

SMPS

# pipeline

THE LATEST INFORMATION FROM SMPS CHICAGO

Winter/Spring 2014



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SMPS



# president's letter

by Megen Briars, President, SMPS Chicago Chapter

“Perhaps the ultimate test of a leader is not what you are able to do in the here and now—but instead what continues to grow long after you're gone.” –Tom Rath, *Strengths Based Leadership: Great Leaders, Teams, and Why People Follow*

“How fantastic it was to experience a room full of creative thinking professionals yet who think very differently.”



If you have been diligently reading these President's Letter, you are noticing that I tend to quote Tom Rath's book... a lot. In July at our SMPS Chicago Board Retreat, each director received a copy of the book and bringing it full circle, I found myself reflecting on the quote above on the heels of our chapter's sell-out, standing room only AIA/SMPS Holiday Party with a whopping 307 attendees. How did this happen? How fantastic it was to experience a room full of creative thinking professionals yet who think very differently. The success of the event—the number of people, the quality of the program, and the fantastic partnership of AIA Chicago—did not happen over night, however. As Mr. Rath mentions, it is because of the leaders we have had that laid the ground work for us. Who are these fine folks, you ask? Good thing we keep track... also because once you become a leader in SMPS, you never want to leave us! Check out the past presidents here: [www.smeps-chi.org/learn/chapter-history](http://www.smeps-chi.org/learn/chapter-history).

We also need to recognize the incredible work of the SMPS Chicago Special Events Directors Katie Stilts with Baxter + Woodman, Tom Petermann with Eriksson Engineering as well as Nikki Dvorak with Primera and Brie Yaksic with GSG Consultants—this group of individuals have worked tirelessly since September to make this holiday party an incredible celebration of our chapter, of the members of both AIA, SMPS and an evening filled with great conversation between designers, leaders of firms, marketers, architects, business developers and friends. That is what made the event such a success and it is because of your Chicago directors that it happened.

As we look forward to less snow days and sunnier ones I am proud to continue to boast about your board and the spring of fantastic programming they have created for all of you. Brand new programs to fit every marketing and business developer in your firm:

- Are you a coordinator, new to the industry and perhaps missed the sold out Marketing Bootcamp? Join us for the Marketing Coordinators Sessions that will be launching in March; short programs before or after work that will not take away time from the office and still prime you for bringing valuable ROI as a member
- Are you a leader, senior level marketer or business developer? Looking for a small setting to think-tank about the industry, collaborate on best practices, and discuss experiences? Join us for the members only “BEE: Business Executives Exchange”: [www.smeps-chi.org/events/62/business-executives-exchange](http://www.smeps-chi.org/events/62/business-executives-exchange).

- Are you a member who has been in A/E/C for at least 5 years, always heard about the CPSM exam, just never looked into it? Not only is the CPSM study group free for you, but we would like to pay for your exam! We offer a scholarship to help get you the success you deserve: [www.smeps-chi.org/events/61/cpsm-study-group](http://www.smeps-chi.org/events/61/cpsm-study-group).
- Build Business: The SMPS National Conference—do I need to say anything else? In case I do, the Co-Chair is Chicago's very own Jenifer Johnson with Thornton Tomasetti and Programs Co-Chair is Matt Rebro with Pepper Construction. This will be a not to miss event and join the Chicago attendees with a discounted rate before Feb 14th! [www.smeps.org/buildbusiness](http://www.smeps.org/buildbusiness).

Lastly, we have had a record Sponsorship year with Carrie Mandelin, CPSM at the helm and our fantastic past Sponsorship Director, Leann Dockins, CPSM laying a great network to grow from. If you could not join us as an annual sponsor this year, we hope you can join us as a program sponsor, for those opportunities, please contact Carrie: [carrie.mandelin@mortenson.com](mailto:carrie.mandelin@mortenson.com).

Best,

Megen Briars

Director of Marketing, OKW Architects, Inc.  
SMPS Chicago 2013–2014 President  
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@mbriars



# going to market: five big b2b marketing trends for 2014

by The Pepper Group

What should you be looking out for this year? We're proud to share our top trends for B2B marketers for 2014:

## 1. Device Proliferation Will Accelerate

The line between mobile and desktop devices is going to get increasingly blurry (have you seen the new laptop/tablet hybrids?). Marketers will have to consider that users will be accessing marketing websites on screens of various sizes using a mouse, finger or both! The delineation between "big desktop screen using point and click" and "small mobile screen using touch" will be a thing of the past.

## 2. Email Will Become Even More Mobile

According to Experian, more than half of marketing emails are already opened and viewed on devices other than a traditional desktop/laptop computer. How do your emails look and function on the multiple platforms your customers are using?

## 3. SEO Will Become More "Human"

Google's latest algorithm update, Hummingbird, pushes marketers even harder to stop optimizing for keywords and instead start worrying more about the actual user experience and creating better quality content. Keyword-stuffed blog posts are out. Quality content that humans actually read, like and share will get higher rankings.

## 4. Creativity Will Be Revived As Critical to Success

For the last few years, standard content still generated results. But Content Marketing is reaching maturity, and the availability of so much content means that getting your audience to notice and interact is getting increasingly competitive. For years, we've been advising our clients to use our "Novelty Multiplier™" principle. It's the extra gain that content generates when it's presented in a way your audience hasn't seen before. And it will be more important than ever in 2014.

## 5. Sales Enablement Will Gain Traction

Marketing and Sales now have solid tools and technologies that create better collaboration and coordination. In 2014, these will begin to take hold and it will have a tremendous impact. Marketing can now provide sales teams with tailored, customized presentations that are up-to-date, consistent, powerful and available on-demand. The tools and technologies are there, but much of the content needs to be created. We're working with many of our clients right now on improving their sales content in order to help them reach these goals. Is your sales content where it needs to be?

Contact: Tim Padgett [tim@peppergroup.com](mailto:tim@peppergroup.com) Original Source: [www.peppergroup.com/peppermill/january14/3.php](http://www.peppergroup.com/peppermill/january14/3.php)



## SPONSOR SPOTLIGHT

# arcadis

responses by Megan Muter, [megan.muter@arcadis-us.com](mailto:megan.muter@arcadis-us.com)

## MEMBER SPOTLIGHT

# randy jostes

Principal, RTM & Associates/Engineering Consultants



### Tell us about your company and what you do.

ARCADIS is the leading global natural and built asset design and consultancy firm working in partnership with our clients to deliver exceptional and sustainable outcomes through the application of design, consultancy, engineering, project and management services. ARCADIS differentiates through its talented and passionate people and its unique combination of capabilities covering the whole asset life cycle, its deep market sector insights and its ability to integrate health, safety and sustainability into the design and delivery of solutions across the globe. We are 22,000 people that generate \$3.3 billion in revenue. We support UN-Habitat with knowledge and expertise to improve the quality of life in rapidly growing cities around the world. For more information, please visit: [www.arcadis-us.com](http://www.arcadis-us.com).

I am the Central Region Marketing Manager for the PMCM Division of ARCADIS. I manage our marketing team in Chicago and work with the business development and operations staff to plan and execute the proposal development process and lead generation strategies. I plan and develop statements of qualifications, presentations, marketing collateral, handouts, and promotional materials for the central region.

### What is the biggest challenge you are facing in your position right now?

The biggest challenge is finding the winning differentiator. There is a lot of competition in project management and construction management, so we need to tell our story in a way that sets us way above the others that offer the same services.

### What value has SMPS brought to your firm and you personally?

SMPS has provided our staff great programming, professional development and opportunities to meet with clients. For me personally, I have been a member since 2001, and have built an amazing network, not only in Chicago, but nationally by attending Build Business and serving on the Board of Directors since 2008. I have gained lifelong friends as well, from my involvement in SMPS.

### What is the best part of being an SMPS sponsor?

Sponsoring SMPS is very rewarding for ARCADIS. The exposure we gain is worth the cost of the sponsorship. It allows us to bring staff to events without paying non-member prices by using our sponsorship registration. For example, during the January program we had five individuals attend and had the opportunity to introduce the panel.

### What do you feel is most valuable to being a sponsor?

The most valuable part of being a sponsor is the exposure gained through announcements at every event, social media traffic, SMPS Chicago website, and newsletter mentions.



### What are your main responsibilities as Principal at RTM & Associates/Engineering Consultants?

Business Development

### Why did you get involved with SMPS?

At the suggestion of other Business Development contacts who were SMPS members from the Chicago Chapter.

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

I am an Architecture Graduate from the University of Illinois at Urbana-Champaign; and have in my past 35 years had the opportunity to work for Architecture firms, Engineering firms, and Construction companies, as well as having run my own Design/Build firm—so I have been in all involved aspects of the A/E/C Industry.

### What advice do you have to those just starting in the A/E/C industry?

Find opportunities to get to know and learn about all aspects of the A/E/C industry; and the more knowledgeable and informed you are, the better you will be at working with others in this industry.

### What do you like to do for fun when you're not working?

I am an avid wine enthusiast, and enjoy dining and entertaining with friends and family. I also enjoy sports having grown up a coach's son in Central Illinois.

### If you were a Super Hero, what super power would you like to have?

To mass produce food to help feed the starving children around the world, a lot like Jesus could do with a loaf of bread, a few fish, and a jug of water.

### What is your favorite place to eat in Chicago or the suburbs?

I really love wine-themed restaurants where the pairing of food and wine becomes almost an art form to be enjoyed and treasured. Niche in Geneva is one of my favorites, since I live in Wheaton; but Alpina Singh's Boarding House in the city is also amazing.

# Q&A



MARK YOUR CALENDAR

# upcoming events

March 2014–July 2014



## March

### CPSM STUDY GROUP

**When** Tuesday, March 4  
**Time** 7:00am–8:30am  
**Where** FGM Architects  
200 W. Jackson, Suite 1040  
Chicago, Illinois

Interested in pursuing CPSM accreditation? Join SMPS for a four-month study group to prepare for the exam.

### MARCH LUNCHEON: CHICAGO SPORTS VILLAGE

**When** Wednesday, March 12  
**Time** 11:30am–1:15pm  
**Where** East Bank Club  
500 N. Kingsbury  
Chicago, Illinois  
**Cost** \$50 members; \$95 non-members

Sponsored by Gilbane. More information to come, please visit [www.smeps-chi.org/events](http://www.smeps-chi.org/events) for details.

## April

### APRIL LUNCHEON: TRANSPORTATION PANEL

**When** Wednesday, April 9  
**Time** 11:30am–1:15pm  
**Where** East Bank Club  
500 N. Kingsbury  
Chicago, Illinois  
**Cost** \$50 members; \$95 non-members

More information to come, please visit [www.smeps-chi.org/events](http://www.smeps-chi.org/events) for details.

## May

### MAY LUNCHEON: DESIGNING FOR START-UPS/ CO-WORKING IN CHICAGO

**When** Wednesday, May 14  
**Time** 11:30am–1:15pm  
**Where** East Bank Club  
500 N. Kingsbury  
Chicago, Illinois  
**Cost** \$50 members; \$95 non-members

More information to come, please visit [www.smeps-chi.org/events](http://www.smeps-chi.org/events) for details.

### EMA COCKTAIL RECEPTION

**When** Thursday, May 15  
**Time** 5:00pm–7:00pm  
**Where** W.E. O'Neil  
1245 W. Washington  
Chicago, Illinois  
**Cost** \$25 members; \$50 non-members

SMPS will recognize the 2014 winners of the SMPS Chicago Excellence in Marketing Awards with a cocktail reception, including beer, wine and hors d'oeuvres. For more information and submission forms, please visit [www.smeps-chi.org](http://www.smeps-chi.org).

## July

### BUILD BUSINESS

**When** Wednesday, July 30–Friday, August 1  
**Where** Marriott San Antonio Rivercenter  
San Antonio, Texas

Build Business will bring together 800+ clients, content experts, principals, business developers, and marketers to learn from and challenge one another to think differently about business. The event will include breakout sessions, provocative keynote speakers, and plenty of networking. For more information, please visit [www.smeps.org/buildbusiness](http://www.smeps.org/buildbusiness).

*Note: New events are constantly being added to the Upcoming Events page of the SMPS website. For information regarding events and additional ways to increase your SMPS experience through networking, please visit [www.smeps-chi.org/events](http://www.smeps-chi.org/events) for the most up-to-date information.*



## CHICAGO CHAPTER

# new members

Welcome to SMPS Chicago!

“Our strong growth in membership illustrates how SMPS Chicago has become a premier marketing organization.”

### Adam Besand

Heery International Inc.

### Michael R. Clarahan

Business Development Coordinator, Thornton Tomasetti

### Rafael Herrera

Vice President, d’Escoto Inc

### Kim Molitas

Sr. Marketing Coordinator, Cotter Consulting, Inc.

### Melissa M. Schmetzer

Sr. Marketing Coordinator, HDR Engineering, Inc.

### Savannah Ziegelbauer

Business Development/Marketing, The Lakota Group

### Jim Prothe

Marketing Director, Sonoma Partners

### Krista Gnatt, LEED AP

Business Development Manager, Bulley & Andrews, LLC

### Lora Rooney

Marketing Specialist, Aon FPE

### Sarah A. Barnes

Business Development and Marketing, Rider Levett Bucknall

### Maura Hoffman

Marketing Coordinator, W.E. O’Neil

### Eric S. Pribramsky

Student

### Regina V. Holloway

Marketing Coordinator, Milhouse Engineering & Construction Inc.

### Kathryn E. Finn

Relationship Coordinator, Pepper Construction

### Melissa C. Golan

Assistant Marketing Coordinator, Pepper Construction

### Christopher Castillo

Marketing Specialist, HR Green

### Clinton Ferguson

Operations Manager, Infrastructure Engineering Inc.

### Bob Musinski

Vice President of Client Service, Kathy Schaeffer & Associates

### Denise Duffy

Marketing Coordinator, Clune Construction

### Kim Engelstad

Senior Marketing Coordinator, Perkins + Will

### Arielle A. Mikos

Senior Marketing Coordinator, Solomon Cordwell Buenz

### William Mak, LEED AP BD+C, CxA

Account Manager, Cyclone Energy Group

### Benjamin A. Skelton, P.E.

President, Cyclone Energy Group

### Ruairi M. Barnwell

Energy Services Leader, DLR Group

### Jeanne Jacobson

Account Executive/BD, Interface

### Kelly Thomas

Marketing Specialist, Aon Fire Protection Engineering

### Leslie Busija

Senior Marketing Coordinator, Faithful + Gould

### Clarice Lyons-Davidson

Infrastructure Engineering, Inc.

### Leah Broadway

Marketing Coordinator, Shawnee

### Tamara Gaumond

Marketing, Grumman/Butkus Associates

### Claire Schuster

Marketing Coordinator, FGM Architects Inc.

### Benjamin Van Loon

Marketing Coordinator, Cotter Consulting, Inc.

### Tasha Weiss

PR Specialist, AISC

### Mark Bevill, LEED AP BD+C

Principal, FIX Consulting, LLC

### Autumn D. Harris

Marketing Coordinator, GSG Consultants, Inc.

### Jessica L. Kuist

Corporate Marketing Director, DESMAN Associates

### Dean Hobart, AIA

Appraisal Director, NPV Advisors

### Kelin Williams, LEED AP

BD & Marketing Coord, Rider Levett Bucknall

### Brian Raff

NSBA-Director of Marketing, American Institute of Steel Construction

### Randal M. Jostes

Principal for New Business Development, RTM & Associates

### Kristin Q. Olsen-Whisler

Sr. Marketing Coordinator, Rubinos & Mesia Engineers, Inc.

### Cate E. Muller

Business Development, Muller & Muller, Ltd.

### Becky Reichert

Marketing Coordinator, Burns & McDonnell Engineering Co Inc.

### Nikki Liddy

President of Business Development, Westside Mechanical Group

### Erin Helander

Owner, EH Consulting & Design LLC

### Maureen Wilkey

Marketing Assistant, Skender Construction

### Jaime Zwierzynski

Marketing Coordinator, ECS Midwest LLC

### Jonathon Kulpit

Engineer, The FPI Consortium

### Dorota Dabrowski

Director of Marketing, CivCon Services Inc.

### Kate Kerin

Director of Marketing and Corporate Affairs, Chipman Design Architecture

### Felix Valentin Martinez

Designer, Whitney Architects

### Nikki M. O'Donnell

Vice President, Epstein

### Candice Hickman

Marketing Coordinator, d’Escoto, Inc.

### Katie Stott

Senior Marketing Coordinator, Skidmore, Owings & Merrill LLP

### Christy Weed

Marketing Manager, Environmental Systems Design, Inc.

# sponsors & contributors

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Silver Edge

Terracon

Thornton Tomasetti

## CONTRIBUTORS

### Communications Committee Chair

Steve Nargang, Gage

Consulting Engineers

### Coordinator

Kelly Thomas, Aon Fire

Protection Engineering

## New Members

Shelley Finnigan, ArcelorMittal

Lauren Fitzgerald, Valenti Builders

## Feature Article

Tim Padgett, The Pepper Group

## Graphic Design

Julie Usalis, Echo Design Group

## Printing

Cushing

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**Society for Marketing  
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**2013 Grand Prize Winner  
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