



GOLD SPONSOR
HIGHLIGHTS

P2-3



CHAPTER UPDATES

P4



SMPS COMMUNITY
INVOLVEMENT

P5



SMPS

Society for Marketing
Professional Services
Central Florida

January / February 2010

TheBRIEF

www.smpscentralflorida.org
www.bus.ucf.edu/smps

JANUARY'S EVENTS

M/WBE, DBE, LDB, SBE Mentoring Outreach Program

When: Tuesday, January 19 from 7:30am to 10:30am
Where: Citrus Club Orlando

A Special Thank You to Our Silver Sponsor: RTM & Associates

SMPS Webinar: The Art & Science of Proposal Leadership

When: Tuesday, January 19 from 2:00pm to 2:30pm
Where: AECOM

320 East South Street, Orlando

CPSM Study Group

When: Wednesday, January 20 from 6:00pm to 7:30pm
Where: Wilbur Smith Associates

3191 Maguire Boulevard, 2nd Floor

SMPS Mix Market & Mingle

When: Wednesday, January 27 at 5:30pm
Where: Ember Downtown

SMPS Coordinator's Club: Boothmanship & Beyond

Best practices for tradeshow in 2010

When: Thursday, January 28th from 11:30am to 1:00 pm
Where: Configurations

1976 south Orange Blossom Trail, Apopka, FL 32703

LOOK AT WHAT'S COMING UP IN 2010!!

2010 SMPS Central Florida Program Calendar



January
W/MBE MATCHMAKER EVENT
January 19, 2010

February
INTERNATIONAL BUSINESS
February 16, 2010

March
HOSPITALITY/TOURISM SEMINAR
March 16, 2010

April
TRANSPORTATION UPDATE PART 1
April 20, 2010

May
EDUCATION UPDATE
May 18 2010

June
MARKETING MAYHEM
June 2010 (TBD)

July
BIM - NEW TRENDS IN PROJECT DELIVERY
July 20, 2010

August
BOARD TURNOVER/SOCIAL (ARENA TOUR)
August 2010

September
HEALTHCARE SEMINAR
September 21, 2010

October
TRANSPORTATION UPDATE PART 2
October 19, 2010

November
DEVELOPERS UPDATE
November 16, 2010

December
HOLIDAY SOCIAL
December 2010

Be involved!

If you would like to get involved in planning any of these great events, contact Melannie Wright at 407-805-0355
melwright@hntb.com.



Sponsor Spotlight

JCR CONSULTING

JCR Consulting-Landscape Architects is proof that good firms do come in small sizes. Since its formation in 1993, JCR has remained a small business with a staff size never exceeding four professionals. As a women-owned business the firm has been continually certified as an M/WBE company by state and local agencies. However, the firm's leadership knew that certification alone would not provide success and longevity without focusing on client needs, creative solutions and delivering quality plans for a reasonable fee and within an agreed upon schedule.

When a client retains JCR for a project the one constant they receive is the high-level of staff experience. Each member of JCR's core staff producing the work has more than 30 years of design experience. This combined with a continual investment in computer and software technology provides the catalyst for higher productivity with fewer people.

Working for a wide variety of architects, civil engineers and contractors, the firm has participated in completing more than 600 successful projects in Florida. These projects have encompassed both the design/bid/build and design/build delivery methods, and the project composition consisting of everything from airports, commercial sites, municipal facilities, roadway landscape enhancements to schools.

Projects that JCR has recently served as a sub-consultant on include: Dr. P. Phillips Orlando Performing Art Center; George C. Young Federal Court House Renovation; the Rent-A-Car/QTA expansion and Loop Road Improvements at Orlando International Airport; Marks Street Senior Center Renovation; I-4/Lake Ivanhoe Gateway and Pedestrian Bridge Conceptual Plans; the award winning General Hutchison Pedestrian Bridge over U.S. 17/92; and Force Protection facilities at UCF Research Park. The firm is also serving as a continuing landscape architect for the City of Leesburg, Florida where they have completed Phase I of a 6.0 mile U.S. 441 Streetscape project and are currently completing Phase II.



U.S. 441 in Leesburg, Phase I Streetscape



Pedestrian Bridge in Seminole County

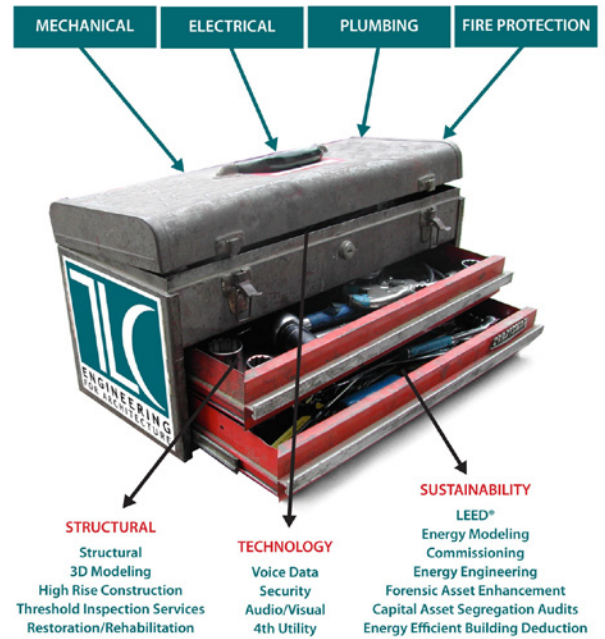


Sponsor Spotlight

TLC ENGINEERING

A progressive, dynamic consulting engineering firm with 10 offices and 310 employees, TLC Engineering for Architecture has provided engineering services for buildings in 41 states and several foreign countries. We began in 1955 as a one-person structural engineering firm and have grown to 10 offices including our Orlando headquarters and regional offices in Cocoa, Deerfield, Ft. Myers, Jacksonville, Miami, Tallahassee and Tampa, FL; Nashville, TN; and Dallas, TX. Our design services include mechanical, electrical, structural, plumbing, fire protection, communications, technology and security systems, as well as LEED® consulting, commissioning and energy modeling.

Name a major public building in Central Florida and chances are TLC has provided engineering services: the new Dr. P. Phillips Orlando Performing Arts Center, the new Amway Center, renovations to the Florida Citrus Bowl, Orlando International Airport, the Orange County Convention Center, the Mall at Millenia, plus major office buildings, high-rises, schools and universities.



ENGINEERING

Mechanical	Electrical	Plumbing
Fire Protection	Structural	Communications & Technology
LEED® Consulting	Commissioning	Energy Engineering

RELATIONSHIPS

Orlando • Jacksonville • Tallahassee • Deerfield Beach
Nashville • Dallas • Miami • Fort Myers • Tampa • Cocoa
WWW.TLC-ENGINEERS.COM

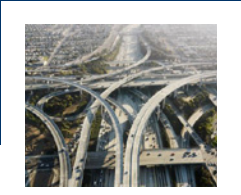
TLC is leader in sustainable design and a member of the U.S. Green Building Council. We earned our sustainability stripes engineering green buildings throughout the Sunshine State, where hot, humid weather and three climate zones can make it a challenge to design energy-efficient buildings. We have since designed sustainable projects all over the country including 50 LEED-certified buildings and more than 150 buildings in various stages of LEED certification, totaling 36 million square feet.

An early adapter of building information modeling (BIM), TLC has seven years of experience using BIM software in both MEP and structural disciplines and is one of the largest BIM license holders in the world. Our evolution has been in lockstep with the software industry's progress to provide a tool that can support both design and production capabilities.

TLC's engineering and design professionals provide a multi-disciplined approach to ensure comprehensive, cost-effective and functional services for our corporate, governmental, healthcare, educational and private-sector clients.

Our superior service and innovative engineering have provided a solid foundation for growth, as reflected in TLC's industry rankings: #10 in Building Design & Construction's Giants 300 list; #23 in Consulting-Specifying Engineer's Giants list; and #55 in Engineering News-Record's list of Top 100 Green Design Firms. Since 1955, our clients have counted on

TLC to provide what is needed, when it is needed. Our approach is simple: we understand our clients' needs, listen to their concerns and work within their budgets.



CHAPTER UPDATES

Developer's Update: Navigating Change a Huge Success

Over 70 attendees from the Architecture, Engineering and Construction industry gathered on November 10th for the "Developer's Update: Navigating Change" lunch program put together by the Society for Marketing Professional Services (SMPS) Central Florida Chapter. Panelists included Marc Reicher with Rida Development, Chip Lilley with CNL Commercial Real Estate, Ed Timberlake with Seaside National Bank and Trust, Jill Rose with Colliers Arnold, Andy Johnson with RBC Bank and Becky Furman with Lowdes Drosdick, Doster, Kator & Reed, P.A. Terry Delahunty Jr., LEED AP with Gray Robinson served as the moderator. The program covered issues such as the future of urban development design and construction in Florida, as well as the implications of amendment four, which seeks to make the current land use system more accountable by giving the power to voters over land use changes such as comprehensive plan amendments. Welbro Building Corporation served as the program sponsor. Thank you everyone for making this program such a success!



A special thanks goes to our program sponsors HNTB Corporation; Dickey Consulting Services, Inc.; Geotechnical and Environmental Consultants, Inc.; Ghyabi & Associates, and PBS&J. Photos Courtesy of Global-5 Communications.

Proceeds Benefit RS&H Trust Funds

SMPS Central Florida is donating all of the proceeds from the December 2nd Holiday Social to the RS&H trust funds set up for the family of Otis Beckford and the associates injured in horrible incident that took place in the Orlando office of RS&H on November 6th.

We would like for those chapter members who weren't able to attend the social to have the opportunity to donate to the funds through SMPS. Whether it is a company donation or an individual donation, all monies will go to this truly worthy cause. If you would like to make a donation to the RS&H funds, below is the information on each of the funds. You can send the donations to my office and SMPS Central Florida will collectively send the donations on to RS&H.

Orlando Recovery Fund - This fund is set up for the injured associates: Keyondra Harrison, John Hornbeck, Guy Lugenbeel and Edward Severino. All monies donated to this Fund will be distributed to them in equal shares to help with the additional expenses that we know they will incur as a result of the injuries.

Family of Otis Beckford Fund - This fund is for Otis' family, he left behind a 7-month old daughter, his fiancé - his childhood sweetheart and the mother of his daughter, and his mother. These funds will be used exclusively for the benefit of Otis' survivors.

Please make checks payable to either of the funds listed above. Donations should be sent to:
Katy Klaproth, Robins & Morton 1900 Summit Tower Blvd., Suite 150, Orlando, FL 32810

Again, we will collectively send the donations to RS&H. Thank you in advance for your giving spirit and please continue to keep the employees of RS&H and their family members in your thoughts and prayers.



GIVE BACK THROUGH SMPS

SMPS Central Florida is Partnering with Harbor House of Central Florida to Help Them Stand Up Against Domestic Violence

Did you know Orange County had the second highest number of domestic violence incidents in the state, second only to Miami Dade despite being the 5th largest county? The statistics are staggering with over 100,000 victimizations a year.

Harbor House seeks to eliminate domestic violence in Central Florida by providing safety, shelter, empowerment, education and justice. Harbor House provides safe shelter, a 24-hour crisis hotline, counseling, and emotional support, and legal advocacy for thousands of domestic violence survivors and their children each year. Harbor House also prepares survivors for re-entry into the community - connecting them to resources that will enable them to live independently, safely and peacefully.

During the 1970s - when talking about abuse was taboo - Barbara Moore, a domestic violence survivor realized the need for victims' assistance programs in Orange County. Taking it upon herself to assist other victims in need, she assembled a small group of committed women and together they established Central Florida's first domestic violence shelter - known today as Harbor House.

Over time, Harbor House has evolved and grown to meet the needs of Orange County. But, it has always remained true to its core values: empowerment, peace and advocacy.

Today, Harbor House is Orange County's only state-certified domestic violence facility.

How You Can Help - Bring Your Old Cell Phone to Any SMPS Event!

In 2007-08, 7,279 calls were received on Harbor House's 24-hour hotline. Imagine the relief that survivors may feel, as a dedicated 911 phone rests in their pocket or purse. Your used cell phones could provide them with that security.

We will be collecting cell phones (working or broken) at all SMPS events throughout the year. Through the donation of these phones, Harbor House receives money per phone and each victim receives a dedicated 911 phone.

How You Can Help - Volunteer to Help Move Into The New Children's Center!

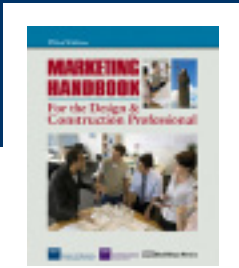
In Spring 2010, a new children's center will be opening on the Harbor House campus. Forty-five percent of Harbor House residents are children. This new facility will enable allow school aged children a place to safely attend school. It will also serve as a day care for smaller children. The facility also has a new industrial kitchen and multipurpose room for the kids to have hot meals and play time.

We do not have an exact move date yet, but if you are interested in volunteering for this effort, please e-mail Erica Fox at efox@matern.net.

Get Involved - Other Harbor House Needs

Clerical Volunteers - Maintenance Projects - Clothing - Paper Goods - Food - Advocacy Volunteers - In kind Donations - Household Cleaning Supplies - Bedding (Twin Size / Crib) - Hygiene Supplies - Baby Items - Toys - Books - Movies - Gas Cards - Bath Towels - Speakers for Speaker's Bureau - Mentors - Childcare - Shelter Advocate - Fund Raising

If you are interested in any of these items or would like more information on getting involved, please contact Erica Fox at 407-740-5020 or efox@matern.net.



SMPS LIBRARY

The Education Committee is pleased to announce some new additions to our rapidly growing SMPS Central Florida Lending Library.

First, for those A/E/C industry professionals who are studying to take their CPSM exam we have added the Marketing Handbook for the Design & Construction Professional, Third Edition to our shelves. Not only is this book key in passing your CPSM exam, it is chock full of powerful information to strengthen your full range of marketing skills.

The Marketing Handbook is an indispensable resource for those engaged in professional services marketing and dedicated to building business for their companies. Reflecting the remarkable changes in business practices and technology over the last decade, this third edition encompasses 64 chapters—including nearly 20 new chapters—authored by 72 industry leaders and practitioners with bottom-line accountability for the success of their A/E/C companies.

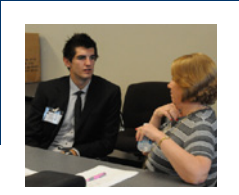
Our second new addition to the Lending Library is the 2009 Marketing Salary and Expense Survey. This report includes survey data collected from a sample of 1,153 respondents representing 774 offices. You can check relevant salary and benefits-related data for an array of marketing and business development jobs in the A/E/C industry.

Please contact Marie Zarate at marie.zarate@aecom.com for more information.

A list of the currently available books and there descriptions are available on the following page...

Online checkout form is online at the SMPS Central Florida website - [click here!](#)





MEMBER NEWS

If you have a success story you would like to share, e-mail your press release to Richelle Siska at richelle.siska@woolpert.com.

Gregg Kirkendall, AIA, LEED AP, Completes Lean Six Sigma

BRPH senior architect is now a Lean Six Sigma/DFSS certified Green Belt



December 17, 2009

MELBOURNE, FL – BRPH is pleased to announce Gregg Kirkendall, AIA, LEED AP, a senior architect in our Melbourne office, has successfully completed the Lean Six Sigma/DFSS Certification program and is now a Lean Six Sigma/DFSS certified Green Belt.

Lean Six Sigma is a combination of two complementary scientific methodologies/management systems that emphasize a balanced process that can help an organization focus on improving service quality, as defined by the customer, within a set time limit.

"Both Lean and Six Sigma are practiced by an increasing number of our clients including the US Military, Boeing, and Embraer." said BRPH president and CEO, Brad Harmsen. "The credentials of registered architect, LEED AP, and Lean Six Sigma enable our team to provide an advanced level of customer service and highly customized design solutions that truly meet the customer's goals."

BRPH Awarded National Architectural and Engineering Services Contract By Army Family and Morale, Welfare and Recreation Command

December 16, 2009

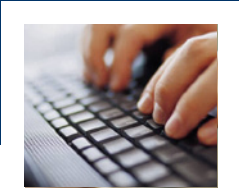
MELBOURNE, FL – The U.S. Army Family and Morale, Welfare and Recreation Command (MWR) has awarded BRPH an Indefinite-Delivery/Indefinite Quantity (IDIQ) open end contract for professional Architect-Engineer services.

The contract is for a period of 12 months, with options for four additional one-year renewals, and covers various projects for U. S. Army and other Department of Defense organizations and agencies. Typically Army MWR projects include youth activity centers, golf courses, outdoor and indoor recreation centers, bowling centers, auto crafts centers, community activity centers, officer and NCO/Enlisted Clubs, and transient housing facilities.

"BRPH has previously provided services for MWR on projects in the Southeast, California, and Hawaii," said BRPH president and CEO, Brad Harmsen. "We are looking forward to enhancing our services to MWR by utilizing Building Information Modeling (BIM) to build virtual models of the projects, enabling end-users and other stakeholders to experience every aspect of a project before it is constructed."

About BRPH

BRPH is an international Integrated Services firm, providing multiple disciplines in-house, including planning, architecture, engineering, interior design, and construction. In addition to Melbourne, Orlando, and West Palm Beach, Fla., the firm has offices in Atlanta and Savannah, Ga., and in North Charleston, S.C. The company has served customers in the government, education, aerospace, aviation, industrial, and commercial markets for 45 years. BRPH is listed among the top 100 architectural firms in the U.S. by Architect Magazine and among Building Design+Construction's Top 100 Building Information Modeling (BIM) Adopters. BRPH is ranked second on Southeast Construction Magazine's Top Green Design Firms list and Engineering News-Record (ENR) has ranked BRPH as one of the top 100 green design firms in the U.S. For more information, visit www.brph.com.



THANK YOU & WELCOME!

To Our Renewing Members

Jill L. Baker, IIDA, LEED AP

John E. Billingham, Triangle Reprographics

Steve Carlson, CPSM, Reynolds Smith & Hills Inc

Kevin G. Casey, Paul J Ford and Company

Jessica J. Chan, CPSM

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Kari M. Wiedenbeck, Dyer Riddle Mills & Precourt Inc

Belinda H. Williams, Construct Two Group

New / Transferring Members

Charren L. Brooks, HNTB Corporation

Justine A. Jenkins, MSCW Inc.

Maureen Mogus, BEM Systems Inc.

NEW CPSM STUDY GROUP

Come learn what the CPSM certification program is all about!

Whether you are a marketer, a business developer or a firm principal, learning the skills necessary for CPSM certification will help you take your career and your firm to the next level.

This study group series is for you if you:

1. Have been in the industry awhile and want to have credential initials behind your name
2. Are ready to test your marketing skills and want to start preparing for the CPSM
3. Are curious about the CPSM and want to know what it takes to earn it
4. Don't want to test for the CPSM yet, but want to learn how to win more work for your firm
5. Want to sharpen your marketing skills in 1) Market Research, 2) Market Planning, 3) Client and Business Development, 4) SOQs/ Proposals, 5) Public Relations/Promotion and 6) Information Resource Management (the six SMPS Domains of Practice)

Certified Professional Services Marketers (CPSMs) are recognized as individuals who have met a rigorous standard of experience and expertise in marketing professional services and who have agreed to adhere to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

How Do I register?

SMPS will be holding a CPSM Information Session at Wilbur Smith on Wednesday, January 20th at 6pm. Please feel free to attend! If you can't make it, please call Larry Seel at 407.902.2707 or send him an email at lseel@wilbursmith.com.



CALENDAR

Up Coming Chapter Events

M/WBE, DBE, LDB, SBE Mentoring Outreach Program

Tuesday, January 19 | 7:30 -10:30am

SMPS Webinar: The Art & Science of Proposal Leadership

Tuesday, January 19 | 2:00 - 2:30pm

CPSM Study Group

Wednesday, January 20 | 6:00 - 7:30pm

Mix Market & Mingle

Wednesday, January 27 | 5:30pm

Coordinator's Club: Boothmanship & Beyond

Thursday, January 28th | 11:30 - 1:00 pm

International Business Program

Tuesday, February 16th | 11:30 - 1:00 pm

Mix Market & Mingle

Wednesday, February 24th | 5:30pm

For additional information, visit our full [program calendar](#) online at:

www.smpscentralflorida.org/calendar.asp

OTHER EVENTS

AIA Project Tour: Hotel - January 19

SDA Officer Installation - January 22

ASHRAE AHR Expo - January 25 - 27

USGBC LEED for Construction Manager - January 26

NAIOP History of Real Estate in Central Florida Program - January 28

FPRA Media Roundtable: The Future of PR - January 28

SMPS Tampa Bay Business Development in Distressed Markets - January 28

SDA Lunch and Learn - February 16

SMPS North Florida Chapter/WTS Transportation Luncheon - February 17

NAIOP 14th Annual "Best of the Best" Awards Gala - February 18

AIA Orlando Luncheon Seminar - February 19

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