

LA Marketer

FALL 2006

LAcnstruction: SMPS Joins Local A/E/C Firms in the Fight Against Hunger

By: Megan Folland, Morley Builders

Prominent Los Angeles architecture, engineering and construction firms participated in the first annual LAcnstruction® in early October. Organized by the office of State Senator Jack Scott and AIA/LA, teams created exciting exhibits made entirely of cans of food that were put on public display and awarded prizes by a panel of judges.

Canstruction®, Inc. is a Foundation of the Society for Design Administration. The event is held throughout the United States and Canada, with over 80 Canstruction® competitions expected in 2006-2007.

Los Angeles participants included Clark Construction Group, CO Architects, DMJM Design, Habitat for Humanity/AIA SFV/Coffman Engineers, Johnson Fain, Killefer Flammang Architects, Morley Builders/Syska Hennessy Group, RTKL and SmithGroup, Inc. The Sherman Oaks Westfield Fashion Square graciously hosted the event, and invited visiting shopping center patrons to make contributions to the worthy cause as well.



Tom Bonner Photography, Santa Monica, CA

Tuna fish, baked beans and Jello helped DMJM bring home the award for *Best Meal*.



Tom Bonner Photography, Santa Monica, CA

Killefer Flammang Architects won *Juror's Favorite* for their rendition of Rodin's "Thinker."

Winner's included Killefer Flammang's "Food for Thought" DMJM's "Gnome More Hunger," CO Architects' "aCANemy awards," and Johnson Fain's "Fast Food." All winning entries can be viewed online at www.canstructionla.com.

At the event's completion, 24,541 cans (12 tons) from participating teams and 4,769 cans (2.4 tons) from Westfield Shopping patrons were donated to the Los Angeles Regional Foodbank.

SMPS was a proud sponsor of this event, and would like to congratulate all of the firms who participated.

Leonardo Awards, March '07 at USC's Galen Center

The SMPS/LA Board of Directors is pleased to announce the 25th anniversary of the Leonardo Awards program, which will take place on March 21, 2007 at University of Southern California's Galen Center.

The Leonardo Awards program showcases excellence in professional service marketing that The Society for the Marketing Professional Services (SMPS) promotes through educational, networking and promotional opportunities. In addition to the Leonardo Awards, we will honor our 3rd Annual Industry Honor Award recipient.

We are also pleased to announce the inclusion of several enhancements to the awards program, including a revised Leonardo Honoree Entry Form, Recognition Process and Industry Honor Award, as well as the integration of the inaugural local Marketing Communication Awards (MCA) program for A/E/C Firms in the local community. Categories will include Website, Direct Mail/Direct Email Piece, Project Pursuit of the Year, Corporate Identity, Multi-Media and Three-Dimensional Design. A Call for Entries will be released in December.

Organizations and individuals interested in sponsorship are invited to contact Gerry Rodrigues at (310) 312-0200 or via e-mail at grodrigues@syska.com.

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National Conference



a message from the president



SMPS/LA has been written into the National record books for playing the role of savvy host people to a record-breaking 923 SMPS National Build Business Conference attendees. Though three months have passed, the SMPS National Board and Staff, and those that traveled to Hollywood for the event can't stop buzzing. Locally, several individuals deserve recognition for the hard work they put into planning and executing this event: Mike Savage, Geotechnologies, Inc., SMPS 2006 Conference Chair; Andrea Walden, Vantage Technology Consulting Group, SMPS 2006 Conference Committee Member; Gerard Rodrigues, Syska Hennessy Group, SMPS/LA 2005-2006 Chapter President; Jennifer Salter, SMPS/LA Public Relations Committee Chair; Brandy Little, SMPS/LA Accommodations Committee Chair; and all of members of the SMPS/LA Board of Directors. In the wake of this success, we are in the midst of an active fall season, executing plans drawn by the SMPS/LA Board of Directors to provide our membership with improved forums for networking, business development and educational opportunities in the upcoming term.

The 2006-2007 Board is comprised of familiar faces from previous terms, as well as some new faces and transplants from other SMPS chapters. I'm thrilled by the enthusiasm and synergy this group brings, and I especially look forward to working with them on:

- Renewing our connection with our audience in Orange County, which will be accomplished through the execution of several less formal events in Orange County, as well as a carpool program to ease the burden of traveling to events held in Los Angeles.
- An expanded awards program to take place in March that will add a local Marketing Communications Award competition to the coveted Leonardo and Industry Honor Awards.
- Educational Seminar and Lunch Program content based upon the feedback given us by our membership in the July Zoomerang Survey.
- SMPS/LA's participation in the inaugural LA Construction event in which nine teams of prominent Los Angeles architects, engineers and designers created exhibits made entirely of cans of food that were donated to the Los Angeles Regional Food Bank.
- Recruiting more committee members to help plan and execute our chapter's events, recruit and retain members, and so much more.

If you want to learn more about how you can get involved in our Chapter, or have any questions or feedback, I want to hear from you. Please feel free to contact me at (213) 233-2841 or tgiebel@melendrez.com. In the meantime, I look forward to seeing you at our upcoming programs.

Thank you for your support,

Tonya Giebel
Melendrés

thank you sponsors

ASTRALCOM, LLC



Leighton Group, Inc.



programs

November 29th

Site Tour of 2000 Avenue of the Stars at Century Park

December 5th - NEW EVENT!

Join SMPS/LA for the Inaugural Habitat for Humanity Holiday Benefit Party on Tuesday, December 5th at the Haworth Showroom in Santa Monica! SMPS/LA members and guests will convene for festive food and networking while doing something great for Habitat for Humanity. We will be selling raffle tickets for fantastic and fun prizes, including an iPod nano RED and many, many more. Raffle proceeds will benefit Habitat for Humanity, San Fernando/Santa Clarita Valleys Chapter. Come on your own or bring staff from your office. Everyone is welcome!

January 31

Speak Up and Speak Well: Getting Your Ideas Heard and Implemented

February 28

Place Making in the Higher Education Environment: The Next Big Thing on the College Campus?

March 8th

Networking 101: Make a Great First Impression

March 21st

Leonardo Awards

April 12

Joint Meeting with BDA/OC: Healthcare Panel

May 23

Professional Action Plans for You & Your Staff: Best Practices and Lessons Learned from Senior Marketers



SMPS

new member surveys

Emma Sorto
Corporate Mktg. Coordinator
Katz, Okitsu & Associates

YEARS IN INDUSTRY 5
FAVORITE PART OF JOB
Meeting new people
FUN FACT
I love music-I attend concerts or musicals every month.

Lyra Caluag
Marketing Associate
DRMcNatty & Associates, Inc.

YEARS IN INDUSTRY 6
FAVORITE PART OF JOB
Managing marketing campaigns, design
FUN FACT
I lived in Rome, Italy.

Debra J. Holladay
Mktg/BD Manager
HMC Architects, Inc.

YEARS IN INDUSTRY 10
FAVORITE PART OF JOB
Creative design and strategy
FUN FACT
I'm a part-time professional artist (oil painting).

Lakeisha Vaden
Marketing Coordinator
Swinerton Builders

YEARS IN INDUSTRY 8 mos.
FAVORITE PART OF JOB
Fast paced environment
FUN FACT
I love to travel.

Donna Russell
Associate
PGAL

YEARS IN INDUSTRY 14
FAVORITE PART OF JOB
Meeting new people
FUN FACT
I have a degree in Hotel Management.

Amanda A. Ishak
Marketing Manager
HMC Architects, Inc.

YEARS IN INDUSTRY 2
FAVORITE PART OF JOB
Client interaction, graphics
FUN FACT
I love to travel.

Rosa M. Brand
Sr. Marketing Coordinator
Brown and Caldwell

YEARS IN INDUSTRY 8
FAVORITE PART OF JOB
Designing thematic pieces that sell ideas
FUN FACT
I write fantasy novels.

Rodrigo (Rigo) Cortez
Business Development
Smith-Emery Company

YEARS IN INDUSTRY 1
FAVORITE PART OF JOB
Developing new ideas/tactics
FUN FACT
I have a new love of snowboarding.

Jami Padilla
Marketing Specialist
RRM Design Group

YEARS IN INDUSTRY 1
FAVORITE PART OF JOB
Collaborating with our team
FUN FACT
I was born and raised in the bathroom: Los Banos.

Kyle A.P. Hjelmseth
Sr. Mktg & Graphics Coord.
Perkowitz+Ruth Architects

YEARS IN INDUSTRY 2
FAVORITE PART OF JOB
Researching creative campaigns
FUN FACT
The whites of my eyes are actually light blue.

Stephanie Futch
Marketing Coordinator
ARUP

YEARS IN INDUSTRY 8
FAVORITE PART OF JOB
Research, marketing strategy
FUN FACT
I am currently training for the Los Angeles Marathon.

George Borghi
President
Gadget Alliance

YEARS IN INDUSTRY 3
FAVORITE PART OF JOB
People
FUN FACT
I secretly love Karen Carpenter.

Mike Ulwelling
Business Dev. Manager
TRC

YEARS IN INDUSTRY 13
FAVORITE PART OF JOB
Developing strategic relationships
FUN FACT
I'm a diehard Packer fan.

Keith Claridge
Business Development
Osborn Architects

YEARS IN INDUSTRY 6
FAVORITE PART OF JOB
Being surrounded by talent
FUN FACT
I have a passion for first edition books (Kipling, Burroughs, etc.)

board of directors 2006-2007

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remembering the national conference

By: Mary Jo Mrochinski, Gotama Building Engineers, Inc.

In the heart of sunny Hollywood, the largest turnout of movers and shakers in SMPS history gathered to share their tradecraft and networks in honor of Build Business: Setting the Stage, the National Conference for the Society for Marketing Professional Services and the Professional Services Management Association. Amidst the backdrop of the Hollywood and Highland Center, the Renaissance Hotel and Mann's Chinese



Tonya Geibel, Charlie Muttillio, Dawn Greco and Mike Savage share a drink at the President's Reception. Photo courtesy of Paul Turang Photography.

Theatre, attendees experienced the inspirational, the unrepentant and the often arguable thoughts and theories of many of our most experienced marketers from around the country.

And indeed, there was much to be learned from the August 16th day-long Business Development in the A/E/C Marketplace seminar. In tables full of marketers, we absorbed information about the differences between business development, sales and marketing. We shared information about ourselves and our firms in a series of exercises that drew out our deepest desires (how to use six-degrees of separation to get to Halle Berry) and our current concerns ("I'm chasing healthcare – how about you?"). With breaks and a lot of good-spirited sharing, this eight-hour tour de force was a very insightful and well-guided trip through a marketer's world.

The following days were a dizzying round of workshops on branding, use of market research, analytics and how to differentiate your firm from the competition. There were

seminars on writing winning proposals, updating your client databases and targeting for optimal performance. In between, there were delicious box lunches, restorative beverages in the bar and at Starbucks, and numerous opportunities to meet and greet a broad variety of people just like me (well, sort of like me). Keeping the sessions to an hour gave enough of a taste to get the message, with many offers of additional help and further illumination from the speakers with their contact information. It was a smorgasbord of specifically-directed materials, and I ate up as much as my poor brain could cope with, grateful that many of the same presentations I was privy to would be available for further review on the DVD given to each attendee. I "pigged out" on all the info coming my way, and made a wonderful host of new friends from Manlius, New York to Oakland, California.

Thursday morning's presentation by Robyn Waters, former Vice President of Trend, Design and Product Development for Target Corporation, was engrossing and very well-produced. It had a wonderful message about knowing your firm's mission, staying true to your brand and making your business a success. Fortunately, it was a message delivered through the use of the alphabet, which made it easier to focus at that hour.

On Thursday evening, the Awards Gala was a splendid affair held in the same ballroom that the Board of Governors hold their annual Oscar dinner. While Wolfgang Puck was not present, the food and wine was decadently delicious, with a dessert that was shaped like a chocolate reel of film disclosing a frothy raspberry mousse inside (can you tell I liked the dessert?). Inspired by the Oscar theme,

the awards were presented as a telecast that was better orchestrated than the professionals, moving quickly to their announcements and granting brief views of the winners accepting their awards amidst thunderous applause with a pause for pictures.

As I arose groggily on Friday to attend the Breakfast of Champions, it was difficult to decide if three days of conference was too much or if I wasn't enough. Coffee never tasted so good as the chapter excellence awards were presented to their cheering membership. The transfer of powers was smoothly conducted and the final day of workshops began with a moving presentation by Keith Ferrazi from his book, "Never Eat Alone." Finishing the day after several more workshops and another lunch break that saw me shopping for books I decided I must have at the conference bookstore, I found myself at Starbuck's, sipping a latte and wondering how I would use the knowledge that had so generously been made available; and how would I ever make it to Universal Studios for the big networking night? I comforted myself with the memory of seeing our own chapter president, Gerry Rodrigues, acknowledged onstage in the group of new CPSMs; the laughs many of us shared on the elevator



Keith Ferrazzi's "Never Eat Alone" seminar hosted a packed house. Photo courtesy of Paul Turang Photography.

ride to the Gala when other visitors to Hollywood & Highland thought we were going to the premiere of "Snakes On A Plane"; the warm greetings from marketers who shared my table on Wednesday called out to me on Friday like old friends. It was exhausting, exhilarating and I can't wait to go to Washington, D.C. next year.