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Society for Marketing Professional Services
Central Florida

September / October 2010

TheBRIEF

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



I would like to thank our board members for committing to serve our chapter this year. I asked each of them to participate because I believe they not only bring value to the chapter, but because I believe in their abilities to help this chapter continue to be the best in the country. As we begin this journey together, we will strive to bring more value to our members this year. We hope to not only cultivate new talent, but encourage our veteran members to get involved. We want to "give back" to our members and serve them in a fashion that will motivate them and bring value to them and their firms. This will include a "Members Only" function (stay tuned for more on this). We will strive to discover what you, our members, need and then provide it, thus empowering you to reach the next level – all through timely and focused programming and top-notch educational opportunities.

We won the top prize at National this year and we're ecstatic, but should we be satisfied? Absolutely not. There should never be a moment of being finished because we're always growing, changing and dreaming. This year, we're **Building on the Momentum** – our goal is to **Cultivate** the next breed of marketers and business developers; **Motivate** you to lose the "bunker mentality" and take charge of your careers; and finally **Empower** you to reach new heights, just as our industry seeks to reach a higher level of economic acuity.

CULTIVATE...MOTIVATE...EMPOWER...makes a great theme, don't you think?

Thank you for being a member of SMPS Central Florida. I look forward to serving as your president during the 2010-2011 year.

Sincerely,

Roz Crapps
SMPS

Looking Beyond the Haze: An Economic Outlook for the Central Florida Region

September 28, 2010

Featuring keynote speaker **Jacob Stuart** from the Central Florida Partnership, this program will dive into the overall state of our economy and what is ahead for 2011 and beyond. As president of the Central Florida Partnership, Jacob Stuart has influenced change in the areas of healthcare, regional leadership, technology, transportation, international business, regional research and workforce development.

date: September 28, 2010

time: 11:30 am to 1:30 pm

location: Sheraton Maitland

cost: \$35 members, \$50 non-members

Sponsorship opportunities available!

Please contact Melannie Wright for additional

information at melwright@hntb.com

www.smpscentralflorida.org



CHAPTER UPDATES

SMPS Central Florida Chapter Wins Striving For Excellence Grand Prize Award!

The Central Florida Chapter is very proud and excited to have been awarded the Striving for Excellence Grand Prize Award from SMPS National! Thanks to the whole Chapter, and especially those involved on the Board and on committees, who worked hard throughout the year to make our Chapter great and make this award possible. Also, the Striving for Excellence committee did an outstanding job putting the submission together!



L to R: Roz Crapps, President-Elect, Bill Randolph, Board Advisor, and Katy Klaproth, President accepted the award

The Striving for Excellence Award recognizes chapters for excellence in their management and service to members. The SFE objectives emphasize a chapter's:

- Program/education goals
- Management, membership growth and retention
- Communications
- Financial health

The Grand Prize is selected from the four highest ranking small, medium, large, and extra large chapters, respectively and is awarded to the chapter with the best overall chapter activities, accomplishments, and achievements in management and service to its members.

SMPS Awards Dinner and Board Turnover

Thank you to everyone who came out to welcome the incoming Board Members and celebrate the Member of the Year and Rising and Shining Star Awards! This year's event took place September 1st at The Lennon White Room at Hard Rock Live, Universal Orlando Resorts. One of the highlights of the evening was when every member of the outgoing board was given a personalized mini replica of the Striving For Excellence Grand Prize Trophy.

Award winners include:

- *Rising Star:* **Tara Bleakley**, TLC Engineering for Architecture
- *Shining Star:* **Marie Zarate**, CPSM, AECOM
- *Member of the Year:* **Larry Seel**, CPSM, Wilbur Smith Associates



(Continued on next page)



RISING & SHINING STAR

AWARD WINNERS



Tara Bleakley – Rising Star Award TLC Engineering for Architecture

The Rising Star award is given to an SMPS Central Florida member that has shown great dedication and contribution to the chapter during their first 18 months of membership. This individual has actively participated on chapter committees and taken proactive approach to learning more about the A/E/C industry.



Marie Zarate, CPSM – Shining Star Award AECOM

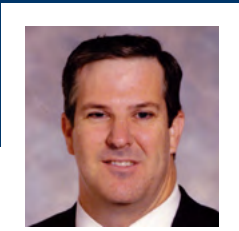
The Shining Star award is given to an SMPS Central Florida member that has been actively involved in the chapter for more than 2 years. This individual has stayed involved with chapter committees and gone above and beyond the call of duty. The Shining Star continually shows an interest in growing and learning as an A/E/C professional.



Larry T. Seel, CPSM – Member of the Year Wilbur Smith Associates

The Member of the Year Award is presented to the person that has done the most to represent the Central Florida Chapter of SMPS, promote or provide programs to the membership, been there for the membership, and lived up to our Chapter Mission and Vision. Since Larry has come back on the board, he has contributed his time and talents to advance the educational and networking opportunities for the chapter. He initiated the concept of having a monthly networking event that is now under the membership committee; he has recruited and managed volunteers tasked with conducting study sessions to increase the number of members achieving CPSM certification; he was instrumental in bringing in national-level speakers for Marketing Mayhem events with little or no cost to the chapter; and, he has continued to support the UCF Student Chapter by sponsoring and attending their scholarship events. Larry has always participated at board meetings and given his opinion and ideas freely with the sole purpose of improving our chapter. He has embraced the mission and actively assisted in moving the chapter toward its many goals. He is always willing to assist other board members and serves as a mentor to younger members.

The Rising Star and Shining Star awards are board-selected. Member of the Year is nominated and voted upon by the members.



Member of The Year

LARRY SEEL, CPSM

1 How did you get your start working in the A/E/C industry?

I actually started working in the blueprint/copy room at Bowyer-Singleton & Associates during my summer breaks from college. I made personal connections there that led me to my first real post-college job at Professional Engineering Consultants.

2 How many years have you been involved in SMPS?

I joined SMPS in 1999, based on the encouragement I received from some marketing people I knew at other firms. Paul James and Bill Randolph were among the first to help me get connected with SMPS.

3 What motivated you to become as involved as you are in SMPS, and what continues to motivate you to stay involved at the level you currently are at?

I strongly believe that the more you put into an organization like SMPS, the more you will get out of it. Our chapter offers so many different programs, so there are many opportunities to get involved. Last year we hosted more than 40 separate events.

4 What has been the highlight of your professional career, to date?

In terms of my work in the A/E/C industry, it has been very cool to be part of the HNTB/Wilbur Smith Associates team that is working on the Florida High Speed Rail system. To have played even a small role in helping to prepare some graphics and proofread parts of the federal grant application that helped our state win \$1.25 billion in federal funding—that kind of thing doesn't happen every day.

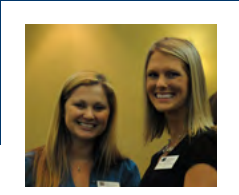
5 At work, we all get in a rut at times. How do you think outside the box? What do you do to inspire yourself creatively and make things interesting?

I guess the rut that I sometimes find myself in comes from feeling trapped in the endless cycle of cranking out one proposal after another. That tends to create a lingering feeling in me that a lot of other work is being left undone . . . should I be helping technical staff with premarketing of clients and opportunities, training staff on how to market more effectively, doing internal marketing or writing more press releases? It's a Sisyphean struggle, at times (thanks, Google). The only solution is to step back and take a deep breath, and then start making lists and prioritizing what needs to be done.

6 Over your career, and other professional related experiences, if you could pass along any advice to our membership what would that advice be and why?

Get more involved in SMPS! You've paid your dues, now reap the benefits. Join a committee, come to the monthly mixers, get out of your comfort zone and force yourself to become more active in the chapter. Get better connected to marketers at other firms, even the firms that you regularly compete against. SMPS fosters a great sense of "we're all in this together," and you can always find someone to help with an issue or to share ideas for solving a problem. Getting involved in SMPS will raise your company's profile in the industry and bring multiple benefits to you personally.





MEMBER NEWS

RLF Named AIA Florida Firm of the Year

Winter Park, Fla. – The Florida Association of the American Institute of Architects recently announced that **RLF** — a leading architecture, engineering and interior design firm — has been selected to receive the **2010 AIA Florida Firm of the Year** award. The award recognizes outstanding achievement in design, community services, education, and services to the profession and the AIA by an architectural firm.

“We are truly humbled by this honor,” said Ronald Lowry, AIA, and RLF Chairman. “We place great importance on establishing enduring relationships with our clients, and this award validates the hard work our team has put into developing innovative, practical and successful solutions for our clients and their communities.”

The AIA Florida/Caribbean Honor & Design Awards Program is Florida’s most prestigious award program for this region’s architectural profession. As part of the recognition process, RLF will be featured in the fall edition of Florida/Caribbean Architect magazine. Further recognition will occur at the Awards Presentation and Dinner on Saturday, August 21 at the Sawgrass Marriott Hotel in Ponte Vedra Beach.

During the past year, RLF has received many accolades for its ongoing commitment to its clients and the community. In March, the company won the prestigious Orlando Firm of the Year Award at AIA Orlando’s 2010 Awards Gala. During the celebration dinner, AIA Orlando also announced that RLF’s project for the new Veterans Affairs Medical Center located at Lake Nona’s “Medical City” received the highly esteemed Merit Award. These awards come on the heels of RLF’s 75th anniversary celebration, during which the City of Winter Park recognized RLF for its dedication to community projects and local charities, including Heart of Florida United Way®, the Second Harvest Food Bank of Central Florida, Habitat for Humanity®, American Cancer Society® and Great Oaks Village Children’s Center.

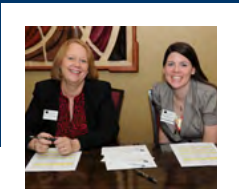
*With a staff of 127 design professionals, **RLF** has been providing client-focused services on major projects in the healthcare, religious, education and federal markets for the past 75 years. For more information about RLF, visit www.rlfae.com, and for more information about the AIA Florida awards, visit www.aiafla.org.*

*The **Florida Association of the American Institute of Architects**, headquartered in Tallahassee, represents the interests of more than 3,700 members in Florida. Members adhere to a code of ethics and professional conduct that assures the client, the public, and colleagues of an AIA-member architect’s dedication to the highest standards in professional practice.*



R to L; Front to back
Ronald Lowry, AIA, NCARB, RLF
Jack Rogers, FAIA, RLF
Robert Yohe, AIA, ACHA, LEED AP, RLF
Sanford Cohn, AIA, RLF
Steven Langston, AIA, ACHA, LEED AP, RLF
Richard J. Logan, AIA, Florida AIA
Debra Sellers, IIDA, LEED AP, RLF
Elizabeth Spangler, RLF
Steven Hingtgen, PE, RLF
Steve Jemigan, AIA, LEED AP, Florida AIA

If you have a success story you would like to share, e-mail your press release to Corine Hall at chall@welbro.com



OTHER NEWS

MASTER/Plan: Visionary Architects and their Utopian Worlds
Cornell Fine Arts Museum at Rollins College
September 11, 2010 through December 23, 2010



The **Cornell Fine Arts Museum at Rollins College** announces the opening of *MASTER/Plan: Visionary Architects and their Utopian Worlds*. Sustainable architecture, urban planning, and utopia are explored in an exhibition of models, drawings, and animations by six leading contemporary architects (Paolo Soleri, Adrian Smith + Gordon Gill Architecture, Michael Graves, Morris Adjmi, Geoffrey Warner of Alchemy Architects, and Chad Oppenheim). This exhibition sheds light on the creative and practical processes involved with community planning today. Visitors will be able to design their own utopian city using an interactive display by Alchemy Architects.

Complementing the exhibition is an architecture film series, which will take place Wednesday, September 22 and Wednesday, October 6 at 7:00 p.m. The film series is free and open to the public, and will be shown at the Bush Auditorium at Rollins College. Also accompanying *MASTER/Plan: Visionary Architects and their Utopian Worlds* is a panel discussion, which will take place Wednesday, November 10 at 6:00 p.m. in the Tiedtke Concert Hall at Rollins College. Panelists will be joined by a Rollins faculty member from the new Masters of Planning in Civic Urbanism program.

THANK YOU & WELCOME!

To Our Renewing Members

Jason G. Albu, Albu & Associates Inc
Darlene Auer, Rolf Jensen & Associates Inc
Rose M. Batignani, Baker Barrios Architects Inc
Tammy A. Briggs, TranSystems
Carissa A. Burlakos, Brown and Caldwell
Kelly Jo Caldwell, CPSM, Balfour Beatty Construction
Tracy L. Carey, Matern Professional Engineering PA
Frank N. Carter, X-nth
Christine A. Elias-Cutler, Window Interiors
Erica E. Fox, CIW, Matern Professional Engineering PA
Christina M. Gonzalez, GAI Consultants Inc
Corine A. Hall, CPSM, WELBRO Building Corporation
Dale J. Haupt, H J High Construction Company
Audrey E. Jimenez, Jones Edmunds & Associates Inc
Katy W. Klaproth, CPSM, LEED AP, Robins & Morton
Gail L. Kroll, CPSM, Finrock Design-Manufacture-Construct

Julia K. Lindstedt, Dyer Riddle Mills & Precourt Inc
Deborah L. Mancusi, Wilbur Smith Associates
Jodi L. Miller, DDP Architects, PA
Brooke M. Peterson, CPSM, AECOM
Pat Pidgeon, Triangle Reprographics
Jennifer Rader, HNTB
Michael J. Recchio, CPSM, AECOM
Micaela A. Riseling, Rogers, Lovelock & Fritz Inc
Angel Shawver, Florida Business Interiors
Shelley Sutherland, TLC Engineering for Architecture
Brittany C. Williams, VOA Associates Incorporated
Felicia C. Young, Construct Two Construction Managers Inc

New / Transferring Members

Kristen Schurr



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 empowers survivors to take control of their lives - rediscovering safety and self-esteem. 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.

Volunteer to Help Move Into The New Children's Center!

Harbor House has had an incredibly difficult time getting the Children's Center construction completed, due to a variety of issues including someone stealing their air handlers! When they finally get their Letter of Occupancy, they are going to need all the help they can get in the BIG MOVE. We have a list of people who have expressed interest in helping when the time comes. If you are interested, please e-mail Erica Fox at efox@matern.net and we will keep you informed when we get closer to move in time.

Attend The Free 34th Domestic Violence Awareness Fundraising Breakfast

Host a table, become a sponsor or make a donation to Harbor House. If you are simply interested in learning more, attend the free breakfast featuring Tiffany Carr, President of the Florida Coalition Against Domestic Violence. Tiffany will be discussing what is currently happening with the Advocacy Movement.

When: October 8, 2010 at 7:30am at First Baptist Church, 3000 South John Young Parkway, Orlando, FL 32805

(Continued on next page)



Join The Paws for Peace Walk

Put your best paw forward! Join us and our furry friends for a fun-filled day at beautiful Lake Eola park for the PAWS for PEACE walk to raise awareness and bring an end to domestic violence. You and your pooch will enjoy pet-friendly festivities, entertainment and a walk around Lake Eola in support of a great cause. The first 100 registered pets will receive a special gift from the American Humane Association. Bring your friends and register today!

When: October 2, 2010, Lake Eola Downtown; Registration: 7:30AM – 8AM - Kick off will be by Panera; Walk Begins 8:30 AM

Register free as a supporting walker or for \$20 you can walk, raise awareness, receive the PAW package and help us build the first PAWS (Pets and Womens Shelter) Kennel!

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 Central Florida Lending Library

September's Featured Book:

Power Principles: Do You Have The Winning Edge?

by Jeb Blount

Session speaker at SMPS Marketing Mayhem 2010

How will you gain the winning edge to accomplish your goals and reach your dreams? In life and sales there are five proven and indisputable PowerPrinciples that virtually guarantee success. For centuries the most successful people have employed these PowerPrinciples to accumulate wealth and abundance. With his fast-paced, down-to-earth style, laced with personal stories, Jeb illustrates how you can use the five PowerPrinciples as a road map to achievement.

check it out:

<http://www.smpscentralflorida.org/content.asp?secnum=14&pid=442>



CALENDAR

Up Coming Chapter Events

WEBINAR: Inside Marketer to Outside Business Developer - The Challenges and Rewards of the Transition

Tuesday, September 21st | 2:00pm

Mix Market Mingle

Wednesday, September 22nd | 5:30pm

Best of National

Thursday, September 23rd | 8:00 - 9:30am

ECONOMIC UPDATE: Looking Beyond the Haze: An Economic Outlook for the Central Florida Region

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

TRANSPORTATION UPDATE: The Future of Transportation and Public Private Partnerships

Monday, October 18th | 11:30am - 1:30pm

Coordinator's Club: Presentation Planning

Thursday, October 21st

Coordinator's Club: Social Media

Thursday, November 11th

For additional information, visit our full program calendar online at:

www.smpscentralflorida.org/calendar.asp

OTHER EVENTS

SMPS - UCF Student Chapter Events

Fall Career and Internship Expo

Thursday, October 14th | 10:00am – 1:00pm

Student Union: Cape Florida Ball Room 316

Making Strides Against Breast Cancer

Saturday, October 23rd | 7:30am

Lake Eola Park

For more information contact: Hannah Zuk, Professional Chapter Liaison, at hannahZuk@yahoo.com

Industry Events

ABC Construction Expo 2010

Tuesday, September 28th | 4:00 – 7:30pm

Central Florida Fair Grounds

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