



Advancing the Profession - Building a Better World

Welcome New SMPS Chicago Chapter Members!

Sarah Brauze
Director of Business Development
LEGAT ARCHITECTS

Sara Gauquil
Assistant Project Manager
D'ESCOTO, INC.

Anthony Hansen
Marketing Coordinator
WIGHT & COMPANY

Brooke Beckner
Business Development Coordinator
ALFRED BENESCH & COMPANY

Lauren Renner
Marketing Coordinator
ERIKSSON ENGINEERING
ASSOCIATES, LTD.

Amanda Seelman
Marketing Manager
BURNHAM NATIONWIDE INC.

Ellen Stoner
Principal
ALTUSWORKS

Matt Zega
Associate
RTM & ASSOCIATES, INC.

Vincent Li
Marketing Coordinator
RTKL

Meaghan Marrese
Marketing Coordinator
SKENDER CONSTRUCTION

Linda Stephens
Principal
STRATEGY & MARKETING

UPCOMING EVENTS

5.09 MAY LUNCHEON:

Business Developers LIVE!
After the Dance
When: Wednesday, May 09, 2012
Time: 11:30 a.m. - 1:30 p.m.
Where: The East Bank Club

5.10 CANstruction Chicago

When: Thursday, May 10, 2012
Time: 6:00 p.m. - 8:30 p.m.
Where: The Merchandise Mart

5.23 1/2 Day Workshop:

How Client Surveys Can Benefit
Your Bottom Line
When: Wednesday, May 23, 2012
Time: 8:30 a.m. - 12:00 p.m.
Where: Pepper Construction Company

*Check out the SMPS
Chicago website for
photos from the 30th
Anniversary Party!*



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Letter from the President

Sippin' the Kool- Aid - Pearl Jubilee Style

Just days removed from SMPS Chicago's 30th Anniversary (Jubilee) Celebration – smiles abound thinking about the evening. As founding member Ken Kaiser stated, what an outstanding reminder of the, "...service, mentorship and camaraderie" our organization has provided members/supporters for the past 30-years.

Pearls of "Wisdom" I wanted to pass along regarding the evening:

- Leadership – Joe Cushing & Nolah Nasser - Not sure we could have been under better leadership for such a notable event in our chapter's history. Heather Askew, Tana Burhans, Leann Dockins, Tom Petermann, Katie Schayer and Katie Stilts round out the Rock Star event committee.
- Support – Bob Elmore Photography, CCS/OS, Cotter Consulting, Cushing, Pepper Construction, The Pepper Group, Power Construction. Their financial and in-kind support helped us provide guests an outstanding experience.
- Connection – In recent years, our chapter has made a focused effort to reconnect with our history. As a 100% volunteer organization, we could not have a history without individuals like Lee Benisch, Jim Blanusha, Marc Deneau, Joanna Haerle and Jackie Loewe. Great to see them sharing laughs with friends and making new connections with the next wave of SMPS Chicago leaders.

- Fun – As a board, we've been focused this year to, "...consistently provide value to our supporters through exceptional programming, continuing education and networking events." April 5th was hands down the best networking event this chapter has seen in years. A stark reminder that business and fun can go hand and hand.

If you weren't able to take in the fun on April 5th, more opportunities are on the horizon to "Sip our Kool-Aid". If they are not on your calendars yet, please register:

- May 9 - SMPS Chicago Business Development Live www.smps-chi.org
- July 11-13 – SMPS National, Build Business 2012 www.buildbusiness.org

We have a phenomenal board of directors to serve our members and supporters. If you ever want to comment on the "Taste of our Kool-Aid" or recommend a "Different Flavor", please feel free to contact any board member <http://www.smps-chi.org/bod.html> or me at 312-266-4700 or mrebro@pepperconstruction.com.

Thank you for supporting SMPS Chicago!

Matt Rebro





Three Tips

for Spicier Communications

by The Pepper Group

As is well known throughout the industry, and as you may already be familiar with, XYZ Company is the oldest firm in our field with the most superior inventory management system and a large automated warehousing facility. We manufacture thousands of products, serve many industries, and yada, yada, yada...

ARE YOU REACHING FOR THE PHONE YET?

I hope this does not look familiar. But a lot of copy is written like this--inwardly focused, complicated and passive. Want to punch up your marketing communications? Follow these simple tips to more effective copy:

1. WIIFM

Don't ever forget What's In It For Me?. Writing all about how great your company is interests no one. People are interested in how your business will help them meet their goals. Nobody will care that yours is the oldest firm, or that your employees rock at Trivial Pursuit, unless it leads to a direct benefit. Write with your customers' point of view in mind, and use the word you when highlighting benefits.

2. SIMPLIFY

Cut back on using too many words or overly complex words. Instead of for the reason that, try since. Instead of in this fashion, try this way. Instead of utilize, try use. It is not about demonstrating an advanced vocabulary. You're trying to encourage readership.

Short sentences also improve readability. Instead of one long sentence with many thoughts, split it into two. Following long sentences is tiring for the reader, and with persuasive writing, your reader is not going to try real hard. The same goes for paragraphs. Big paragraphs just look too difficult. Keep them short.

3. POWER WORDS

By definition, your persuasive writing should spur the reader to action. Power words will help you accomplish this goal. Use active verbs like take, try, go, make, test, call, pick and order. Use exciting words like announcing, suddenly, magic, challenge, guaranteed, tested, free, immediately, advanced, secrets, rare and rugged.

And finally, the best power words are those that add support to the claims you make. People see through empty puffery, but when you can show real results, facts or customer successes, you're using the words that carry the most power.

Remember these three simple tips, and you'll be on your way to better marketing communication. And if you really want to take it to the next level, combine professional copywriting with professional design and a solid strategy.

Members on the Move

Kate Mullaney

Director of Business Development

COTTER CONSULTING

Kate Mullaney, CPSM, joined Cotter Consulting as their new Director of Business Development. Kate has served in the A/E/C industry for 12 years including two years in interiors, five years in architecture, and six years in engineering. Most recently, Kate served as Associate Vice President at Primera Engineers where she developed strategic business plans, established new and maintained existing client relationships, and conducted qualitative market research.

Sarah Brauze

Director of Business Development

LEGAT ARCHITECTS

Sarah Brauze has joined Legat Architects, Inc. as Director of Business Development. Based in the firm's Chicago studio, Sarah will be responsible for implementing strategies to build collaborative partnerships and enhance promotional activities. She will focus on the firm's goals related to sustaining growth, maintaining strong client relationships, and ensuring long-term success.

Kate Brannelly

Director of Marketing and Business Development

CTLGROUP

Kate Brannelly, FSMPS, is the new Director of Marketing & Business Development at CTL Group. She moved from her previous role as Chief Marketing Officer at Legat Architects in Chicago. She will partner with the firm's Practice Group Chairs to lead the marketing and business development plans for each of their market segments. In this role, she will be responsible for the development and implementation of CTL Group's firm-wide business development and promotion strategies, and will actively participate in determining and implementing the strategic direction of the firm.

SPOTLIGHT: 2012 SPONSOR

Featured in this Issue:

Pepper Construction



Tell us about your company and what you do.

Our mission as an organization is to provide a full range of professional services in the construction industry. In accomplishing this mission, Pepper and the people that constitute Pepper remain committed to the few basic values that have proved critical to the success of our company: Safety, Quality & Client Service, Honesty & Integrity, People, Growth, Leadership and A Fair Profit. We believe it is important to remember these values and to focus on them as key ingredients to our future success. These are the values that have been and will be at the heart of our actions as a corporate family.

As for myself, I am the Director of Business Development. My primary function is to help develop new client/project opportunities in our Higher Education, Hospitality and Retail Sectors. In Pepper's world that requires working with our Marketing, Communications and Operations staff from our Illinois, Indiana, Ohio and Texas offices.

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

No big shocker here, but the allocation of time – constantly balancing the variety of demands put upon me in and outside of work.

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

To Pepper, SMPS has brought a renewed perspective on Business Development and Marketing to Pepper Construction. Specifically the December 2009 SMPS article, What it Takes to Win, has refocused our Business Development and Marketing efforts. Additionally, due to operations staff sitting through an SMPS Chicago ½ Day Seminar, we've engaged a nationally regarded consultant who is working with us to enhance the Pepper brand.

For me, a safe environment to improve my leadership skills while creating life-long relationships that personally and professional continue to pay dividends.

What is the best part of being a SMPS sponsor? What do you feel is most valuable to being a sponsor?

I was already attending the lion's share of SMPS Chicago events; now my registration fees are covered plus Pepper receives additional name recognition. Selfishly, I receive tremendous satisfaction knowing that my boss, Scot Pepper, is committed to my participation and SMPS's Mission.

SPOTLIGHT: SMPS MEMBER

Featured in this Issue:

CTLGroup

KATE BRANNELLY

Director of Business Development



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

During my first summer as a sophomore in college, I had the opportunity to work in the marketing department of Sasaki Associates, a global multidiscipline design firm. Founded in 1961, Sasaki Associates is a 400-person design practice based in Watertown, Massachusetts. The firm is

one of the top A/E firms in the United States, and continues to be the preeminent urban/landscape planning design firm in the world today.

I became the sixth member of the marketing department working full and part-time during my four years of college. During that time, I learned and implemented all aspects of the marketing, communications and business development operations, from conducting client research and writing proposals to designing promotional materials and client presentations. My experience at Sasaki Associates coupled with my B.S in Marketing provided the framework for my success in the A/E/C marketing field. Over my 25+ year career, my professional roles span from Marketing Coordinator to Principal working for mid-size to large regional, national and global multidiscipline A/E firms in Chicago, Boston and Texas.

Please describe your current role and the tasks you undertake at CTLGroup?

CTLGroup is an internationally recognized consulting and testing firm that provides engineering and scientific services to our clients in the buildings and facilities, green solutions, litigation and insurance, materials and products, energy and resources, and transportation markets. CTLGroup's staff includes experienced professionals from the fields of engineering, architecture, geology, chemistry, ceramics and materials science. They have conducted projects in all 50 states and in 70 countries. CTLGroup's corporate campus contains state-of-the-art laboratory facilities, enabling the firm to provide a combination of engineering, testing and research services rarely matched in the building industry.

CTLGroup employs the client-focused Practice Group marketing concept to strategically brand and grow the firm. With my history of creating a collaborative, integrated approach to working with technical experts in client-focused Practice Group marketing, my primary role is to partner with the firm's Practice Group Chairs to lead the marketing and business development plans for each of their market segments and to enhance and leverage their success in all aspects of client development. Another way of describing my role is to be the facilitator for the cultural integration of Practice Group marketing throughout the firm.

Additionally, I am responsible for the development and implementation of CTLGroup's firm-wide business development and promotion strategies, and actively participate in determining and implementing the strategic direction of the firm.

What would you say is your greatest accomplishment to date?

Being recognized as A/E/C Marketing Leader and the numerous awards I have received for marketing leadership, design firm management, and branding from the Society for Marketing Professional Services (SMPS). In 2001, I was elected a Fellow of SMPS which is the highest honor you can receive in our profession. SMPS consists of marketing professionals from over 3,800 A/E/C companies that represent 80% of the top leading firms ranked in ENR magazine each year. Of the 6,000 SMPS members, less than 2% are Fellows.

What is your favorite way to spend a day off?

The demanding time commitment to be successful in A/E/C marketing leaves little time to spend with my friends and family. I make every effort to spend quality time socializing with friends over dinner or watching sports. As an identical twin, I have a unique bond with my twin sister. Living 1,000 miles away from her, I plan my vacation time around seeing her.

If you could travel anywhere in the world, where would it be?

I would travel throughout the Middle East. It is a part of our world that functions, continues to prosper and goes to war on values that are diametrically different from our western culture. It has been an ongoing fascination for me. It is a place I need to visit, explore and understand better.