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**Society for Marketing Professional Services
Central Florida**

March / April 2010

TheBRIEF

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

MARCH EVENTS

SMPS/TEA Hospitality & Entertainment Event

When: Tuesday, March 16th from 11:30am to 5:30pm
Where: The Plaza Cinema Café
A Special Thank You to Our Program Sponsors: Energy Air, Inc. and VOA Associates

SMPS Webinar: Pitch to Win

When: Tuesday, March 16th at 2:00pm
Where: TLC Engineering for Architecture
255 South Orange Avenue, Orlando

CPSM Study Group

When: Monday, March 22nd from 6:00pm to 7:30pm
Where: AECOM

Student Chapter Mentoring Program

When: Tuesday, March 23rd at 4:30pm
Where: UCF Campus

Design & Building Industry Mixer

When: Thursday, March 25th at 5:30pm
Where: Embe r Downtown

SMPS Coordinator's Club: Professional Selling with Cyndi Gundy

When: Tuesday, March 30th from 11:30am to 1:00 pm
Where: ABC Central Florida
651 Danville Drive, Orlando

SMPS and TEA are Proud to Present...
THE HOSPITALITY & ENTERTAINMENT EVENT

DATE: TUESDAY, MARCH 16TH, 2010
TIME: 11:30AM - 5:30PM
LOCATION: THE PLAZA CINEMA CAFE
155 S. ORANGE AVENUE
321.558.2878
*PARKING VALIDATED FOR \$4 IN THE PLAZA PARKING GARAGE

REGISTER ONLINE WITH CHECK OR CASH: <http://www.acteva.com/booking.cfm?bevaaid=198980>
REGISTER ONLINE WITH CREDIT CARD: <http://www.smpscentralflorida.org/calendar.asp?show=463&caid=244>

Join SMPS Central Florida and TEA to discuss the up and coming trends in the world of hospitality and themed entertainment. Our panelists will be answering questions regarding upcoming projects, new trends and what the future holds. This event will provide you with the tools you need to help your entertainment and hospitality work grow.

TRENDS IN HOSPITALITY PANELISTS:

LARRY STUART, LARRY STUART HOSPITALITY
MICHAEL SANSBURY, OVER 5 HOSPITALITY, LLC
EDWARD L. SCHRANK, HILL INTERNATIONAL
MODERATOR
ROBIN WEBB, COLDWELL BANKER COMMERCIAL

GREENING OF ENTERTAINMENT AND ATTRACTIONS PANELISTS:

THOMAS CHATMON, AMWAY CENTER
BRIAN MORROW, SEA WORLD
PATRICK BRENNAN, DISNEY IMAGINEERING
MODERATOR
JUDY HOLCOMB, ROSEN COLLEGE OF HOSPITALITY MANAGEMENT

Sponsorships Available! For More Information Please Contact:
Kimberly Ridenour-Sims, 407.302.2329 or
kimberly.ridenour@limbachinc.com

PROGRAM SCHEDULE:

11:30AM REGISTRATION/LUNCH/NETWORKING
12:30PM - HOSPITALITY PANEL
2:00PM - NETWORKING BREAK
2:30PM - ENTERTAINMENT PANEL
4:00PM - NETWORKING RECEPTION
*PLEASE ALLOW TIME FOR PARKING

THANK YOU TO OUR PROGRAM SPONSORS!



Sponsor Spotlight

TRIANGLE REPROGRAPHICS

Few industries have been more affected by the digital age than the reprographic industry. Over the years, computers, digital printers, and new digital technologies have completely transformed work processes, requiring new expensive equipment and more specialized employee training. Reprographics companies are continually faced with a choice, either you make the proper investments, embrace these changes and diversify your services or your business will falter.

For almost 40 years, Triangle Reprographics has been on the cutting edge of technology and change. The company's secret for longevity and success comes from the right mix of investing in technology and people, providing a host diversified output services, and offering excellent customer service.

Founded in 1972, Triangle Reprographics is a full service reprographics shop located in downtown Orlando. Many of their employees have worked 20-plus years with the company. Today, Triangle works two shifts to meet important deadlines for their long list of clients. They are well-known in the reprographic industry and highly respected as an innovative leader throughout North America.

"Our success is attributed with three primary practices: keeping up with the equipment and technology, hiring the best people we can find, and most importantly, taking care of customer's needs," says Reg Garner, vice president of sales. *"From the very beginning, the focus was paying attention to the details and understanding the customer's requirements,"* he adds. Founder Roger Garner always stressed, *"The job must be right...and on time!"*

The company was started by Roger and Joanne Garner in 1972. At a time when many repro shops are selling out to national "chains", Triangle proudly remains a privately-held family business. The original business was called Triangle Blueprint and Supply, and about 80 percent of their sales came from selling drafting supplies and sundries. Most of these items don't even exist today... when was the last time you used an electric eraser? The name was changed to Triangle Reprographics in the 1980's to encompass a broader scope of the services they were beginning to offer.



Sponsor Spotlight

TRIANGLE REPROGRAPHICS

In 2005, Triangle moved into a new 40,000 square foot facility, in downtown Orlando. The new shop was designed totally around the workflow and production needs of a modern reprographic company. The construction project transformed an old Coca Cola bottling plant into a modern printing facility, while maintaining some of the building's original elements. The space now includes offices, a spacious lobby, and an "open concept" production floor. Exterior construction features alucobond panels on the front facade and a prominent 24-foot tower that is visible from Interstate 4.

When you walk into Triangle's lobby, visitors can't miss the three-dimensional acrylic sign that simply states:

Our Vision - *To provide the highest quality service in reprographics and imaging technologies today and tomorrow.*

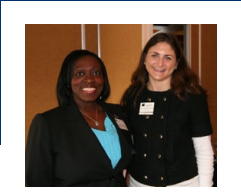
Our Purpose - *To earn the trust of our employees, customers and community through our dedication to fairness, honesty and respect for one another.*

Over the years they always tried to stay ahead of the curve. "From the start we've continually ridden on the crest of emerging technologies," says Reg. In the 1970s they added a black-and-white photo lab to support pin-bar drafting. The 1980s marked the beginning of the digital age with CAD plotting equipment and "high-speed" modems for customers to send work electronically.

In 1986 Triangle was one of the first shops in the state of Florida to install a color copier. Then in 1991, they were among the first service bureaus offering wide-format color and the beta test site for a major software company. With the innovation of Adobe Photoshop and the first 44" wide electrostatic printer (before inkjet printers) Triangle worked closely with the Orlando International Airport to print the tunnel murals that were 140' wide. In 1996 Triangle was one of the first in the world to have a LightJet photographic imager to produce true photographic prints (up to 50" x 120") from digital files.

One of the newest technologies today is their Durst Rho Flatbed Printer capable of printing directly to rigid substrates such as plastics, metals, foamboards, wood and much more. This technology has opened up even more opportunities and markets for Triangle.

From the very beginning, Triangle was built on smart financial decisions. Because of this, Triangle will remain strong even through these difficult economic times. Furthermore, everyone that works here is fully aware of these tough times and totally committed to doing the best job ever to meet the customer's needs.



CHAPTER UPDATES

SMPS Central Florida Hosts First M/WBE Event with Huge Success By Danna J. Olivo, CPSM, CDT

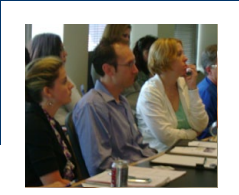
The Central Florida Chapter of SMPS hosted its first M/WBE event on January 19th at the Citrus Club in Downtown Orlando. This popular half-day program event began with breakfast and a panel discussion that included representatives from Orange County, the City of Orlando, FDOT, UCF/FMSDC, and the Greater Orlando Aviation Authority. Immediately after the panel discussion, the discussion moved to individual roundtables where attendees had the opportunity to talk directly with the different representatives about available opportunities and the various M/WBE requirements.

Today small and minority businesses are important to strengthening a struggling economy. As most minority and women-owned businesses are "small," their increased growth justifies higher budgets for their ongoing development. Higher budgets mean more incentives benefiting all small business owners through increased loan, investment, bonding and training programs.

This coupled with the fact that government clients are required by law to work with minority- and women-owned and/or disadvantaged business enterprises makes certification a "win-win" situation. As an M/WBE, visibility is increased through a government database, which enables agencies to promptly contact you regarding procurement opportunities. In addition, your company is listed in a directory that enables other companies seeking MBE/WBE/DBE companies to locate you by name or work scope.

The Central Florida SMPS M/WBE program provided a whole new understanding of the procedures involved and a strategy for my own certification process. *A special thanks goes to our program sponsor: RTM & Associates*





CHAPTER UPDATES

SMPS/TEA Hospitality & Entertainment Industry Event

By Kimberly Ridenour-Sims, CPSM

The Society of Marketing Professional Services (SMPS) and the Themed Entertainment Association (TEA) have teamed again to hold another Entertainment and Hospitality Industry event for the designers, builders and specialty providers of these growing industries. The event is March 16, 2010 from 11:30 am to 5:30 pm at the Plaza Cinema Cafe in downtown Orlando.



This unique program is designed to expand our knowledge of these markets, the trends within them, enhance networking circles and provide opportunities that facilitate a flow of communication that benefits all. We have a dynamic group of speakers/panelists whose commitment to success of the event is reflected by their participation.

For more information and to register for the event go to www.smpscentralflorida.org and for sponsorship opportunities contact Kimberly Ridenour Sims at kimbely.ridenour@limbachinc.com.

It's important to us that every member enjoys a program where they learn something new, or maybe are reminded of valuable practices they'd forgotten. Please take a moment to answer a brief survey on our [home page](#). This will help us provide you with programs that inspire you to be a better marketing professional.

THANK YOU & WELCOME!

To Our Renewing Members

William C. Bradford, P.E., Hanson Professional Services Inc

Pam A. Carman, FSMPS, Barton Malow Company

Michelle Chiesa, Hensel Phelps Construction Co.

Rania S. Girgis, Smith Seckman Reid

*Cynthia K. Gundy, University of Central Florida, CBA,
Marketing*

Wendy Landry, Green Building Services

Sheri Ford Lewin, CPSM, VS Consulting

Laura A. Lewis, TLC Engineering for Architecture

Catherine L. Meggison, CPSM, Page One Consultants Inc

William E. Randolph, Jr., CPSM, JCR Consulting

Larry T. Seel, CPSM, Wilbur Smith Associates

Melannie M. Wright, HNTB Corporation

Marie E. Zarate, AECOM

New / Transferring Members

Clive Bransby, Construction Cost Systems, Inc.

Tara A. Brennanm, TLC Engineering for Architecture

Lorrie A. Jackson

John C. Martin, S I Goldman Company Inc

Jordon A. Smith, PCL Construction Services, Inc.



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-UCF STUDENT CHAPTER

Meet Collin Davis - Student Chapter Member

- Name: Collin Davis
- Major: General Business
- Student Involvement: Member of Sales Club and SMPS
- Graduation: May 2011
- What are you going to do after graduation?: A fulfilling career in the renewable energy industry.
- Some other things about me: I am a person who is very driven, enjoys being with family and friends, and loves the outdoors.
- Hobbies: Fishing, Four wheeling, Snowboarding, Grilling, Scuba Diving and Football. I enjoy just about everything outside.
- Favorite Quote: "I have not failed. I've just found 10,000 ways that won't work" - Thomas A. Edison
- Want to get involved? Contact me: collindavis@knights.ucf.edu



Upcoming Student Chapter Events

SMPS-UCF 6th Annual Bowl-A-Thon

Date: Monday, April 19th, 2010

Time: 6:00 - 8:00 pm

Location: Winter Park Bowl America
1111 West Fairbanks Avenue
(407) 644-2244



50's Sock Hop – games, prizes and more...

Great fun for your office team; we bet you're gonna love it!

For more information on sponsorships or to RSVP please contact Chloe Hochrad at chloehochrad@gmail.com



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.

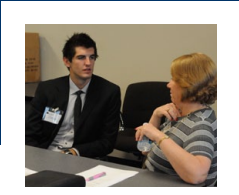
The Marketing Handbook is an indispensable resource for those engaged in professional services marketing and dedicated to building business for their companies. Reflecting the remarkable changes in business practices and technology over the last decade, this third edition encompasses 64 chapters—including 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.

[Click here to access the SMPS Central Florida Lending Library and Online Checkout Form](#)





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.

Matern Professional Engineering, Inc. Opens Hillsborough County Office

Appoints New Project Manager and Wins First Project with the School District of Hillsborough County



February 16, 2010

ORLANDO, FL –Matern Professional Engineering, Inc. (MPE) announces the opening of its Hillsborough County office. Shortly after opening the office, MPE was awarded the Stewart Middle School HVAC Renovation project from the School District of Hillsborough County. The construction of this \$3,000,000 renovation is scheduled to start summer 2010.

Todd Stoltz, CEM, CEA, BEP will be managing the Tampa Bay Area office and will serve as the Project Manager for many of the West Central Florida projects. Todd is returning to MPE after a five-year hiatus. He has sixteen years experience in mechanical engineering with a specialization in energy management and auditing, along with utility rate analysis.

About Matern Professional Engineering, Inc. (MPE)

MPE is one of the largest engineering firms in the State of Florida. Established in 1984 by Douglas P. Matern, MPE specializes in mechanical, electrical, plumbing, fire protection, technology and commissioning engineering services for K-12 Education, Higher Education, Aviation Authorities, Government Municipalities, Public Safety, Jails/Prisons and various Private Sector clientele. MPE has offices located in Orlando, Ft. Myers, Jacksonville and Tampa. For more information, visit www.matern.net.

Bernard J. “BJ” Martin, PE, PSM, LEED AP, Joined Miller Legg’s Winter Park Office



March 2, 2010

ORLANDO, FL – Bernard J. “BJ” Martin, PE, PSM, LEED AP, joined Miller Legg, a statewide multi-disciplinary consulting services firm in the Winter Park Office. Martin will serve as a Senior Project Manager in the Engineering Land Development and Transportation Department and will be responsible for overseeing the Surveying and Mapping Department in Central Florida.

Prior to joining Miller Legg, Martin served as President of BJM Associates, LLC, a civil engineering and surveying firm in Central Florida for more than three years. He was with BJM Associates for seven years as Vice President prior to establishing his own corporation. During his career, he has been responsible for the planning, design, permitting and management of numerous projects relating to land development as well as urban and rural roadway projects. Martin earned a Bachelor of Science degree in Civil Engineering from Auburn University in 1998. He is a board member of the Central Florida Section of the American Society of Highway Engineers. Also, he is a member of the Florida Stormwater Association and the Florida Surveying and Mapping Society, just to name a few.

Miller Legg is a 44-year-old multi-disciplinary consulting firm with offices throughout Florida, specializing in engineering, surveying, Subsurface Utility Engineering, planning, landscape architecture, environmental services, and Geographical Information Systems.



CALENDAR Up Coming Chapter Events

Hospitality and Entertainment Event
Tuesday, March 16th | 11:30 - 5:30pm

Webinar: Pitch to Win: A Complete Approach to Pursuing Business, Making the Shortlist, and Winning When Opportunities Are Scarce
Tuesday, March 16th | 2:00 - 3:30pm

Design & Building Industry Mixer
Thursday, March 25th | 5:30 - 7:30pm

Internship/Career Expo through SMPS-UCF and Sales Club
Monday, March 29th | 10:00 - 1:00pm

SMPS Coordinator's Club: Professional Selling with Cyndi Gundy
Tuesday, March 30th | 11:30 - 1:00pm

SMPS-UCF Bowl-a-Thon
Monday, April 19th | 6:00 - 8:00pm

Transportation Update - Part I: Transit in Florida and High Speed Rail - The Next Steps!
Tuesday April 20th | 11:30 - 1:30pm

Education Update: Details to follow
Tuesday, May 18th | 11:30 - 1:30pm

For additional information, visit our full [program calendar](http://www.smpscentralflorida.org/calendar.asp) online at:
www.smpscentralflorida.org/calendar.asp

OTHER EVENTS

SMPS North Florida: Workshop - Defining & Enhancing the Value of Marketing – March 12

SMPS North Florida: Luncheon - Principal's Roundtable – March 17

NAIOP: Healthcare Development – A Prescription For Real Estate – March 18

SMPS Tampa: Healthcare - Behind the Headlines – April 29

SMPS North Florida: National Speaker - Judy Nitsch – May 12

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JCR Consulting
Triangle Reprographics

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