s financial future.
- Investigated countless new venue locations for programs and events allowing us to successfully maintain affordable registration costs as requested by our members.

**Leadership Development**

- Assigned each Director position a Co-chair to assist and receive training in their respected positions.
- Created the first “Central Florida Chapter Manual” that contains all necessary materials relevant to the Chapter and SMPS National.

- Streamlined the education of new Program Coordinators by hosting the first ever “Program Coordinator Training” session and providing a “program coordinator’s kit.”

According to Greek Philosopher, Aristotle, “We are what we repeatedly do. Excellence, then, is not an act, but a habit.” This year’s Board of Directors was packed full of dedicated, hard working professionals who were committed to excellence by helping the Chapter and our members reach their full potential. Our Chapter leaders made great strides to think outside of the box and position themselves as “trusted-advisors” to the membership. For Central Florida, it was very important that our year begin with a renewed commitment to our members as well as our Chapter leadership.

We hope after reading our submission you will agree that excellence is not a skill, it is an attitude. It is our belief that striving for excellence truly IS defining excellence!

On behalf of the Central Florida Chapter

Sincerely,



Judy Bradford  
President

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## Program/Education Goals and Program Description

According to Francis Bacon, “If we are to achieve results never before accomplished, we must expect to employ methods never before attempted.” The Board of Directors of the Central Florida Chapter rises to meet this challenge by anticipating change and preparing for the future. As a Chapter, we’ve taken a holistic approach to program development and goal setting for education. This approach sets the stage for continuous, positive feedback on the quality of our speakers and value of our programs.

### Program Outline\*

Date	Domain	Type	Topic
April 2005	2, 3, 6	Coordinator’s Club	Cooking Up Ideas
May 2005	5	Coordinator’s Club	Graphics Workshop Part 1 - PhotoShop
May 2005	All	Educational	Marketing Mayhem Educational Workshop
June 2005	4	Monthly Program	The Good, the Bad and the Ugly - Presentation Do’s and Don’ts
June 2005	5	Coordinator’s Club	Graphics Workshop Part 2 - Page Layout
July 2005	1, 3	Monthly Program	Weathering the Storm . . .Hurricane Season 2005 - Hospital Disaster Preparedness and Repair
July 2005	5	Coordinator’s Club	Triangle Reprographics Tour
September 2005	1, 3	Monthly Program	Bio-Tech Blast
September 2005	6	Coordinator’s Club	Team Building/Leadership
October 2005	1, 3	Monthly Program	Florida’s New Growth Management Legislation: What It Means to You
October 2005	4	Coordinator’s Club	What’s in a Proposal at GOAA (Greater Orlando Aviation Authority)
November 2005	1, 3, 6	Monthly Program	Safety/Security Design
November 2005	5	Coordinator’s Club	Business & Corporate Gifts / Promotions
January 2006	6	Coordinator’s Club	Time Management/Organizational Skills
February 2006	1, 6	Monthly Program	Makin’ Thinkin’ Motivational Program
February 2006	5	Coordinator’s Club	Web Design Basics
February 2006	All	Educational	CPSM Study Group Began
March 2006	3, 6	Monthly Program	March Mentoring Madness
March 2006	4	Coordinator’s Club	What’s in a Proposal at UCF (University of Central Florida)
April 2006	1, 3	Monthly Program	The State of Education in Florida
April 2006	2	Coordinator’s Club	Creating a Marketing Plan

\*We also held networking socials in August and December 2005.



In an effort to further advance program initiatives, members from each major committee have joined forces for an annual brainstorming session. This session is meant to ensure that the planned events provide the right mix of topics to best educate our members and streamline our focus towards each of the Six Domains. Member participation in these sessions has increased substantially in recent years, providing an outlet for both the experienced, senior marketer as well as those new to the industry.

In preparation for this session, we felt it was important to define excellence from our members’ perspective. A program survey was created to help define chapter demographics and to determine member and non-member perceptions of

past programming. The resulting survey allowed for a better understanding of attendee composition and focus. It also provided insight as to future program coordination, including the best time of day to hold events, favored locations, expected costs, and desired program content.

Due to Central Florida’s ever-changing market conditions, it has been quite challenging to find both geographically and financially favorable venues. This past year, we made a concerted effort to explore venue options and have now found a location that will serve us well into the future.

## Educational Opportunities

### Monthly Programs

The program year began with tremendous success. Discussions regarding construction of Scripps Florida’s 100-acre campus, as well as the great potential for locating other biotech facilities in the State, prompted the co-ordination of September’s program, Bio-Tech Blast. This program’s distinguished panel included individuals from Scripps, Bio-Florida, Central Florida Research Park, The University of Florida, and The University of Central Florida. These panelists spoke about cutting-edge research and health-related topics, giving us a better understanding of the fundamental ties between biomedical research and human health.

Following the success of September’s program, it was time again for yet another relevant topic, “The New Growth Management Legislation and What it Means to You.” We partnered with 3 other local

organizations (American Institute of Architects, Urban Land Institute, and Design Build Institute of America) to make this event a huge success. Through this technique we

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were able to reach out farther into the community and attract a very diverse audience. More than 200 individuals attended this program, which was comprised of panelists from Orange County Public Schools, the St. Johns River Water Management District, the Florida Department of Transportation, Xentury City Development Company, and a Former Orange County Commissioner. Its content provided attendees with a greater understanding of the implications of the new growth management legislation.

Keeping in line with offering unique and diverse program content to our members, February’s event focused entirely on creative thinking. To best express this ideal, we called upon Tom Laughon, with Catch Your Limit Consulting, to provide us with highly motivational stories about great thinkers. The program, entitled “Makin’ Thinkin’,” was a pre-cursor to one of the seminars scheduled for our 2006 Marketing Mayhem educational program.



The most recent program, **March Mentoring Madness**, served as a unique networking opportunity for young marketers to gain valuable insight from more seasoned marketing professionals. Based around the theme of college basketball’s March Madness playoffs, the program utilized individual and group style workshops, setting the stage for inspirational and educational conversation on career path planning.



**Coordinator’s Club**  
Designed to help Marketing Coordinators excel in their careers, the **Coordinator’s Club continues to shine as a free and valuable educational opportunity to our members.** Casual settings and brown bag lunch meetings create a comfortable atmosphere for coor-



dinators to learn about topics such as graphics, brainstorming, team building, proposals, business gifts, web design, time management, and marketing planning. These career tools are instrumental in aiding a marketing coordinator’s professional development.

**Education Workshops**

French dramatist and writer, **Alexander Dumas** poignantly wrote, **“One’s work may be finished some day, but one’s education...never.”** This ideal is essential to the success of the Central Florida Chapter. The Board of Directors is dedicated to the education of all our members, and they recognize the importance of such education for personal and professional career development.

As the marketing profession in the A/E/C industry continues to evolve and change, it becomes increasingly important for SMPS members to strive for educational advancement in the latest trends, technology, and information. Our Chapter is committed to providing educational opportunities designed for diverse audiences, reaching out to those at the entry level all the way to the seasoned marketing professional. Our educational programs, specifically Marketing Mayhem, address specific domains of practice, and offer a variety of formats and venue alternatives.

**Education Accomplishments & Goals Met:**

- Developed a One-Year Education calendar program focused on identifying key topics and concerns of the Chapter with speakers and dates
- Further developed our very successful education program to include a powerful 2 day program
- Met or exceeded revenue projections for events
- Developed a co-chair position leading to a trained and experienced replacement leader for the next year
- Recruited 10 new committee members
- Completed a thorough inventory on our research library materials which led to the development of our “Book Drive” program where members are encouraged to donate materials that will be displayed and available for check out at each monthly program
- Developed a new education plan and

established a budget to purchase resource materials such as books, videos and tapes on a yearly basis to keep our educational tools current

- Designed an ongoing “Speaker List” with names of industry professionals for future reference

The highlight of SMPS Central Florida’s calendar year is the annual **Marketing Mayhem Event**. This traditional event is designed to utilize informal discussions within the membership, and have been successful in focusing on what the regional A/E/C community deems as an important learning opportunity.



In 2005, Marketing Mayhem was comprised of two, tremendously successful, half day programs. Day one began with industry leader David Pugh, a Founding Director and Executive Consultant from Lore International Institute. David focused on Power Proposals, and giving your business the winning edge. Day two was comprised of a panel of regional and national experts discussing business etiquette for promoting and growing a successful business career, as well as discussing public relations in the A/E/C industry.

To date, the **Marketing Mayhem half-day programs have been well attended, and the revenue for Marketing Mayhem 2005 surpassed that of 2004 by 13%.** It is expected that 2006’s program will surpass 2005’s revenue by over 11%. The event continues to grow due to increased exposure and demand throughout the Central Florida marketplace.

**CPSM Study Group**

In recognition of the certification process necessary for the successful completion of the coveted CPSM designation, SMPS Central Florida actively encourages its members to attend the Chapter’s CPSM study group. In preparation for the CPSM exam, the study group allows each individual to enhance their learning experience and gain insight from mentors (CPSMs) within the Chapter. **In 2005, our Chapter had 2 members complete and pass the CPSM exam.** This accomplishment set the bar even higher for 2006, and **we have 5 members signed up** for the group study class and planning to take the exam on

May 8, a significant increase over the previous year.

Additionally, the Chapter dedicates an individual to recruiting participants, assigning instructors, solidifying a location, and monitoring the overall implementation of the study group, as well as the progress of the students. As a valuable resource this year, the study group has obtained a wealth of study questions from chapters across the country. From this our Chapter plans to develop a large "test bank" that can be a resource for years to come.

SMPS Resource Library

This year our Chapter did a complete inventory on all materials housed in the library and realized it needed some considerable updating. In an effort to maintain current materials, we have not only assigned a Chapter representative to manage the resource library but we have also established a budget to purchase new materials each year that will benefit our members. Our Chapter does currently hold a complete set of all books/materials used to prepare for the CPSM exam. These are available at each CPSM study session.

We also realized we needed to spread the word about this valuable resource...what good is a resource library if no one knows it exists? With that in mind, phase 2 of our web site will provide a list of all materials online with an accompanying form to check out a resource item. In addition, another online form will allow members to request books they would recommend be added to the library.

The Chapter also decided to get our members involved by launching a "Book Drive" that encourages members to visit their own bookshelves and donate books that have made a difference in their career success. We realize that everyone has their favorites and believe it is important to share these resources among all members.



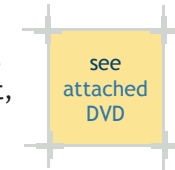
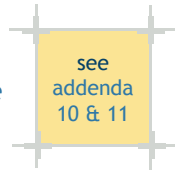
Lastly, our Chapter representative will display all books and materials at each monthly program for members to browse through and borrow if they choose.

Community/Industry Contributions

Margaret Mead once wrote, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Keeping this thought in the forefront of our minds, the membership of SMPS Central Florida made the decision to seek out a locally-based, non-profit organization in need.

After much research and discussion, the Chapter decided to focus their efforts on The Lisa Merlin House. The Lisa Merlin House provides long-term treatment and rehabilitation to homeless women recovering from alcoholism and substance addictions. In addition to making a financial contribution, SMPS members are providing their knowledge and expertise in the field of marketing and business development. This support will aid in the overall development and expansion of The Lisa Merlin House's vision and mission.

Areas of expertise such as event planning and the design and production of marketing collateral are essential to the success of a non-profit's fundraising initiatives. Taking that into account, members of SMPS Central Florida are spearheading the coordination of The Lisa Merlin House's signature event, the "That's Amore Bachelor/Bachelorette Auction." This event is comprised of a live auction consisting of 20 date packages that include trips, spa days, sporting events, and outside adventures, as well as a silent auction with over 100 items up for bid. The dollars raised from this event will go towards The Lisa Merlin House's major 2006 capital campaign, a new 9,000 square feet facility that is currently being built to house women and children. Moreover, due to an outstanding promotional campaign spearheaded by SMPS Central Florida's Immediate Past President, this event has received extensive local media



coverage. The popular XL 106.7 FM radio show, Doc & Johnny in the morning, featured SMPS's own Kimberly Ridenour several times leading up to the event, and they have also agreed to M.C. the Bachelor/Bachelorette Auction. WKMG (Local 6) News anchor, Lauren Rowe, also highlighted the event during the evening news.

In an effort to further the support of the Lisa Merlin House, a professional clothing drive was held during our March and April programs. The Spring Suit Drive comprised of SMPS members donating gently used, professional clothing for the woman at the facility interviewing for jobs and looking to re-enter the workplace. It is our hope that these clothes will help foster a renewed sense of confidence and self-esteem for all of the women they find.

SMPS Central Florida also made great strides to support the American Red Cross and the victims of Hurricane Katrina. As a Chapter, we have offered to match member donations to the Red Cross up to \$1,000, and we are making a final push for those donations during the upcoming June program. The members of SMPS Central Florida know all too well the damage left in the wake of a hurricane and the devastation it can bring to a community, and we felt it was important to make a donation to help those in the Gulf Coast region.

Program Creativity

In the words of George Lois, "Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."

The diversity of our Chapter requires us to constantly look for creative ways to meet the needs of our membership. Based on our statistics, 45% of our members have more than 10 years professional experience. While 35% have less than five years of professional experience. Based on these demographics it is vital to provide programs that speak to both senior level marketers as well as those new to the industry. Creating and distributing program surveys provided the membership with an opportunity to voice their desires and assist the leadership in designing programs to attract a diverse audience.

## Networking Opportunities

According to writer and Professor Peter Drucker, **“More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject.”** This ideal addresses the great importance and reasoning behind professional networking.

Central Florida takes the needs and wants of our members very seriously. During the initial stages of strategic planning, careful consideration was placed on the types of networking opportunities provided, as well as what those attending would gain from the events themselves. Each year, our Chapter hosts two **networking socials: The Summer Social/Board Turnover and The Holiday Social**. These events are offered at a reduced rate and are held in the evenings to encourage members to attend and take advantage of the networking environment in a more relaxed setting.



Twice a year, the professionals also participate in a networking social for our UCF Student Chapter. This event is specifically geared to pave the way for our student members to introduce themselves and make connections within our professional group. Ultimately, it is our hope that these connections will lead them towards a career in the A/E/C industry.

With regard to monthly programs, Chapter leaders also felt it was necessary to ensure that the membership find great value in the time they commit to attend events. In addition to scheduling 30 minutes of networking time during registration, we have also modified programs to utilize buffet style dining. This modification allows for continued networking prior to the start of the program itself, and it has been extremely beneficial to our members.



## Annual Marketing Achievement Awards

Central Florida encourages Chapter members to seek recognition for their firm’s marketing and public relations efforts by participating in the annual Florida Public Relations Association (FPRA) Image Awards program. This collaboration eliminates the need for our Chapter to create a separate program. The FPRA program has established an excellent reputation for recognition of marketing and PR efforts throughout Central Florida. Although there is no revenue benefit by participating, it does provide our members with a valuable, independent resource to gain feedback on individual and firm materials. Furthermore, the designated Chapter liaison for this initiative also serves as a judge for the FPRA image awards program. Ultimately, we encourage members to use this as a step prior to entering the SMPS National Awards.

Once a year, we take pride in recognizing those members who go beyond the call of duty and contribute something special to the continuous improvement of the Chapter. We present **two awards: The Rising Star Award**, commending a



new member for outstanding performance, and **The Member of the Year Award**, recognizing an individual who has dedicated an extraordinary amount of time and energy to Chapter excellence.

## Organized Speaker’s Bureau

John D. Rockefeller, Jr. once said, **“Think of giving not as a duty but as a privilege.”** Embracing this philosophy was essential to Chapter leaders as they began to outline the direction of an organized speaker’s bureau.

Central Florida is very fortunate to have **an impressive number of active, seasoned professionals who routinely speak for various organizations and school programs**. We decided to tap into this incredible resource and engage those members to aid in not only the “creation” of a speaker’s bureau, but also to help us “become” a speaker’s bureau. In recent years, several of our members have volunteered their time and talent to speak at a variety of programs,

including our SMPS Student Chapter and the CPSM study group sessions.

Further utilizing these same extraordinary members, our Chapter hosted one of the **largest mentoring programs we’ve had to date**. Over 14 senior-level marketing professionals brought their ideas, experience, and relevant industry topics to roundtable discussions and one-on-one mentoring sessions at our **March Mentoring Madness** program, reaching out to a captive audience of over 50 diverse attendees.



An effective speaker’s bureau should also implement a process for the membership and their representative firms to gain access to information on all program speakers. Keeping in line with this ideal, speaker information is cataloged and made available to our membership upon request. Additionally, the next design phase of our Chapter’s web site includes a link to an electronic version of this same catalogue.

As a compliment to this catalogue, several of our board members are also active in other professional organizations, allowing them to gather and compile information on the speakers these organizations have utilized.

## Diversity Focused Programs/Events

According to **Kevin Sullivan**, VP of Human Resources at Apple Computers, **“When you are surrounded by sameness, you get only variations on the same.”** In an effort to preclude this from happening, Central Florida continuously looks for fresh, diverse, and innovative ways to engage our members. We achieve this through diversity of programming, diversity in membership, and diversity in expertise. For example, our program calendar is designed to cover a wide variety of topics and is geared towards individuals at varying levels of experience. It also covers every main domain of practice.

More than 10 percent of our member firms are recognized as Women Businesses Enterprises (WBE), and in most cases, the SMPS member is the principal of the firm itself. We also continue to focus on attracting a diverse membership base,

comprised of a variety of ethnic backgrounds and expertise.

By forming a student chapter at the University of Central Florida, we have effectively created a unique, diverse approach to recruiting at the college level. We have also assisted in diversifying the curriculum by adding a focus on marketing professional services, allowing students to gain insight as to what a career in the A/E/C industry has to offer.

### SMPS-UCF: Reaching to the Next Generation

The SMPS-UCF student chapter encourages and facilitates a meaningful exchange of information and perspectives relative to the marketing industry within the college environment. It provides these upcoming young professionals with unparalleled opportunities to enhance their professional development and to access community leaders and seasoned marketing professionals.



#### SMPS-UCF Programs/Events

Each semester the SMPS-UCF student board plans programs and events based largely on the interests of their members. This year alone they have successfully planned **two Internship/Career expos** with over 35 employers and 200 students at each event. Additionally, the students have organized **two networking events**, engaging the interaction of marketing professionals and students. Every other week, the students hold a general meeting that is open to all SMPS members and first time guests. Business and community leaders are invited to these meetings to talk about various topics related to their industry. These professionals provide the students with tips for success and expose them to a variety of potential career paths. SMPS-UCF also hosts a bi-annual

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“Marketing Career Night.” This event allows students to interact and network with various employers in 15 minute increments. They are able to ask questions and learn more about personal and professional development.



As a unique student chapter, SMPS-UCF is dedicated to promoting a brighter future for our community, through individual and collective involvement in programs that enhance the quality of life for the Central Florida community. This year the SMPS-UCF Chapter served the local community by participating in the **Making Strides against Breast Cancer walk** for the second time. Together, the team of 24 participants raised \$3,738 (beating their \$2,000 goal).



## Management, Membership Growth and Retention

### New Growth and Member Retention over the Last Three Years

SMPS Central Florida strives to recruit and retain valuable, active, and engaged members. This focus overshadows the drive to simply increase our membership in size alone. As a Chapter, our ultimate goal is to “**build the leadership for tomorrow,**” and we work to achieve this goal in several ways.

Great effort is placed on informing members of their valued role in the Chapter, as well as encouraging the continuous improvement of their educational and professional development. To date, **Chapter membership remains steady, fluctuating only 4-8 members per month.** We average approximately **200 active members, 65% of which are professional members.** The inclusion of our student chapter membership in our overall membership numbers is beginning to change the face of SMPS Central Florida as we know it. This unique addition to the Chapter only fosters further recruiting potential and actively engages all members. Another example of our pursuit to retain quality members is the planning and execution of member only events such as a **free wine tasting** held at a local wine shop in downtown Orlando. This event was a unique and relaxing way to create an enjoyable evening of networking.

### Chapter Business Plan/Strategic Plan

“What is the value-added?”

Answering this question was the driving force behind the creation of this year’s strategic plan. We are committed to providing the highest quality programs and events to both our members and the community, and it is that commitment which allows us to stay focused even in the face of a challenge.

Florida’s 2004 Hurricane season left its mark on our Chapter’s finances, as well as our members. As program costs continued to rise, our focus shifted towards ensuring member retention and Chapter participation. We presented our members with a survey which resulted in **streamlined events to incorporate better speakers, different venues, and improved educational techniques.** Our Chapter’s needs dictated higher spending, and thus resulted in a better organization for our members and the community. Maintaining a balance of financial health is essential when making this type of investment back into the Chapter.

In addition, the Chapter’s Strategic Plan set goals for attaining annual sponsors and program sponsors, as well as outlined a path for future membership involvement and growth. It also set the stage for our continued, solid financial standing.

### Annual Membership Drive Program

Central Florida’s approach to membership is unique, as we enjoy a more “hands-on” approach to recruiting. **Great value is placed on the addition of**

quality, active members, as opposed to blindly increasing our numbers. Finding those quality members is the charge of the Central Florida Chapter’s Board of Directors and is a daily, ongoing mission.

In an effort to increase awareness of the benefits of an SMPS membership to non-members, we focused on finding new and creative ways to enhance our non-member/prospect mailing list including:

- Having Board members review and update contact information and suggest new additions
- Offering a wine giveaway at programs as a way to collect non-member business cards
- Adding any non-member attendees at programs to the list
- Adding a “Join the SMPS Email List” form on our web site

## Chapter Leadership Development

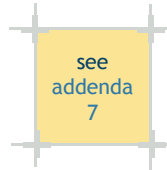
George S. Patton states, “Don’t tell people how to do things, tell them what to do and let them surprise you with their results.”

This past year marked an extraordinary leap ahead for Central Florida’s leadership development, and we’ve made great strides to reach our ultimate goal of “building the leadership for tomorrow.” We began this initiative by promoting a “call for committee members” campaign, encouraging current members to get involved with the Board of Directors in an area they find interesting. This campaign increased member participation on several committees, and it provided a way for new committee members to learn the “ins” and “outs” of our Chapter. It also outlines a clear path for members to follow in order to attain a leadership position. The ultimate goal of this campaign is to allow members to recognize their own leadership potential.

In addition to the call for committee members, we also wanted to ensure the continued success of our Chapter’s programming. In order to do this, we made



great strides to streamline the education of new program coordinators. Earlier this year, we completed our first ever program coordinator’s training session that involved all coordinators for programs throughout the year. Here they were provided with a “program coordinator’s kit.” The kit holds all of the necessary information they need to plan an SMPS program/event. It includes everything from budget breakdown and venue information to important contact numbers and event collateral examples.



## Process to Train Chapter Board Successors

On the subject of leadership, President Dwight D. Eisenhower once said, “Leadership is the art of getting someone else to do something you want done because he wants to do it.”

One of the major goals for structuring the 2005/2006 Board was to create an environment that fostered motivation and inspiration...and that’s exactly what we did. While reviewing each board position, it was determined that some duties could be combined to create a more cohesive blend of roles and responsibilities.

“Teamwork” was a major focus throughout our strategic planning, so we wanted to make sure each Board position was paired with a dedicated successor. With that in mind, we created a program that assigned each Director a Co-chair to assist and receive training in their respected positions. Ultimately, each position’s corresponding Co-chair would step into that role for the following board year. This not only created solid partnerships among board members, but also developed a solid foundation for developing future leaders for our Chapter.

In addition to creating these partnerships, it was equally important to provide the necessary tools for each person to do their job well. At this year’s strategic planning session, each board member received a copy of the Central Florida Chapter Manual developed by our incoming President. Each manual contained necessary materials relevant to the Chapter and SMPS National. This was the first time a detailed

description of duties and responsibilities was provided to each board member, respective to each of their individual board positions. The manual also included important deadlines, budget information, and descriptions of all other board positions. Most importantly, the manual will be updated on an annual basis, allowing valuable information to be shared from year to year.

## Mentorship Program

The famous writer, Benjamin Disraeli once said, “The greatest good you can do for another is not just to share your riches but to reveal to him his own.”

Developing a successful and long-lasting mentorship program has always been a goal for the Central Florida Chapter. During the early stages of research and planning, we discovered that many fellow organizations struggle with similar issues of not only starting a formal mentoring program, but also maintaining that program. Rather than apply pressure to senior members or intimidate the new members with rules and regulations, our Chapter came up with another plan. We combined several different ideas and a few “out-of-the-box” methods in order to create March Mentoring Madness.



The objective of this program, as intended by Disraeli’s words, was to reveal to each mentee their own capability through a free exchange of information and knowledge with senior level marketers and mid-level professionals. We wanted our members to get the best of both worlds, so we gave them different options for participation in the event. We offered members a unique opportunity to spend one-on-one time with different individual mentors, or to participate in group workshops discussing popular marketing topics in a round table setting. We wanted the program format to be highly interactive and different from the typical panel or keynote speaker. A time limit of 15 minutes per session was set so the mentees could visit with four mentors during the hour and a half program. A “Pick Your Players” flyer with mentor biographies and table topics was emailed to all registrants prior to the event so they could review it before-

hand and put together their own game plan for the workshop.

The program was a huge success, and it provided the mentors and mentees the tools necessary to establish on-going relationships in an informal setting. Whether attendees visited the one-on-one stations or the round tables, the workshop provided an avenue to explore the power of mentoring from both sides. Attendees were encouraged to seek out and continue the mentoring relationships they experienced in a brief period of time. A wealth of positive feedback was received from this event.



Life is what you make it, always has been, always will be  
Grades 10-12

Luck is what happens when preparation meets opportunity.  
David Axel



In lieu of a formal mentoring process, our Chapter has discovered that possibly the optimum method is an informal process such as the workshop. From the feedback received, we are planning to duplicate the effort next year.

### New Member Orientation Program

It is imperative that new members feel welcome upon joining SMPS Central Florida, and great steps are taken to reach out to those new to the organization. “New Member Breakfasts” are held in an effort to gather new members in a relaxed setting and introduce them to the Board of Directors. We discuss ways to maximize their membership, familiarize them with committees in which they can become involved, and educate them



on our Chapter’s goals and mission.

Most importantly, the addition of a Membership Co-chair position over the last few years, has allowed for greater support regarding the Chapter’s effort to touch base with new members via personal phone calls and personal introductions at monthly programs and events.

### Communications

As marketers, SMPS Central Florida recognizes the importance of presenting our organization’s image to the general public as well as our members. In August of 2005, the annual Strategic Planning Session provided an outlet for goal setting regarding streamlining the look of our Chapter’s communication tools. The Communications and Public Relations committee was tasked with re-vamping the web site and tying that new look into a new design for the Chapter newsletter.

### Chapter Newsletter/ Electronic News

In addition to goal setting, the Strategic Planning Session slightly modified the structure of several board positions. The reorganization resulted in a merger of the Communications and Public Relations positions, creating one main Chair person. This individual, along with their committee, was responsible for completing multiple tasks throughout the board year. Given the focus on web site redesign, it was decided that the newsletter be distributed via email every other month. This new distribution schedule provided

our members with more valuable information, covering a two-month time span. Additionally, we achieved our goal of consistency of design for the newsletter in conjunction with the launch of the Chapter’s new web site. In March of 2006, the newsletter reflected a design that directly tied to the visual look of the web site. Moreover, the PDF file of the newsletter is interactive, including web site links directing

the user to additional information and registration options.

### Newsletter/Electronic News Goals Met:

- Provided members with timely information on Chapter activities
- Scheduled email communications to go out at regular intervals to members and non-members
- Maintained a consistent look between the newsletter and the web site

To date, all goals have been met and/or exceeded with regard to developing and implementing the Chapter newsletter and distributing electronic news.

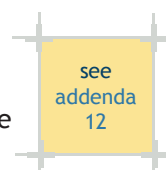
### Membership Directories

Utilizing a hyperlink to SMPS National on our web site, members can currently gain access to the National Membership Online Directory with great ease. New content management software, purchased as part of the web site redesign process, will ultimately allow us to use additional features to better manage our membership contact information. These features are outlined in Phase 2 of the web site redesign plan and are scheduled to take place this summer. Our final goal is to enable members to independently update their contact information, add photos, and search for other local members online. As the web site administrator, the Communications/PR Chair can then compile that information and produce a PDF membership directory. That directory can then be printed, mailed, or posted on the web site electronically for member use. Utilizing resources, such as email and newsletter articles, we will direct members to take the necessary steps to

ensure their information is current and correct.

### Web Site

As mentioned previously, SMPS Central Florida has recently revamped their web site as part of a re-branding campaign. Prior to redesign, our Chapter’s web site failed to reflect the caliber of our membership, the quality of our programs, and the



**The Brief**  
march/april 2006

**SMPS Central Florida**  
Society for Marketing Professional Services

**March Mentoring Madness**  
Creating Opportunity to Live Up to Your Potential!

**Upcoming Events**

- March 9 (Thursday) | 11:30am - 1:30pm  
SMPS Membership Meeting, 221 Coordinator's Club, What's in a Proposal, Spring Cleaning, Staff Credit to Benefit Club
- March 21 (Tuesday) | 7:30 - 10:00am  
The Club Club
- March Mentoring Madness
- March 30 (Thursday) | Evening  
Global Goats Wines (Church St)  
Members Only Wine Tasting
- April 1 (Wednesday) | 6:00 - 8:00pm  
Beverly Wolf (East St St)  
SMPS-UCF Meet & Greet
- April 11 (Wednesday) | 11:30am  
The State of Education in Florida
- April 14 (Saturday) | 11:00am - 1:30pm  
UCF Student Union, Any West Room  
University Open
- March 9, 23, April 6, 20 (Thursdays)  
5:30pm - 7:30pm | Luchowine Brg.  
CPSP Study Group

See our full program calendar online

Thanks to our 2006 corporate sponsors!

Jowiss & Lesgen  
HARPER LAMBACH  
SCHWAB  
ITC  
PCL  
TRINICLE

continued on page 3.

value of our educational and networking opportunities.

**Web Site Goals Met:**

- Redesigned the web site for better graphic appeal and a more professional look
- Provided dynamic, valuable and substantial content
- Kept information easily accessible, uncluttered and easy to read
- Have latest news and programs, as well as sponsors and community involvement information, featured on the home page
- Continue to keep information up to date, on a daily basis, as needed (better than our current 24 hour update time)
- Easy to update the web site for non-technical users
- Control of updating is in the hands of the SMPS board and committees, and easy to transfer updating duties from one chair to the next

**Research, Planning and Implementation:** In an effort to inspire creativity, the Communications and Public Relations committee organized a brainstorming session, comprised of committee members, Board members and Senior Marketers. The session was highly successful and allowed all participants to exchange and organize their thoughts and ideas. As a result, great importance was placed on the need for trouble-free, “user-friendly” control over web site updates, thus allowing for daily and immediate changes.

Armed with proper direction, the committee researched several outside consultants, and ultimately discovered an interesting solution. Software known as Web Content Management allowed committee members to access the “back-end” of a web site via password. This alternative offered ways in which updates can be made by the user, using software set up in an easy to use “Word” type format, and accessed through the Web. This software would give us more control over the content on a daily



basis, making it simple for even non-technical users to update the web site.

A Request for Proposal was then drafted and presented to four firms, soliciting services for web site design and content management software development. After careful review, the committee chose the firm SINAPPS. In addition to their fast response time and quality portfolio, Sinapps was the most cost effective, user-friendly system. It provided a structured approach to updating the site and ensuring consistency of design.

In order to effectively manage costs, the redesign initiative was split into two phases. Monthly Board meetings served as an outlet for discussion and approval of the committee’s efforts, and ultimately yielded the launch of our new web site in an astounding 3 MONTH period from approval of the web site revamp by the Board!!

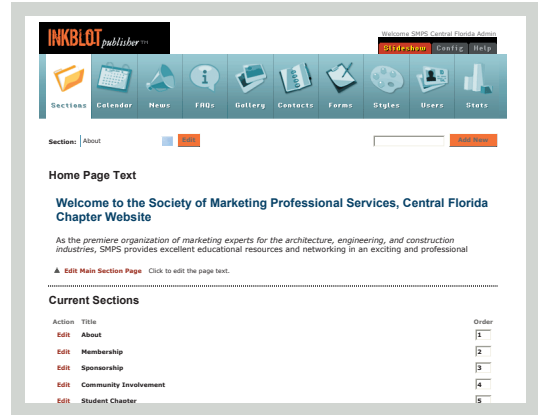
**Web Site Implementation:  
In Just 3 Months!**

Nov. 9, 2005	Approval of Phase 1 by Board
Nov. 30, 2005	Design Direction Workshop
Dec. 14, 2005	Approval of Design by Board
Dec. 15, 2005	Input Info into Site
-Jan. 10, 2006	
Jan. 11, 2006	Approval of Final Phase 1 Site by Board
Jan. 23, 2006	Launch Date of New Site

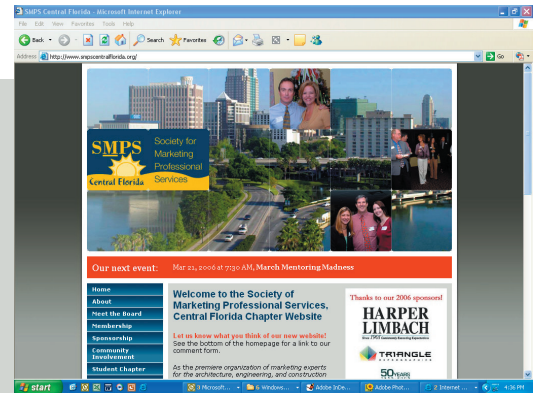
This tremendous initiative ultimately resulted in the resolution of all our goals and objectives. The new layout offers a fresh look into our Chapter, and creates a more graphically appealing and professional web site. Information is easy to access, easy to read, and uncluttered. “Hot” news, upcoming programs, and sponsor logos are all highlighted on the home page. Using the Content Management Software, we can provide valuable, dynamic information on our organization, and keep the control of updating the site in the Board’s hands, with immediate access to make changes at any hour of the day.

Since its inception, we’ve had 1024 unique visitors to the site, viewing

18,460 total pages. The highest percentage of views being, of course, the home page (13%) , followed by the program calendar (11%), the members only login (6%), the job bank (3%), the “about us” section (3%), and the photo gallery (9%).



**SINAPPS Web Content Management Software: “back-end” access for easy updating in “Word” type format**



The positive feedback from our membership was instantaneous. Their delight in the look of the site, as well as the ease by which they were able to navigate it was very apparent!

**Web site Feedback**

- “I LOVE the look and layout of the web site. Great work! Great, great, great!!!” Jackie VanderPol
- “It’s wonderful!! I wouldn’t change a thing! Great job to you and your committee!!” Joanna DelMoral
- “The newly designed SMPS Central Florida web site looks great - I love the view of downtown Orlando on the home page...Major props to the creator.” MaryAnn Swiderski
- “I cannot tell you how excited I am that our Chapter has taken on this initiative! I was hoping we could really “beef up” communications. This has gone above and beyond what I had imagined!” Judy Bradford, SMPS Central Florida President

see addenda 12

To date, all updates to the web site are made in “real-time.” Both Committee and Board members are trained to use the Web Content Management software, allowing multiple people to access and update the site with the most accurate information available. Other unique features include an interactive program calendar with links to event registration, directions, sponsor web sites, and an Add to Outlook tool.

### Membership Marketing Mix

As mentioned previously, SMPS Central Florida’s approach to membership is unique. We strive to communicate with members through a variety of resources, hoping to reach them on multiple levels. While the use of the Chapter’s physical marketing collateral is quite useful, extra effort is placed on reaching out to members and potential members via the web site, personal phone calls, and contact at monthly programs. We’ve found that providing a mix of these communication tools has proven to be highly successful for membership recruitment and retention.

### Surveys

In an effort to evaluate the needs and wants of our members, we developed a program survey addressing member preferences with regard to programs. The survey received great response and provided the leadership with a plethora of ideas to streamline programming to suit our membership. The results ultimately paved the way for the creation and implementation of the 2006 program calendar.

Surveys are also conducted at all monthly programs in an effort to obtain feedback from the attendee base regarding that specific event. This process allows for the continuous improvement of all programs and events, and enables Chapter leaders to create new programs specific to members’ requests.



## Affective Method of Member/Chapter Communications

The Central Florida Chapter strives to communicate frequently and effectively with both members and non-members. We achieve this by:

- Keeping a close watch on the consistency of our Chapter’s message in all communication tools to maintain our brand and prominence in the community
- Posting the most up-to-date information in real time on our Chapter’s web site
- Providing members and non-members with the ability to utilize our web site contact form, job bank submission form, web site feedback form, and email sign-up form
- Making the effort to personally contact current and potential members to say hello and inform them of upcoming programs
- Providing Chapter marketing collateral at programs and events
- Promoting events in local business publications
- Utilizing a paid Administrator to ensure timely email notices are sent to members and prospective members, while also being responsible for keeping the database current



## Financial Health

### Program/Event Sponsorships

In striving to bring high value programming and social events to the membership, our Chapter has focused on sponsorships to underwrite expenses and generate revenue. Current successes of our sponsorship program include:

- In 2005, program sponsorships yielded an additional \$6,400 in revenue.
- We’ve had a substantial increase in new program sponsors with more than ever per program for a total of 4 at our April 2006 program
- In 2005, annual sponsors contributed \$5,500 in additional revenue and over \$5,000 of in kind services.
- In 2006, we increased revenue substantially by securing an additional annual sponsor for \$7,500 in additional revenue and over \$5,000 of in kind services.

The success of our program sponsorship initiative hinges on the ability of our program committee to match the target audience of any given program to potential sponsors who would most benefit from being in front of that group. Typically 2-3 non-competing sponsors contribute to a program at \$350 for member firm sponsors and \$450 for non member firm sponsors.

### Program Sponsorship Benefits

- One free registration to the program
- Opportunity to sit with the speakers and panelists
- 3 minute company commercial at the beginning of the program
- Company name/logo on monthly program announcement
- Option to place marketing materials and information on every chair at monthly program
- Recognition by the Chapter President at the program

For organizations wanting to make a greater contribution we offer annual sponsorships at the current cost of \$1,500 each. These opportunities provide organizations a greater level of exposure with our membership and, as with our program sponsorships, are in a non-compete arrangement; no other company that provides their services are offered this opportunity.

### Annual Sponsorship Benefits

- Exposure to over 200 Chapter members and other trade organizations in the industry that use their services and products
- Two spots at each of our monthly programs
- Company name on Chapter letterhead
- Company name/logo on monthly program announcements
- Company name/logo on monthly membership newsletter
- Company is featured in one of the monthly newsletters
- Logo and web site link on our web site [www.smpscentralflorida.org](http://www.smpscentralflorida.org)
- Logo on banner, which is highly visible at every program and event
- Access to our member mailing list
- Receive a 6’ table outside in the registration area to display materials and information about their company at monthly programs

- Option to place marketing materials and information on every chair at monthly programs
- Recognition by the Chapter President at all programs

### Educational Contribution to Community/Industry

Central Florida is very fortunate to have an impressive number of active, seasoned professionals who routinely speak for various organizations and school programs. Immediate Past-President, Kimberly Ridenour currently teaches "Introduction to Business" and "Principles of Marketing" at Valencia Community College. Students attending these classes learn about the basic concepts relating to marketing and business management, including financial management and changing business environments. Under Kimberly's direction, they are also responsible for creating business and marketing plans.

### Current Financial Statement

As Kim Lyons once said, "Yesterday is a cancelled check; tomorrow is a promissory note; today is the only cash you have, so spend it wisely." Spending wisely is certainly the key to our Chapter's financial success. Increasing expenses have not depleted our Checking and Money Market accounts. The balances total over \$21,500, which is 50% more than the \$100 per professional member minimum recommended by National. We have held these assets for over three years.

For the second year, we've utilized a certified professional CPA to prepare our 990EZ Tax Return and to advise the Chapter on financial matters.

### Process of Investing in Members

According to Albert Einstein, "It is every man's obligation to put back into the world at least the equivalent of what he takes out of it." The leadership of SMPS Central Florida adopts the mentality that, if we start everything we do by thinking



about our members, we will always be investing in our members. Therefore, everything we have mentioned in our Striving for Excellence submittal is an investment in our members. These include our educational and networking opportunities through our programs and socials, our community outreach through Lisa Merlin House and the Red Cross and our connection to the next generation of marketers through the SMPS-UCF student chapter, just to name a few.

Our SMPS resource library is another investment in members that we are looking to enhance. As mentioned previously, we are allocating funds from the annual budget and promoting donations through a Book Fair to keep this resource stocked with current books.

### Scholarship Program

Each year the SMPS-UCF student chapter coordinates an annual Bowl-a-Thon event to raise money to fund our annual SMPS Lyle M. Trease Scholarship. This \$1,500 scholarship is named in honor of Lyle M. Trease, founding member of the National SMPS organization, who resides in Florida. It is awarded to one student in the fall semester of each school year. In order to qualify for this scholarship, the student must be a member of the SMPS-UCF student chapter and submit a completed scholarship form.

In 2005 the student awarded the Lyle M. Trease scholarship of \$1,500 was Rhia Buenaventura. She said the following about receiving this scholarship, "SMPS-UCF has been the most influential organization that I have been a part of, and I was truly honored to receive the scholarship for the 2005-2006 school year."



### Methods to Grow and Maintain Financial Health

Commitment to controlling costs and consistent monitoring of spending provides avenues for financial growth and maintenance. Program value and financial health are our number one priorities. While changing venues and inflated costs affected our committee budgets, we responded by increasing program sponsorship by \$50. This increase prevented members from incurring additional costs.

Continued focus on the value for our dollar remained prevalent, even in the face of the effects Florida's 2004 Hurricane Season. We maintained growth and high balances in both bank accounts with minimal impact in fees to our members.

We gave back to our Chapter and the community by investing financially in a new web site, sponsoring a complementary member wine tasting and making charitable donations.

In order to assist the Treasurer and Treasurer-Elect in their quest to investigate and select the Chapter's investment opportunities, we established a "Money Management Committee." This committee determined that short term CDs allowed for higher return on our Money Market Account. The addition of our Money Management Committee also guarantees continued, sound financial decisions regarding our Chapter's financial future.

The benefits of our money management efforts are clear and will continue to foster the long-term health and wealth of our Chapter.