



EXCELLENCE

The gradual result of striving to do better.



2007



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Central Florida SMPS Chapter Highlights

13 New Sponsors

Revenue Increased 41% in 2006-07

SMPS/UCF Student Chapter Won Organization of The Year

CPSM Certifications Show 250% Increase

Large Number of Senior Chapter Members - Including 8 Past Presidents at March Mentoring Madness Program

“You don’t have to be a fantastic hero to do certain things - to compete. You can be just an ordinary chap, sufficiently motivated to reach challenging goals.”
-- Sir Edmund Hillary, Mountaineer and Explorer

A Word From Our President

Ordinary people coming together as volunteers, committee members, board members, speakers and fundraisers to create an incredibly successful chapter, all motivated by the desire to be the best. That is the persona of the Central Florida Chapter.

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.

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 taking the Chapter to the next level.

This past year our Chapter has strived for the next level of success. Every aspect of our organization was pushed to new heights, all with the desire to reach the summit - marketing excellence. As such, 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.

Central Florida is proud to submit our representation of what Striving for Excellence means to us.

On behalf of the Central Florida Chapter
Sincerely,

President and Ordinary Chap



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 the value of our programs.

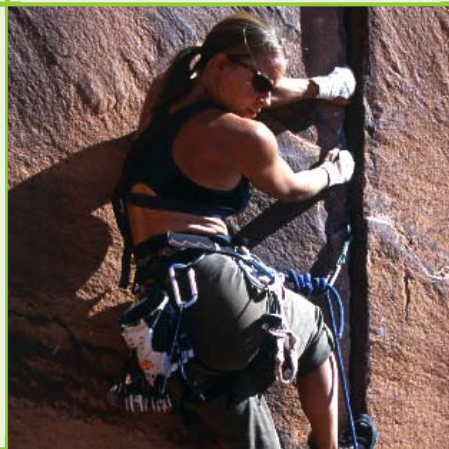
In an effort to further advance program initiatives, members from each major committee have joined forces for an **annual brainstorming session**. This session is meant

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.

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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



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.

Program Outline*

Date	Domain	Type	Topic
April 2006	1, 3	Monthly Program	The State of Education
April 2006	2	Coordinator’s Club	Creating A Marketing Plan
May 2006	All	Educational	Marketing Mayhem Educational Workshop
June 2006	3	Monthly Program	FEMA Disaster Contractors Network
June 2006	1, 6	Coordinator’s Club	Behind the Scenes at Seminole County’s E-911 Communications Center
July 2006	1, 3, 6	Monthly Program	Developers Outlook
July 2006	4, 5	Coordinator’s Club	The Art of Graphics & Photography - Adobe Photoshop
August 2006	4	Coordinator’s Club	Award Winning Submittals
September 2006	6	Monthly Program	Got Leadership?
September 2006	4, 5	Coordinator’s Club	Press Releases & Aspects of Creative Writing
October 2006	3, 6	Monthly Program	Entertainment & Hospitality Seminar
October 2006	5	Coordinator’s Club	Business & Gifts / Promotions
November 2006	4, 5	Coordinator’s Club	Back Stage Tour at Triangle Reprographics
January 2007	5	Coordinator’s Club	Media Relations: telling Your Firms Story
January 2007	1, 3, 6	Monthly Program	The Art of Downtown
February 2007	4, 5	Coordinator’s Club	InDesign - Tips & Tricks
February 2007	All	Educational	Nationals, A/E/C Boot Camp
March 2007	All	Monthly Program	March Mentoring Madness
March 2007	2,3,6	Coordinator’s Club	Round Table Discussion
April 2007	1, 3, 6	Monthly Program	How Shall We Go?
April 2007	5	Coordinator’s Club	Positive Impressions: Etiquette Musts for the Networked Professional

Educational Opportunities Monthly Programs

The program year began with a packed house for our September “Got Leadership?” program. Thanks to a wonderful speaker, Deborah Lupton, CEO of TLC Engineering for Architecture, attendees had the opportunity to learn all about that elusive quality: Leadership. Participants received a People Map personality assessment tool as a step in learning about themselves. By touching on a variety of concepts, the session helped attendees understand and focus upon the primary areas of skills development and personal characteristics that will enhance their leadership abilities and achieve full engagement in life.

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When people think of Orlando, hospitality and entertainment immediately come to mind, and in keeping with that reputation, our next program was a half-day **Entertainment and Hospitality Workshop** featuring representatives from leading Owner and Development companies in the Hospitality industry including Walt Disney Imagineering, Hard Rock Park, Universal Studios, Marriott International, and Gaylord Hotels.

*We also held networking socials in August and December 2006.

We established a monthly mingle in March 2007.



events, favored locations, expected costs, and desired program content. Due to Central Florida’s ever-changing market conditions, it has been quite

A natural follow up to our Entertainment and Hospitality Workshop, “The Art of Downtown”, explored the cultural dimension of our city. Arts and culture are linked closely to business development and growth - as cultural



attractions are known to be powerful magnets for commerce and tourism. This magnet draws both local communities and visitors to venues and contributes to the energy and appeal of a well-rounded city. Learning how the changes to the face of downtown will affect both our businesses and our personal lives was made especially exciting by taking place in one of the new downtown art galleries.

settings and brown bag lunch meetings create a comfortable atmosphere for coordinators 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.

of industry professionals that has been utilized by several organizations over the past year.

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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.

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.

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.

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. Our 2006 Marketing Mayhem addressed domains 2(Marketing Plan), 3(Client and Business Development), and 5(Promotional Activity). Marketing Mayhem 2007 includes topics from domains 2(Marketing Plan), 3 (Client and Business Development), 4(SOQ’s/ Proposals), and 6(Information, Resource, Organizational Management)

In 2006, Marketing Mayhem was comprised of two, tremendously successful, half-day programs. Day One began with 2006 president-elect Pete Kienle, FSMPs, CPSM providing “food for thought” in his “Where’s the Beef” presentation. Pete challenged us to have tangible measurements of accomplishment, and suggested the acronym “APOO” (Accomplishments, Problems, Opportunities, and Outlook) as a tool for measuring both successes and missteps, and encouraged us to become the “institutional memory” for our firms.

Cynthia Gundy, an award winning Marketing Instructor at the University of Central Florida, and Sara Brady, Director of Public Affairs for Brighthouse Networks rounded out the first day with seminars on Selling Professional Services, and Corporate Crisis Management respectively.

Tom Laughon of Catch your Limit Consulting made an encore appearance on Day Two, following up on his popular, February “Makin’ Thinkin’” theme with a very interactive workshop designed to explore the depths of our creative processes. Also included in this day’s agenda were sessions on professional etiquette and how to become a successful business development leader in the A/E/C industry.

To date, the Marketing Mayhem half-day programs have been well attended, and the revenue for Marketing Mayhem 2006 surpassed that of 2005 by over \$500. It is expected that 2007’s program will surpass 2006’s revenue by over 30%. The event continues to grow due to increased exposure

The most recent program, our award-winning (SMPS 2006 Outstanding Certificate Award), wildly successful, 2nd annual **March Mentoring Madness** served as a unique networking opportunity for young/new marketers to gain valuable insight from more seasoned marketing professionals. Based around the theme of college basketball’s March Madness playoffs, this fast-paced program consisted of 15 minute “quarters” - complete with referees, whistles, and arena music - with team members rotating between individual and roundtable workshops that set the stage for inspirational and educational conversations with “coaches” providing career tools for aiding a marketing coordinator’s professional advancement.

see addenda 3

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.

see addendas 6 & 7

The coordinator’s of this program listen to the members and offer programs they are most interested in. They are continuously reviewing the evaluation sheets and using them as tool to further enhance the club. Thus **increasing attendance approximately 35% from 2005**. The Casual



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 2006, our Chapter had 5 members - (a 250% increase) complete and pass the CPSM exam.** This accomplishment set the bar even higher for 2007, and we have **8 members signed up for the group study class and planning to take the exam on May 21, 2007** a significant increase over last 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 in 2006, the study group obtained a wealth of study questions from chapters across the country. From this our Chapter began to develop a large “test bank” which was added to this year, that can be a resource for years to come. In 2007, a new tool was also implemented to increase interest in the CPSM Exam. An Information Session was held in January to provide information to anyone who was interested in taking the CPSM Exam. This session included information on: exam qualifications, costs, study sessions, study materials, scholarship opportunities, and exam format. This session proved to be highly successful in increasing the number of CPSM exam participants.

SMPS Resource Library

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. During our March Mentoring Madness, copies of our “President’s Picks” were given out as prizes.

- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time” - Author - Keith Ferrazzi
- “Good to Great” - Author: Jim Collins
- “Blink: The Power of Thinking without Thinking” - Author: Malcolm Gladwell
- “The Tipping Point:



How Little Things Can Make a Big Difference” - Author: Malcolm Gladwell

- “Power of An Hour: Business and Life Mastery in One Hour a Week” - Author - Dave Lakhani
- “Bag the Elephant: How to Win and Keep Big Customers” - Author - Steve Kaplan
- “Charting Your Career Path: Opportunities for Professional Services Marketers in the 21st Century”

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.

The Chapter also gets our members involved by holding periodic “**Book Drives**” that encourage members to visit their own bookshelves and **donate books that have made a difference in their career success.** Everyone has their favorites and we believe it is important to share these resources among all members. This year six books were donated to our library.

Lastly, our Chapter representative displays all books and materials during monthly programs 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.**

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 spearheaded the coordination of The Lisa Merlin House’s signature event, the “**That’s Amore Bachelor/Bachelorette Auction.**” This event included a live auction consisting of 20 date packages that with trips, spa days, sporting events,

and outside adventures, as well as a silent auction with over 100 items up for bid. Over \$24,000 was raised from this event, and went towards The Lisa Merlin House’s major 2006 capital campaign, a new 9,000 square foot facility 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 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.

To respond to the long term needs of Hurricanes Katrina and Rita victims and evacuees, the Chapter Board asked members to donate funds at SMPS meetings. These funds, totaling more than \$1,300 were donated to the American Red Cross for Hurricanes Katrina and Rita and for overall disaster relief.

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, 40% of our members have more than 10 years professional experience. While 60% 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.”

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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.

This year our Chapter initiated a Mix, Market, and Mingle after-hours event scheduled for the last Wednesday of each month. Our first event in



March was a great success with 18 members and several nonmembers attending. At least three of the non-members are now considering joining SMPS. Another attendee, an out-of-town marketer from Atlanta, working at her firm’s Orlando office, saw the posting on our website and decided to check it out.

Twice a year, the professionals also participate in a networking social for our UCF Student Chapter. These events are 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

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. In 2006 our Chapter presented and unprecedented **3 Rising Star Awards** to members who went that extra mile in support of and commitment to their Chapter.



In August our Coordinators Club had the special privilege of participating in judging of the “**2006 ABC Excellence in Construction Award**” submittals. Along with officials from the local chapter of the Associated Builders and Contractors, Inc., our group reviewed and judged submittals for awards that recognize Central Florida’s construction leaders in the category “**2006 Marketing Excellence Award**.” It was a great

opportunity to see what types of submittals are being prepared by other A/E/C firms in the community, and to see first-hand how to judge winning submittals.

Organized Speaker’s Bureau

John D. Rockefeller, Jr. once said, “Think of giving not as a duty but as a privilege.”

Central Florida is very fortunate to have an impressive number of active, seasoned professionals who routinely speak for various organizations and school programs. Tapping into this incredible resource, we’ve engaged these members to aid in not only the “creation” of a speaker’s bureau, but also to help us “become” a speaker’s bureau. This year several of our members have volunteered their time and talent to speak at local and regional events and seminars including our SMPS Student Chapter and the CPSM study group sessions.

To date, our speaker’s bureau consists of more than 40 nationally, regionally or locally recognized speakers’ for the professional services industry. This diverse group of individuals offer a wealth of knowledge from various companies such as law firms, accounting firms, news publications and business journals, consulting, FEMA and Florida Board of Education.

Further utilizing these same extraordinary members, our Chapter hosted our 2nd annual March Mentoring Madness. This award-winning program continues to be one of the largest mentoring programs we’ve ever had. More than 15 senior-level marketing professionals brought their ideas, experience, and relevant industry topics to roundtable discussions and one-on-one mentoring sessions at the 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. 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.

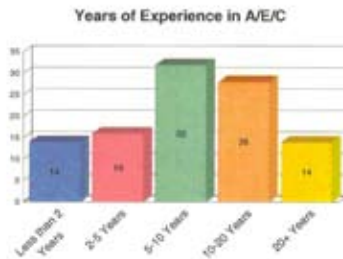
Diversity Focused Programs/Events

According to **Kevin Sullivan**, VP of Human Resources at Apple Computers, “When you are surrounded by sameness, you get only variations on the same.”

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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 is designed to provide diverse programming in the six domains of practice. We focus the “Coordinators’ Club” on those members that have less than five years of experience which is 29% of our membership. Our regular monthly programs are designed to satisfy the educational needs of mid and senior level professionals. Our membership presently consists of 14% with more than 20 years of experience, 26% with between 10 to 20 years, and 31 % between 5 to 10 years.



The diversity of our programming is also centered around the various specialties of our membership base. The Chapter represents firms possessing a diverse level of expertise and market share within the Central Florida area. Of the member firms 38% are focused on engineering, 24% on architecture, 26% on construction, and 12% are associated businesses. A minimum of eight regular programs are scheduled annually with at least one program focused on each of the areas of expertise. Additionally, our half day workshop and Marketing Mayhem Program (two half-days) are typically focused on all three areas of the A/E/C industry and have incorporated elements of each domain of practice.

We also continue to focus on attracting a diverse membership base, comprised of a variety of ethnic backgrounds and expertise. Seventeen percent of our member firms are recognized by local diversity programs as minority or women owned business, and our member firms include 6% certified as MBE companies and 11% certified as WBE firms. To provide other M/WBE firms with access to our educational and networking programs, this spring we compiled a roster of M/WBE and DBE firms that our firms routinely team with, and created a “voucher” that individuals from these firms can use to attend an SMPS program at the member rate if they have no members on staff, or

to bring a nonmember guest at the member rate. Each Board member is responsible to send a hand written invitation along with the voucher to their contact. Ultimately, our goal is to convert these individual contacts into new SMPS members whereby increasing the diversity of our chapter.

This year our Chapter also promoted Orange County Public School’s Annual MWBE/LDB Trade Fair. This annual event gives Minority and Women-Owned enterprises and Local Developing Businesses an opportunity to meet and greet OCPS purchasing agents, prime construction contractors, and prime architectural/engineering firms seeking to partner with M/WBE firms in current or future projects. Workshops on cost estimating, doing business with

the school district, the Jessica Lunsford Act, and their local developing business program were held. In addition to department representatives and OCPS business partners, the following M/WBE Advocates participated:

- Alliance
- FMSCD
- BBIF
- HBIF

By forming a student chapter at the University of Central Florida (UCF), we have effectively created a unique and diverse approach that no other SMPS Chapter possesses. The importance of this chapter to SMPS is to ensure there is a solid pool of entry level professionals coming into professional services marketing. It also provides our member firms with access to highly qualified interns and an arena for recruiting employees at the college level. We have also assisted in diversifying the UCF curriculum by helping add a focus on marketing professional services, and allowing students to gain an insight as to what a career in the A/E/C industry has to offer. For each of our regular programs, we invite five students to attend free of charge. Again, this provides students with unique access to member professionals, and it provides them with mentoring opportunities as well as the ability to learn a particular



aspect of the A/E/C profession.

SMPS-UCF: Reaching to the Next Generation

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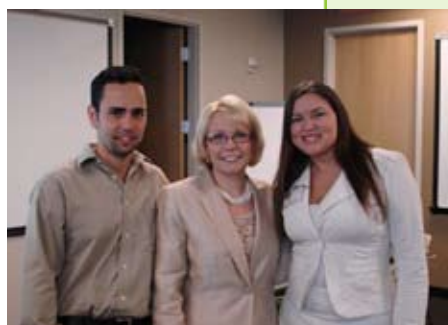
The SMPS-UCF student chapter encourages and facilitates a meaningful exchange of information and perspectives relative to the marketing industry within the college environment. It provides

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 “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 third time. Together, the team of 24 participants raised \$3,738 (beating their \$2,000 goal).

The SMPS-UCF Chapter also put together a Bowl-A-Thon & Fundraiser to raise money for the SMPS Lyle M. Trease. **They were able to exceed their goal of \$1500 by \$1000.**

In early 2007, the Central Florida SMPS-UCF Student Chapter was recognized by the University of Central Florida as the chapter **Most Dedicated to Furthering Its Profession** and received the **Organization of the Year** award.



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 210 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.

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At any given month, 50% of our members are active in one of our many events. This great dedication enhances networking and strengthens member retention.

Annual Membership Drive Program and Investing in Members

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 who are willing to not only join, but chair committees and become active members of the chapter 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 database 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 and making personal calls to inform them of the value of membership
- Adding a “Join the SMPS Email List” form on our web site
- New Member Breakfasts
- Monthly Mix, Market and Mingles
- Free Member Holiday Social

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.

In addition to investing in our members, our chapter believes it is equally important to give back and reward our members. Since the holidays are a time for “giving”, our board decided to invite all of our members to the 2006 Holiday Social absolutely free. This social is one of our chapters most well-attended events and this year was no exception with nearly 70 members attending the program.

Our SMPS resource library is another investment in members and we have made great strides to enhance the inventory we stock for our members. As mentioned previously, our chapter allocates funds from the annual budget to purchase new books each year. We also take time at each program promoting donations through a Book Fair to keep this resource stocked with current books. This year our chapter collected over six books for the library.

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 we continued our extraordinary efforts for Central Florida’s leadership development. We continued to make great strides towards 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 second annual program coordinator’s training session that involved all coordinators for programs throughout the year. Here they were provided 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.”

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One of the major goals for structuring the 2006/2007 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, our program from the previous year was continued into 2006/2007 that **assigns 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. We have discovered this not only cultivates solid partnerships among board members, but also creates 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 wanted to continue the success of our award-winning program** from 2006 and hosted our 2nd Annual March Mentoring Madness.

For the second year, the objective for March Mentoring Madness, 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



see
addenda
3



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

The program was another huge success, mentor participation and **member attendance increased by more than 25%** from the previous year. We believe the success from this event comes from providing 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 and we plan to duplicate the effort each year.

In addition to our annual mentoring event, our chapter has a number of individual members who volunteer their time to serve as mentors in other areas. In particular, Linda Hollingsworth, CPSM participated in a program for the University of Central Florida as a mentor for a student in the “Sales Track Program.” This program took place during the fall semester at the University and involved several face-to-face meetings and project assignments between the mentor and mentee. These projects ranged from “Getting to Know Your Mentor” to “Sales Call Ride Alongs.” The goal of this program was to give students a close-up view of the selling profession and a chance to draw



on their mentors' expertise and years of experience.

New Member Orientation Program

It is imperative that new members, as well as members who have not previously attended programs or networking functions, 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. Phone calls were made by all Board members to personally invite individuals to attend this event. A record number of 33 members attended the orientation, confirming that personal contact does make a difference.

Involvement/Engagement of Past Chapter Leaders

The famous founder of Forbes magazine, B. C. Forbes once said, “History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats.”

As people ascend to the pinnacles of their careers sometimes their SMPS involvement tends to become a distant thought. However, the Central Florida Chapter understands the importance of the historic perspective and the leadership skills that its past leaders possess. The chapter actively seeks ways that our senior leadership can contribute to the success of the organization. On every new route the chapter embarks we first look to the past leadership for their



guidance and in most cases we don't need to look very far.

Senior leadership starts at the top in our chapter with our current Chapter President Mike Recchio, CPSM and our President Elect Bill Randolph, CPSM. Mike has been a member of SMPS for more than 18 years while Bill has just passed 20 years as a member. Furthermore, Bill served on the Chapter board for two years in the early 1990s and has served on the Central Florida Board since 2003. Both have continually been involved with the chapter their entire careers.

This year we have had eight previous Central Florida Chapter Presidents involved in programs either as a speaker or program coordinator, as well as, one serving in an advisory role for the board. Judy Bradford, Immediate Past President organized the March program where eight past presidents mentored young professionals. Kimberly Ridenour, CPSM continues to serve as a board advisor and coordinator of special projects.

Additionally three past presidents served on the nominations committee to assist in developing the 2007/2008 slate of officers and board members. Finally, in recent years, our chapter was lucky enough to inherit a leader from another chapter. Linda Hollingsworth, CPSM was a chapter president in Memphis before relocating to Central Florida. She has been an integral part of our chapter leadership serving in a variety of roles over the past four years and will soon take the position of President-Elect.

Communications

Greek Philosopher, Aristotle, “We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

As marketers, SMPS Central Florida recognizes the importance of presenting



our organization's image to the general public as well as our members. This year the Communications and Public Relations committee was tasked with continuing to

enhance the web site after last year's well received revamp and continuing to tie in that new brand into all Chapter communications.

Chapter Newsletter/Electronic News

see addenda 13

Continuing with a look for the newsletter that matches the new web site design, the Chapter put out “The Brief” every other month with a wealth of information on upcoming programs,

recapping previous program, highlighting new and renewing members and much more. Distributed as a PDF file via e-mail, this easily reached members, providing them with an interactive look at the Chapter's activities, 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

This year we implemented an online membership directory on our Chapter web site at www.smpscentralflorida.org. Now members can access a current list of Central Florida members via the Web by logging in using the same username and password as they would for the National web site. This makes it easier for members to remember and use, and keeps our member information secure. This enhancement also means that members can independently update their contact information, add photos, and search for other local members, all online. In addition, this membership directory is updated monthly with updated membership information from the SMPS National Extranet. Finally, a PDF membership directory can be produced by the web site administrator (currently a Board position of Communications/PR Co-Chair / webmaster); then be printed, mailed, or posted on the web site electronically for member use.

Web Site

As mentioned previously, SMPS Central Florida revamped their web site last year as part of a rebranding campaign. Our objective

this year was to enhance the web site with additional valuable features.

Web Site Goals Met:

- Provide an online membership directory
- Enhance the Job Bank through automation, making it easier to submit jobs, approve jobs, and have jobs expire from the site
- Continue to keep information up to date, on a daily basis, as needed (better than our current 24 hour update time)
- Teach a group of committee members how to update the web site

see addenda 13

We continue to use software known as Web Content Management that allows the webmaster and committee members to access the “back-end” of a web site

via password. Therefore we continue to have more control over the content on a daily basis, making it simple for even non-technical users to update the web site.

Web Site Phase 2 Implementation Features: Membership Database with PDF Export

All members can access this with the same username and password as they use for the SMPS National web site. Data can be sorted by member name or firm name. They can update their information, and their firm and other firm members information based on permissions. This database is also updated with new information from Nationals every month. A PDF can be created at any time to allow it to be printed, e-mailed or posted online.

Job Bank Enhancement that involves Pre-screening on Job Bank submissions and Automatic Expiration

Every time a job listing is submitted, an email is sent to the webmaster. They then review the job ad and either approve, or decline it so that it either appears or doesn't appear on the web site. A response is then sent to the original poster. All job ads automatically are removed from the web site upon their expiration date. The expiration date is set by the original poster.

Update Add to Outlook Option in Calendar to list location

The already valuable Add to Outlook option now lists the location and address of events right in the Outlook appointment versus having to go to a link on the web site.

Ability to Export Form Responses to MS Excel

Any data gathered through a form online can be easily exported to Excel for



easier use of data. This would allow us to have surveys online and easily analyze and report the data.

The continuation of this important initiative ultimately resulted in the resolution of all our goals and objectives.

Membership Marketing Materials

We strive to communicate with members through a variety of resources, hoping to reach them on multiple levels. When new members join, they receive a black leather-like portfolio with a wealth of information on the Chapter and upcoming activities and events. All the information is presented using our brand image, which stems from our web site and newsletter designs. Program flyers incorporate the brand elements while at the same time reflect the theme of the event, making the events more appealing.

Additional effort is placed on reaching out to members and potential members via e-mails, 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

A recent program survey addressing member preferences with regard to programs continues to be used to steer the course of our program topics, location, and so on. Surveys are also conducted at all monthly programs, including Coordinator's Club events, 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.

Effective 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 2006-07, program sponsorships revenue increased \$11,520 over previous years for the Chapter.
- We had a substantial increase in new program sponsors. Overall in 2006-07, SMPS recruited thirteen new program sponsors while maintaining regular chapter sponsorships.
- In 2006-07, annual sponsors contributed \$7,000 in additional revenue and over \$5,000 of in kind services.

The success of our program sponsorship initiative pivots on the ability of our program committee to match the target audience to potential sponsors who would most benefit from being in front of that group. Typically 3-4 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 \$1,750 per sponsorship. This provides organizations a greater level of exposure with our membership and allows a non-compete arrangement. No other company providing the same 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 seats 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 Chapter monthly newsletters
- Logo and web site link on our web site 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.

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.

Current Financial Statement

As **Henry Ward Beecher** once said, “It is not what we take up, but what we give back, that makes us rich.”

Spending wisely and giving back to the Chapter by organizing, interesting and educational events is certainly the key to our Chapter’s financial success. Increasing our overall expenses have only improved attendance at events and amplified the

quality of our program content. Our combined checking & money market account balances **total over \$28,665, which is 30% higher than the \$100 per professional member minimum recommended by National**. Over the past 3 years, the chapter has demonstrated significant earnings growth by increasing revenue by 41% in 2006-07. The chapter feels very comfortable in executing their financial strategy and has ample capital to implement this plan.

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

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 also resides in Florida. The scholarship 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.

Methods to Grow and Maintain Financial Health

Commitment to controlling costs and consistent monitoring of spending provides avenues for financial growth and maintenance. While the cost of program venues and services increase each year, we try to avoid members from incurring additional costs. We responded by increasing program sponsorship by \$50 in 2006. This has proved to be affective as our program sponsorships seemingly get more diverse and increase each year, while we continually sustain growth and increase balances in both bank accounts with minimal impact in fees to our members.

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 meets each year and determines what short term CDs are 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.

ADDENDA 1

Programs:
Creative & Relevant



Marketing Mayhem



Marketing Mayhem

Two Days of Marketing Madness!!
Tuesday May 9th & Tuesday, May 23rd

Please join us for Marketing Mayhem 2006. This year's program includes six speakers who have a deep understanding of what it takes to be the best marketers in the A/E/C industry. They will provide insight and knowledge on the topics you are interested in while inspiring you to take action when you get back to the office.

Tuesday, May 9th	Tuesday, May 23rd
<p>7:15am - 8:00am Hot Breakfast & Registration Location: Dining Hall</p> <p>8:05 - 8:15am Opening Remarks Location: Auditorium</p> <p>8:15 - 9:45am Measuring your Marketing Success Pete Kienle, FSMPS, CPSM Location: Auditorium</p> <p>10 - 11:30am Selling Professional Services Cyndi Gundy Location: Auditorium</p> <p>11:30 - 12pm Registration Lunch Program Location: Dining Hall</p> <p>12pm - 1:30pm Lunch & Program Corporate Crisis Management Sara Brady Location: Dining Hall</p>	<p>7:15am - 8:00am Hot Breakfast & Registration Location: Dining Hall</p> <p>8:05 - 8:15am Opening Remarks Location: Auditorium</p> <p>8:15 - 9:45am Creativity & Innovation Tom Laughon Location: Auditorium</p> <p>10 - 11:30am Professional Etiquette Maralee McKeel Location: Auditorium</p> <p>11:30 - 12pm Registration Lunch Program Location: Dining Hall</p> <p>12pm - 1:30pm Lunch & Program Creating Business Development 1-10 Al Spaite, PE, CCPM Location: Dining Hall</p>

Registration Information

One-Day Only (If Registered by May 5th) - SMPS Members \$65/Non-members or late registration \$85
Full(2-Day) Registration (If Registered by May 5th) - SMPS Members \$120/Non-members or late registration \$160
Lunch Program Only (Per Day) - **SMPS Members** \$35/Non-members or late registration \$50
Students - \$25 per day


Please register ONLINE ONLY at <http://www.acteva.com/booking.cfm?beavid=107177>
 Questions?? Please call Dale Haupt at 407-226-9819 or Joanna Del Moral at 407-541-0204

SMPS Central Florida Chapter
P.O. Box 1459 Orlando, FL 32802-1459
Fax: 407-540-9792
Email: admin@smpscentralflorida.org



FEMA Program - Shoshana Resnick of FEMA's Disaster Contractors Network (DCN)

FEMA – Disaster Contractors Network



June 20, 2006, 11:30 – 1:30 am
Citrus Club 255 S. Orange Ave, Orlando
11:30 am Registration
12 – 1:30 pm Lunch and Program

Hurricane Disaster Recovery has been a key issue surrounding Florida and the Southern United States since our devastating storms in 2004 & 2005. Hundreds of the nation's leading professionals have joined together to offer their support and services in a variety of ways.

Some questions you may find yourself asking:

- How can my firm get involved and make a difference?
- How can my firm provide professional services that might be necessary for rebuilding efforts?

Join us Tuesday, June 20, from 11:30 am to 1:30 pm at the Citrus Club with Shoshana Resnick of FEMA's Disaster Contractors Network (DCN) to discuss these prevailing issues. Disaster Contractors Network (DCN) is a virtual organization of construction related associations, state and federal emergency management organizations and regulatory agencies. The purpose of DCN is to facilitate information sharing and resource matching among government, the construction community, home and business owners before, during and after disasters strike. The DCN website facilitates this information sharing.

In addition, the American Red Cross will be discussing how they are preparing for this year's hurricane season. Over the past months the Chapter Board has asked members to donate funds in response to long-term needs of the Katrina and Rita hurricane victims and evacuees. **The goal is to raise \$1,000 from members that will be matched by the board up to \$1,000.** Please help show your support.


This is a great opportunity to invite clients and other professionals from your organization!

Citrus Club, Orlando
Cost: \$35.00 Members \$50.00
Non-Members, Walk-ins and Late Registrations \$60.00
 Visitor parking is located on 2nd floor with additional parking available on the 3rd and 5th floors.

Register at:
<http://www.acteva.com/booking.cfm?beavid=111658>

Early Registration Deadline
Friday, June 16th at 5:00 pm

Special Thanks to Our Program Sponsor...



SMPS CENTRAL FLORIDA



ADDENDA 2

Programs:
Creative & Relevant

Got Leadership?

September 19, 2006, 11:30 am – 1:30 pm
Citrus Club 255 S. Orange Ave, Orlando
11:30 am Registration
12 – 1:30 pm Lunch and Program



Leadership. This elusive quality has many definitions and is in high demand. You know it when you see it, but what is it REALLY - and what concrete steps can you take to develop your skills? This session will present an overview of some of the contemporary research and theories on the topic. We will explore how business experts, world leaders, psychologists and others define leadership and take a quick look at why leadership - or the lack of it - significantly affects corporate success and management. Participants will get to take the People Map personality assessment tool as a step in learning about themselves. By touching on a variety of concepts, this session will help you to understand and focus on the primary areas of skills development and personal characteristics that will enhance your leadership abilities and full engagement in life. Lastly, we will look at the leader's role in creating the environment that supports others in succeeding. No matter what your skill set, there is always more to learn on this subject.



As chief executive officer of TLC Engineering for Architecture, Debra Lupton oversees the business operations of 13 divisions and directs the firm's growth. Her responsibilities include marketing and business development, fiscal controls, human resources, and development and implementation of project management and quality systems.

Ms. Lupton brings to her role 27 years of diverse experience in architecture, engineering, professional marketing services, commercial real estate - even auctioneering. Most recently, she served as TLC's Director of Marketing for 10 years, during which time the firm experienced unprecedented growth, expanding to nine offices in Florida and Tennessee, 365 employees, and a 650% increase in market share.

This session will cover the key points of:

- A. Leadership defined
- B. Why it matters corporately
- C. The building blocks to leadership
 - Know thyself first
 - Accessing full engagement
 - Relationships and building influence
 - Creating the environment

Citrus Club, Orlando
Cost: \$35.00 Members
\$50.00 Non-Members

Walk-ins and Late Registrations
\$60.00

Register at:
<http://www.acteva.com/booking.cfm?bevaid=117191>

Registration Deadline is Friday, September 15th at 5:00 pm
Space is Limited! Register Early!

Special Thanks to Our Program Sponsors...



Developers Outlook

July 18 2006, 11:30 – 1:00 pm
Citrus Club 255 S. Orange Ave, Orlando
11:30 am Registration
12:00 pm – 1:00 pm Lunch and Program



Development in the Orlando area has been occurring at such a fast pace for the last few years and this is your chance to talk to some of the people who have been instrumental in developing the new face of Orlando.

We all know the look of Orlando has changed but are you interested to know what the new skyline will look like in the future?

- Will the mix of development change?
- How will the new impact fees affect downtown development?
- Will development continue at the pace we've seen, slowdown, or will the bubble burst?
- What's new in Medical office buildings?

Join us Tuesday, July 18th, from 11:30 am to 1:00 pm at the Citrus Club to hear the following developers speak on current and future developments in the Central Florida area:

- **Scott Dunkle - Lauth Property Group** – Specializing in Healthcare, Industrial, Office, and Retail Development and Construction.
- **Chuck Whittall - Unicorp Development** – One of the fastest growing retail developers in the country. Local projects include the Altamonte Town Center and Baldwin Park Village.
- **Steve Kodsi - Historic Creations** - Developer of the Star and Sanctuary condominiums downtown.
- **Sarah Kelly - Wayne Automatic Fire Sprinklers, Inc. (Moderator)**

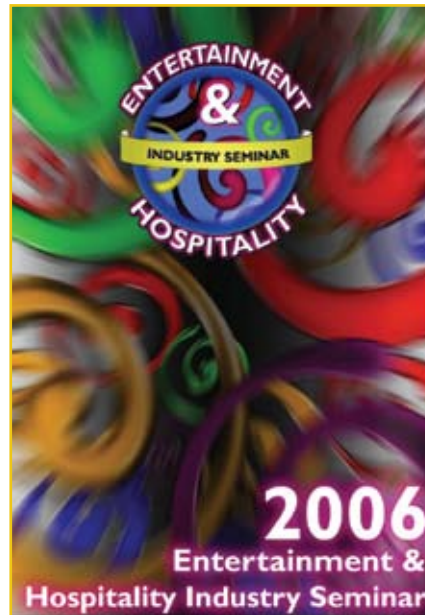
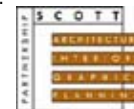
This is your chance to hear about new projects, ask questions about existing ones and to learn how they think all of this will change Orlando as we know it.

Invite your co-workers, clients and friends to take advantage of this exciting opportunity!

Citrus Club, Orlando
Cost: \$35.00 Members \$50.00 Non-Members
Walk-ins and Late Registrations \$60.00

Register at:
<http://www.acteva.com/booking.cfm?bevaid=114366>
Early Registration Deadline
Friday, July 14th at 5:00 pm

Special Thanks to Our Program Sponsors...



Confirmed Representatives from leading Owner and Development Companies in the Entertainment & Hospitality Industry include:

- Tony Baxter, Walt Disney Imagineering
- Mark Woodbury, Universal Creative
- Stephen Goodwin, Hard Rock Park
- Mark Waltrip, Westgate Resorts
- Bob Masterson, Ripley's Entertainment
- Theresa Heldt, Marriott International
- Craig Hanna, TEA International Board President
- Busch Entertainment Corporation
- Starwood Hotels & Resorts Worldwide
- More Speakers To Come...

Program Agenda

- 11:30am Registration
- 12:15pm Lunch and Keynote Speaker
- 2:00pm Hospitality & Leisure Panel
- 3:15pm Networking Break
- 3:45pm Entertainment & Attractions Panel
- 5:00 - 7:00pm Cocktail Party

Price \$89 for Members
\$100 for Non-Members and Late Registrants
\$25 for Cocktail Party Only
Early Registration ends 10/13/06

4 AIA CEUs Learning Units will be issued
4 CFSM CEUs will be issued

The Society for Marketing Professional Services (SMPS) and TEA (formerly the Themed Entertainment Association) have once again teamed to host the Fifth Entertainment and Hospitality Industry Seminar. This program has been developed specifically for architects, designers, engineers, contractors, and other providers of professional services for the Entertainment, Hospitality, Gaming and Leisure Industries. Attendees will be in front of the industry leaders who will broaden their knowledge of these markets and share information on the trends within them. This is not only an educational program but an excellent networking opportunity.

Register at: <http://www.acteva.com/booking.cfm?bevaid=119176>

Tuesday, October 24, 2006
The Rosen Centre
9840 International Drive
Orlando, FL 32819

Questions? Contact:
Jill Gerry, The Nassal Company,
jgerry@nassal.com



ADDENDA 3

Programs:
Creative & Relevant

MARCH MENTORING MADNESS

OPPORTUNITIES NETWORKING RELATIONSHIPS

Tuesday, March 27th 2007
Citrus Club
7:30am-10:00am

RSVP online at:
<http://www.acteva.com/booking.cfm?bevald=130241>
Early Registration Deadline
March 23, 2007 @ 5:00pm

*Visitor parking is located on 2nd floor with additional parking available on the 3rd and 5th floors.

Please join us for the 2nd Annual March Mentoring Madness, a program that is centered on answering your questions about personal and professional growth and development. Formatted like a speed dating night, attendees get valuable one-on-one time with some of the top professionals in our industry as well as take part in several round-table discussions.

ROUND-TABLE TOPICS WILL INCLUDE:

- "A Foolproof Game Plan" - Your firm's Marketing Plan
- "Get Your Players off the Bench and On the Court!" - Developing personal and professional networking skills for you and your firm.
- "Building a Strong Franchise" - Managing multiple offices/teams when you can't always be there
- "Staying in the Zone" - Repositioning you or your firm to keep pace in the changing marketplace
- "Rookie to Veteran" - Hitting your career milestones
- "Bouncing Back from a Loss" - Damage Control...how to acknowledge it, address it, resolve it and learn from it.

THE 2007 STARTING LINE-UP OF MENTORS INCLUDES:

Al Adkins, Mater Professional Engineering	Melanie Cornetti, HKS Architects, Inc.
Barbara Stiles, CPSM, Carter & Burgess, Inc.	Nike Recchia, CPSM, Boyko Engineering
Bill Randolph, CPSM, JCR Consulting	Peter Partlow, PE, E Sciences, Inc.
Carole Hingtgen, TLC Engineering	Sandy Winkler, CPSM, Huron Brady
Dale Haupt, Centex Construction	Sara Melly, Wayne Automatic Fire Sprinklers
Karen Moore, CPSM, Foley & Lardner, LLP	Sheri Lewin, CPSM, Arbitration Marketing
Larry Seel, CPSM, ESciences, Inc.	Tyler Kirby, Baker Barrios Architects
Linda Hollingsworth, CPSM, Bovis Lend Lease	

This program is perfect for rookies as well as pros who want to sharpen their skills...so get your game plan ready...it's gonna be MADNESS!



2007 Mentors & Referees



The Art of Downtown

January 16, 2007, 11:30 am – 1:30 pm
CityArts Factory, 29 S. Orange Ave., Orlando, FL

ARTS AND CULTURE ARE AN INTEGRAL COMPONENT OF COMMUNITY LIFE AND CONTRIBUTE NOT ONLY TO THE QUALITY OF LIFE OF LOCAL RESIDENTS, BUT ALSO TO THE ENVIRONMENT, ECONOMIC PROSPERITY, EMPLOYMENT, SOCIAL DEVELOPMENT, AND THE CREATION OF FOCAL POINTS FOR COMMUNITIES.

IN ADDITION, ARTS AND CULTURE ARE LINKED CLOSELY TO BUSINESS DEVELOPMENT AND GROWTH — AS CULTURAL ATTRACTIONS ARE KNOWN TO BE A POWERFUL MAGNET FOR COMMERCE AND TOURISM. THIS MAGNET DRAWS BOTH LOCAL COMMUNITIES AND VISITORS TO VENUES AND CONTRIBUTES TO THE ENERGY AND APPEAL OF A "WELL-ROUNDED" CITY.

HEAR FROM THE SOURCES HOW THESE EXCITING CHANGES TO THE FACE OF DOWNTOWN ORLANDO WILL AFFECT NOT ONLY OUR BUSINESS COMMUNITY, BUT OUR LIVES 24 HOURS A DAY, 7 DAYS A WEEK.

**11:30 am Registration
12 – 1:30 pm Lunch & Program**

**Cost: \$35.00 Members
\$50.00 Non-Members
\$60.00 Walk-ins and Late Registrations**

Register Online
www.acteva.com/booking.cfm?bevald=123688

**Early Registration Deadline
Friday, January 12, at 5:00 pm**

Panel Members:
Kathy Ramsberger, Executive Director of the Orlando Performing Arts Center, OPAC, a non-profit organization, is dedicated to develop, build, and operate a destination that elevates the arts, provides the best arts education, generates urban renewal and most importantly, is programmed to be fiscally responsible in construction and operations.
Cassy Turliczek, Executive Director of the Downtown Arts District, DAD's mission is to Grow the Arts in the Heart of Orlando. Ms. Turliczek has worked with the Board of Directors, City of Orlando, Downtown Development Board and community partners to raise more than \$1 million toward the CityArts Project.
Ron Legler, Executive Director of the Florida Theatrical Association. Mr. Legler oversees all areas of the Florida Theatrical Association. He is also an active member of the Orlando Arts community, serving as the Chairman of the Downtown Arts District, Central Florida Performing Arts Alliance, and the Orlando International Fringe Festival.
Suzy Allen, Vice President, Metro Orlando Film and Entertainment Commission. The EDC is an organization that helps business – dedicated to meeting the needs of today's industries and creating a competitive economic climate where businesses can thrive.
Moderator: Jean-Marc Allard, Collage

Special Thanks to Our Program Sponsors

APRIL 17, 2007

The Results are in for... **"How Shall We Go?"**

Join SMPS as we listen to METROPLAN ORLANDO's Harold "Harry" Barley as he presents the details of what Central Florida's citizens envision for our regional transportation system and the steps we must take to accomplish these initiatives.

Harold "Harry" Barley is the Executive Director of METROPLAN ORLANDO. This organization is responsible for transportation planning in Orange, Seminole and Osceola Counties.
Harry has worked in the transportation industry for 30 years. The majority of his experience was earned with the Washington Metropolitan Area Transit Authority building the Metro system in the Washington, D.C. area. He also worked on regional transportation projects in the Republic of China and Athens, Greece.
He earned his Bachelor's degree from the State University of New York and did his graduate work in City and Regional Planning at the Catholic University of America. He also is a graduate of the Management Program at the Crummer Graduate School of Business at Rollins College.
Harry belongs to a number of professional organizations and he is active in civic activities. He is currently the Chairman of Florida's 26 Metropolitan Planning Organizations and the Chairman of the Winter Park Community Redevelopment Agency Advisory Board.

CityArts Factory
29 South Orange Avenue, Orlando
11:30 am Networking and Lunch Begins
12:00 pm to 1:30 pm Program

Cost: \$35 Members, \$50 Non-Members
\$60 Walk-ins and Late Registrations

Register Online
www.acteva.com/booking.cfm?bevald=131746

Special Thanks to Our Program Sponsors

2007 Mentors & Referees

ADDENDA 4

Networking:
Creative & Relevant



You're Invited!

- **What:** SMPS Cool Summer Social, "Caribbean Style"
- **When:** Monday, August 28, 5:30 - 7:30pm
- **Where:** Winter Park Farmers Market
200 West New England Ave, Winter Park, FL

SMPS ANNOUNCEMENTS:
We will introduce the new Board members and announce the "Member of the Year" award and the "Rising Star" award.

RAFFLES: (PROCEEDS TO BENEFIT THE LISA MERLIN HOUSE)
2 Night Stay at the Rosen Centre on I-Drive & \$100 Gift Certificate to Everglades Restaurant at the Rosen

\$500 Gift Certificate to The DeNeff Gallery - toward a Signature Wall Portrait by Artist Holly DeNeff

\$25 for members/\$35 for non-members, walk-ins and late registrants - (includes one free drink ticket)

Please RSVP by August 23, 2006
<http://www.acteva.com/booking.cfm?bevaaid=115518>



Summer Social - The new President is crowned



Summer Social - Member of The Year



Summer Social - The new board is announced



Summer Social - Rising Star Member



ADDENDA 5

Networking:
Creative & Relevant



Mix, Market & Mingle

SMPS Central Florida announces a new monthly program: **Mix, Market & Mingle**. Join your fellow SMPS members for an informal, after-hours social gathering at Dexter's of Winter Park. Catch up with old friends, share your marketing horror stories or just blow off some steam. We guarantee you'll be in good company.



*Happy Hour
Drink Specials!*

Date: Wednesday, March 28 (and the fourth Wednesday of every month after that . . .)

Time: 5:30 - 7 pm

Location: Dexter's of Winter Park
558 W. New England Avenue

Parking is available across the street on Pennsylvania Avenue



Mix, Market & Mingle



Mix, Market & Mingle



ADDENDA 6

Marketing Coordinators Club



YOUR BOSS WANTS YOU TO CREATE A MARKETING PLAN? SOUNDS INTIMIDATING BUT NEVER FEAR, HELP IS HERE!

Join the Coordinator's Club as SMPS President-Elect Mike Vecchio, CPDK Corporate Marketing Manager at Boyle Engineering talks to us about Creating a Marketing Plan. Bring a lunch, gain valuable information and get your questions answered...all during your lunch period! What's in your marketing plan?

Thursday, April 27, 2006 11:30 a.m. - 1:00 p.m.
Boyle Engineering 329 E. South Street, Orlando, FL 32801
RSVP to: Laurie Orlando at 407.425.1100 or lorlando@boyleengineering.com
FREE for SMPS members, \$25 for non-members

Brown Bag Lunch

A PICTURE IS WORTH A THOUSAND WORDS...

MAKE YOURS WORTH A MILLION!

Learn techniques for shooting good photos, saving them to your computer and enhancing them with Adobe Photoshop. Good photos start with camera techniques. For example, get closer to your subject and focus on the detail bar there is much more you can do so the computer's magic, edit and share your photos.

You're invited to join the Coordinator's Club as Michael Miller, Graphic Designer with TLC Engineering for Architecture shows you how to master the "art" of graphics!

Thursday, July 27, 2006 11:30 am - 1:00 pm
Location: MacCrea, 3rd Conference Room
500 E. Princeton Street, Orlando, FL 32803
RSVP to: Bob Crayton at rcrayton@tmceng.com or 407.227.6100
Free for SMPS members - \$25 for non-members

Brown Bag Lunch

ROAD TRIP!
ATTEND THE FEMA PROGRAM ON JUNE 20TH THEN COME JOIN THE SMPS COORDINATOR'S CLUB

as we tour the E-911 Communications Center at the Seminole County Public Safety/Sheriff's Office Complex in Sanford.

Mark your calendars for Thursday, June 22, 2006
11:30am - 1:00pm

The Emergency Communications Center is located in the combined Public Safety/Sheriff's Office Complex at
150 Dash Blvd., Sanford, Florida 32773

FREE FOR SMPS MEMBERS - \$25 FOR NON-MEMBERS
Space is limited so RSVP today!
RSVP - Maggie Chaffin at mchaffin@hshsales.com.
Plan to grab lunch before or after and wear comfortable shoes.

Award Winning Submittals!

Interested in what other A/E/C companies are submitting for awards?

If you want the benefit of reviewing our industry's "2006 ABC Excellence in Construction Award" submittals, join us to review the 2006 entry books. These awards recognize Central Florida's Construction Leaders.

Attendees will be participating in judging the submittals for the "2006 Marketing Excellence Award".

Join the SMPS Coordinator's Club
on
Thursday, August 24, 2006 11:30 am - 1:00 pm
at
The Central Florida Chapter of Associated Builders and Contractors
651 Danville Drive, Suite 200, Orlando, FL 32825-6391

Free for members / \$25 for Non-members
Bring your own Lunch -- Dessert & Beverages will be provided.

RSVP: To Michele Sawyer at msawyer@rcstevens.com or (321)281-5307

ADDENDA 7

Marketing Coordinators Club

**BUSINESS GIFTS/
PROMOTIONAL ITEMS**

The holidays are right around the corner...
Are you in need of business gifts and promotional item ideas?

Join us and our
Special Guest, Linda Woods of Image Graphics
- Who will be presenting on anti-gravity ideas!

Thursday, October 18, 2006 - 11:30 am - 1:00 pm
at
HKS Architects, Inc.
333 E. Robinson Street, Suite 250, Orlando, FL 32801
Bring your own lunch - Dessert & Beverages will be provided

Free for members / \$25 for non-member firms
RSVP Early - Seating is limited to 20 per business
RSVP: mchaffin@hks.com

 **TRIANGLE**
REPROGRAPHICS

**BACK STAGE
TOUR**

Thursday, November 2, 2006
11:30 a.m. - 1:00 p.m.

Triangle Reprographics
850 S. Hughey Ave.
Orlando, Florida 32801
Corner of Hughey & Gore Streets (next to the tracks)

Come see the new technologies Triangle Reprographics has to offer.

- 16 foot Wide Inkjet Printer
- Drymounting and Laminating Demonstration
- Photographic Lightjet Imager
- Planroom and Document Management Technology
- and More....

Free for members / \$25 for non-members
Bring your own lunch - Dessert & beverages will be provided.

RSVP to Maggie Chaffin at mchaffin@hksinc.com or 407-648-9956



Learn from the **Orlando Business Journals**
Editor, Ken Cogburn
and
Ad Director, Sue Ross
what it takes to
Get it Published
Press Releases & Aspects of Creative Writing

Join us on September 28, 2006
11:30am - 1:00pm
at
315 East Robinson Street, Suite 250 (Orlando Business Journal location)
FREE FOR SMPS MEMBERS - \$25.00 FOR NON-MEMBERS

Space is limited so RSVP by September 25, 2006
RSVP to: Brenda Bonilla at bbonilla@eed-inc.com

*Bring your own lunch
Beverages & Dessert
will be provided*

Media Relations: Telling Your Firm's Story

The beginning of a new year brings a lesson on dealing with the media. Who better to teach it than **Karen Plunkett, Director of Marketing** for the largest law firm in Central Florida, **Lowndes Drosdick Doster Kantor & Reed?**

Ms. Plunkett will outline some of the most effective ways to get your firm's news into the media and give practical tips on pitching your story, setting up easy-to-use news release formats, and establishing relationships with reporters and industry journalists.

Join the **SMPS Coordinator's Club** on
Thursday, January 11, 2007
11:30 am - 1:00 pm
at
Boyle Engineering 320 E. South Street, Orlando, FL 32801

Free for members / \$25 for non-members
Bring your own lunch - Dessert & Beverages will be provided

RSVP to: Laurie Orlando lorlando@boyleengineering.com



Positive Impressions: Etiquette Musts for the Networked Professional

Learn social do's and don'ts for today's savvy professional when special guest **Cyndi Gundy**, Instructor at UCF's College of Business Administration visits the SMPS Coordinator's Club. **UCF Student Chapter Members are welcome!**



When: Thursday, April 12, 2007 **12:45 - 2:00 pm**

Where: TLC Engineering for Architecture offices
255 S. Orange Ave., 11th floor, Orlando, FL

What to bring: Lunch & cash or check for the parking garage. Desserts and beverages will be provided.

Cost: Free to SMPS Professional and Student Chapter Members
\$25 for non-members

Please RSVP to Roz Crapps at roz.crapps@tlc-eng.com by Tuesday, April 10th.


ADDENDA 8

Education:
CPSM Certification



**CPSM
Information Session**

You are cordially invited to attend the
SMPS Central Florida Chapter

CPSM Information Session

Tuesday, January 16, 2007
5:30-7:00
Robins & Morton
1900 Summit Tower Blvd., Suite 150
Orlando, FL

This session will provide information on:

- Benefits of the CPSM designation
- Qualifications needed to take the exam
- Maintaining your CPSM
- Upcoming study sessions and exam

For more information on the session, please contact
Katy Gore at 407.916.7235/kgore@robinsmorton.com
or
Christi Posey at 407.896.3317/christi.posey@lochrane.com

SMPS
Central Florida
Society for Marketing Professional Services

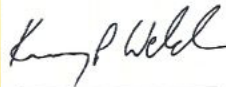


ADDENDA 9

SMPS-UCF
Student Chapter

This award is in recognition of your contribution to student life at the University of Central Florida for the 2006-2007 school year.

Organization of the Year
Society for Marketing
Professional Services
April 9th, 2007



OSI Director



SGA President

Student Leader
Recognition Banquet



Award Winners
Who's Who Among Students Winners

- | | | |
|----------------------|---------------------|---------------------|
| Brandee Papadts | Andrew Evelyn | Drew Liles |
| Charity Trang Thach | Elizabeth Rodriguez | Natalie Beyajian |
| Tiffany Feublas | Jamie Rosenburg | Christina Anastasia |
| Jasen Dunn | Kyrtine Sarif | Ariley Barachi |
| Matthew De Villegier | Lauren Caspanello | Christina Kimball |
| Jordan Housat | Charis | Ranea Foerde |
| Tavia Record | DeBartolomei | Sarah Fadden |
| Julia Fisher | Christie Epiritu | Rachel Eichen |
| Patricia Roman | Amanda Kraus | Sarah Jansen |
| Mark Goughman | Ricky Ly | Heidi Forger |
| Megan Ries | Stephanie Gonzalez | Natasha Inzary |
| Ashley Carney | Corrie Henderson | Requiel Keller |

- Graduate**
- | | |
|------------------------|-----------------------|
| Tassem Farooq Siddiqui | Kerisha Royter |
| Amy Zuchlewski | John W. Rumsey |
| Patricia Ann Anzalone | Zhibing Ge |
| Shelby Robertson | Laurie Starb |
| Elizabeth Wack | Jonathan Bryant Davis |
| Bonnie Ebner | Yue Zhao |
| Onesha Herring | |
| Michele K. McArdle | |

Special Thanks...

- | | |
|--------------------------------|-----------------------|
| Office of Student Involvement | Gary Morgan |
| Student Government Association | Dorenda Jenkins |
| Office of Student Leadership | Joshua Wilson |
| Programs | Ashley Conyers |
| Dr. Maribeth Ehasz | David Glavin |
| Dr. Craig Ullem | SCF Student Union |
| Dr. Kerry Welch | Ed Leuber |
| Christa Coffey | SCF Printshop |
| Dave Crafts | CAB Video Productions |

Student
Leader
Recognition
Banquet



April 9th, 2007

Program

- Dinner
Welcome
Dr. Craig Ullem
Dr. Maribeth Ehasz
Kisha Jenkins & Joshua Wilson
Presentation of Awards
Thank You

Knights of the RoundTable
Student Organization Award Winners

- | | |
|---|---|
| Most Successful Recruitment
Pre-Pharmacy Society | Best Event of the Year
Element: Hip Hop Association |
| Community Service Award
National Student Speech Language Hearing Assoc. | Outstanding Philanthropic
Project of the Year
Alpha Xi Delta |
| Outstanding Member
Monica Carpenter
Graduate Hospitality Assoc. | Officer of the Year
Adeel Bhatta
Graduate Student Association |
| Student Government
Senator of the Year
Anthony Furbush
Sports Club Council | Advisor of the Year
Rick Brunson
Society of Professional
Journalists |
| Organization of the Year
Society for Marketing Professional Services | |

Award Winners

- Office of Student Leadership Programs**
- | | |
|--------------------------------------|---|
| Outstanding Freshman
Frank Noboa | Outstanding Sophomore
Erica Costa |
| Outstanding Junior
Shelly Frick | Living the Creed Award
Abner Abdalla |
| Umsung Hero Award
Brittany Kerber | Advocate for Social Justice
Award
Blair Keller & Jacquelyn Dent |

Rising Star Award Winners

- Jeffrey Douglas
John Doolley
Amanda Larson
Thomas Mulligan
Daniel Barr

Order of Pegasus Class of 2007

- | | |
|---------------------|-------------------|
| Renee Blezinski | Meghan NeSmith |
| Noomi Brownstein | Brandie Hollinger |
| Courtney Douglas | Ana Suarez |
| Christopher Fuhrman | Evelyn Tom |
| David Glavin | Sachal Wasserman |
| Nicole Johnson | Zephyr Williams |
| Cassandra Long | Julie Zimmerman |



ADDENDA 10

New Member
Breakfast



www.smpscentralflorida.org



SMPS | New Member Breakfast

Date: Wednesday | April 4th | 8:00am – 10:00am
Location: HHCP | Architects - 222 West Maitland Blvd. | Maitland, Florida 32751
RSVP: Ines Villar | ivillar@HHCP.com
+ please bring 50 business cards

Society for Marketing Professional Services



ADDENDA 11

Chapter Diversity



Program Voucher

The Board of Directors Invites you, or a staff member responsible for marketing, to attend a Regular Lunch Program at the Member Rate, or attend a Coordinator's Club Meeting For Free

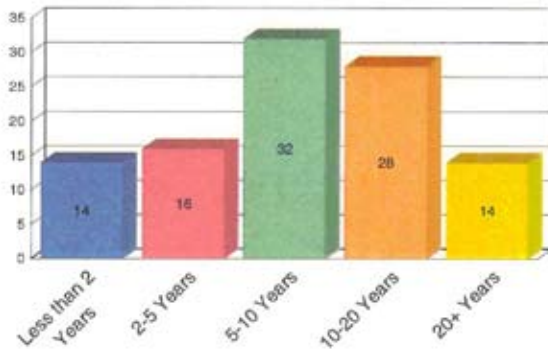
Please visit www.smpscentralflorida.org to view our annual program calendar

Increased Diversity Through Education

Mike Recchio, CPSM
President

Voucher good through March 2008

Years of Experience in A/E/C



OCPS MWBE/LDB Vendor Trade Fair

Learn about business opportunities you can have with Orange County Public Schools.

Minority and women-owned business enterprises (MWBEs) and local developing businesses (LDBs) can meet and greet representatives from Orange County Public Schools. OCPS partners looking for subcontractors for current and future jobs; and small and minority-owned business advocates.

Friday, March 9, 2007

9:00 a.m. to 11:00 a.m.

Jones High School - Cafeteria
801 S. Rio Grande Ave.
Orlando 32805



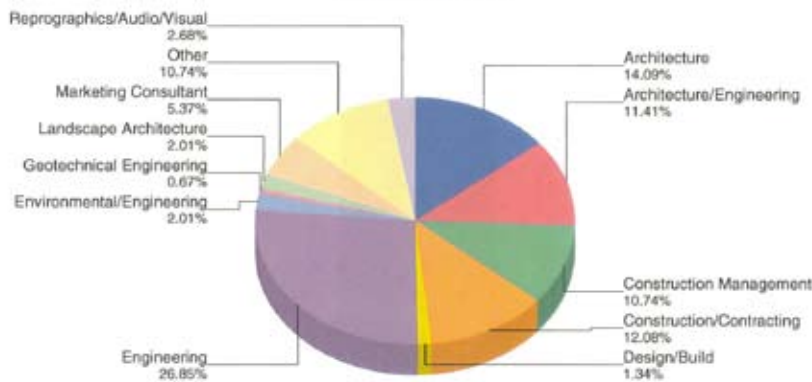
Workshops:

- How to Do Business with OCPS
- Cost Estimation
- What is a Local Developing Business and How does one Become Certified?
- The Jessica Lunsford Act and what it means for businesses working with OCPS

To register, go to www.obo.ocps.net.

Or call 407.317.3739 for more information.

Primary Discipline



ADDENDA 12

Community Contributions

Mark your Calendar

Individual Tickets Available in April

The 2006

That's Amore

Bachelor/Bachelorette Auction
to benefit The Lisa Merlin House

Date: May 6, 2006
Time: 7:00PM - 10:00PM
Place: Rosen Centre Hotel, International Drive

Sponsorships Available!

*For more information contact Kimberly Ridenour at Kimberly.Ridenour@limbachinc.com
Also visit www.lisamerlinhouse.com*



ADDENDA 13

Communications



Our next event: Apr 25, 2007 at 5:30 PM, Mix, Market & Mingle

- Home
- About
- Meet the Board
- Membership
- Sponsorship
- Community Involvement
- Student Chapter
- Certification
- Members Only
- Program Calendar

Welcome to the Society of Marketing Professional Services, Central Florida Chapter Website

As the *premiere organization of marketing experts for the architecture, engineering, and construction industries*, SMPS provides excellent educational resources and networking in an exciting and professional environment.

Register now for Marketing Mayhem...a 2-day educational seminar taking place on May 8 and May 22. **Get more details.**

Thanks to our 2007 sponsors!



Full printouts from the SMPS Newsletter are located on the following pages.



ADDENDA 14

Program Coordination

SMPS Coordinators Checklist

Who	Gather Committee	Name	Name	Name	Name	When
	1 or 2 ppl to assist					ASAP
Who	Sponsors	Sponsor 1	Sponsor 2	Sponsor 3	Sponsor 4	When
	2 or 3 per program (see "benefits of sponsorship")					ASAP
	Mail Invoices (see sample) with SMPS Envelopes					As Soon as They Commit
	Company Overview (up to 7 lines)					8 weeks prior
	Company Logo (For Program Flyer)					8 weeks prior
	Leave Behind Materials (if they would like)					8 weeks prior
	Register all sponsors (1 registration each) on Acteva					2 weeks prior
Who	Speakers	Moderator	Speaker	Speaker	Speaker	When
	Recruit Speakers					ASAP
	Send Speaker Confirmation Letter (see sample)					8 weeks prior
	Collect one-page bio w/ headshot from each					7 weeks prior
	Get Speaker gifts from Programs Chair and wrap					4 weeks prior
	Collect Speaker Presentations (if necessary)					2 weeks prior
	Register all speakers (1 registration each) on Acteva					1 week prior
Who	Program Logistics					When
	Contact Venue to confirm date and time of program					8 weeks
	Meet with caterer and choose menu					8 weeks
	Coordinate with Venue and Caterer on program day schedule					8 weeks
	Create Program Budget and send to Program Chair (see sample)					6 weeks prior
	Figure out Agenda (see sample)					6 weeks prior
	Program Handouts (see sample)					3 weeks prior
	Program Evaluations (see sample)					2 weeks prior
	Coordinate with Membership Chair to create Name Badges for non-member sponsors and speakers					2 weeks prior
	Coordinate with the Education Chair for CEUs					2 weeks prior
	Approve final bill from venue(s) and send to Programs Chair					1 week post
Who	Program Promotion					When
	Create Save-the-Date and/or Program E-Announcement in .jpg format (see Photoshop file for sample)					2 months prior
	Send to Chapter President and Programs Chair for Approval					6 weeks prior
	Send Final Program E-Announcement to Treasurer for Acteva Link					5 weeks prior
	Send to SMPS Admin to send out to Chapter					4 weeks prior
	Send to Communication Chair for Press Release					4 weeks prior
	Send to other associations that might be interested (other SMPS chapters, AIA, etc.)					4 weeks prior
Who	Follow-Up					When
	Write Thank You notes to Program Sponsors and Speakers (feel free to use SMPS Letterhead and SMPS Envelopes)					day after event
	Send final budget and program evaluation synopsis (see sample) to Program Chair					2 weeks after event
Audio-Visual Requirements						
Microphones						
Podium with Mic						
Audio Mixer						

Full printouts from the Program Coordinator Kit are located on the following pages.

SMPS Program Budget									
Budgeted EXPENSES					Actual EXPENSES				
	quantity	cost	total		quantity	cost	total		
Comp'd Meals									
SMPS President	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Program Sponsor 1	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Program Sponsor 2	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Program Sponsor 3	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Speaker	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Speaker	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
Moderator/Speaker	1	\$ 30.00	\$ 30.00		1	\$ 30.00	\$ 30.00		
UCF Students	4	\$ 30.00	\$ 120.00		4	\$ 30.00	\$ 120.00		
Venue Fee	1	\$ -	\$ -		1	\$ -	\$ -		
Lunch	60	\$ 30.00	\$ 1,800.00		60	\$ 30.00	\$ 1,800.00		
A/V Equipment									
Microphones	2	\$ -	\$ -		2	\$ -	\$ -		
Podium with Mic	1	\$ -	\$ -		1	\$ -	\$ -		
Sound System (Citrus Club)	1	\$ 95.00	\$ 95.00		1	\$ 95.00	\$ 95.00		
Screen (Citrus Club)	1	\$ 16.00	\$ 16.00		1	\$ 16.00	\$ 16.00		
Panel/Riser	1	\$ 125.00	\$ 125.00		1	\$ 125.00	\$ 125.00		
Projector	1	\$ -	\$ -		1	\$ -	\$ -		
ACTEVA Fee	1	\$ 100.00	\$ 100.00		1	\$ 100.00	\$ 100.00		
TOTAL EXPENSES			\$ 2,466.00				\$ 2,466.00		
Budgeted REVENUES					Actual REVENUES				
Sponsor	1	\$ 350.00	\$ 350.00		1	\$ 350.00	\$ 350.00		
Sponsor	1	\$ 350.00	\$ 350.00		1	\$ 350.00	\$ 350.00		
Sponsor	1	\$ 350.00	\$ 350.00		1	\$ 350.00	\$ 350.00		
Registrations		\$40	\$ -			\$40	\$ -		
TOTAL REVENUE			\$ 1,050.00				\$ 1,050.00		
TOTAL PROFIT			\$ (1,416.00)				\$ (1,416.00)		





STRIVING

Central Florida SMPS Strives for Excellence



SMPS Central Florida Chapter
P.O. Box 1459
Orlando, FL 32802-1459
Fax: 407-540-9792
Email: admin@smpscentralflorida.org

Striving for Excellence Submittal

www.smpscentralflorida.org