


Advancing the Profession - Building a Better World

UPCOMING EVENTS

Please note that upcoming events are subject to change. Check the [SMPS Chicago website](http://www.smpschicago.org) for the most up-to-date details.

11.13 NOVEMBER LUNCH PROGRAM

Retail and Mixed-Use Development
Forecast

When: Wednesday, November 13, 2013

Time: 11:30 a.m. - 1:15 p.m.

Where: East Bank Club
500 N. Kingsbury
Chicago, IL

Cost: \$50 members; \$95 non-members

Join our accomplished panel of experts for
a discussion about retail and mixed-use
developments.

11.14 DINE & SHINE

Work Your Research Magic:
Intelligence-Gathering and
Dissemination for Busy Marketers

When: Thursday, November 14, 2013

Time: 12:00 - 2:00 p.m.

Where: KJWW
231 S. LaSalle, 6th Floor
Chicago, IL

Cost: \$25 members; \$25 non-members;
\$10 student

Space is limited.

2014 SMPS NATIONAL CONFERENCE

Registration for SMPS National
Conference is now open. Chicago's
very own Jennifer Johnson with
Thornton Tomasetti is the Conference
Co-Chair and Matt Rebro, CPSM,
with Pepper Construction is the
Program Co-Chair.

12.9 DECEMBER HOLIDAY PROGRAM

SMPS/AIA Holiday Ho Ho Ho Down

When: Monday, December 9, 2013

Time: 4:00-7:00 p.m.

Where: Bub City
435 N. Clark Street
Chicago, IL

Cost: \$65 SMPS and AIA members; \$110
non-members

We will be collecting books for Lurie
Children's Hospital. Please bring a new
book(s) for the collection.

1.8 JANUARY LUNCHEON

Designing for Startup

When: Wednesday, January 8, 2013

Time: 11:30 a.m. - 1:30 p.m.

Where: East Bank Club
500 N. Kingsbury
Chicago, IL

Cost: \$50 members; \$95 non-members

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Megen Briars
President, SMPS
Chicago Chapter

"Although individuals need not be well-rounded, teams should be." - Tom Rath, Strengths Based Leadership: Great Leaders, Teams, and Why People Follow

It has been 11 weeks, 2 days, and 8.25 hours since your SMPS Chicago Board of Directors met for an intense day of planning and strategy (to quote Saturday Night Live). During this Board Retreat, we introduced a book - summer reading ala throwback to high school - about leadership and teams which the quote above is from, "Strengths Based Leadership." This book was given to me by my father years ago when I was trying to get my Resident Assistant team on board to plan events for our hall. I was struggling to find my voice as a leader and struggling even more to trust my team to do what they do best. Sometimes, we as leaders hold our position on the board, our job duties, our responsibilities so close to the vest that can all be so overwhelming and instead of doing it all well - we do just some things well. As much as I wish I could, I cannot do it all and that is why we have an extremely talented, enthusiastic, and qualified board that holds positions they are incredible at. And that is what our team is for, that is what this board is for, and that is what the Board Director's committees are for: to serve the SMPS Chicago membership better than well. We want to exceed your expectations and deliver on the great foundation that past Boards of this chapter have done.

We are coming off of a momentous year, with nothing short of awesome winning moments from this past August's "Build Business Conference" including Kate Mullaney, CPSM, with Cotter Consulting as the "Chapter President of the Year" yes, it is incredible as it sounds - this is a well-deserved honor for our dedicated immediate Past President. As a Chapter we also received the Striving for Excellence Grand Prize, overall "Chapter of the Year" that too, just as incredible as it sounds. This could not be achieved in one year, however, we must give recognition to the volunteers that have primed and shaped SMPS Chicago over the past years.

Which brings me to, where do we go from here? A little more history is needed to answer that. During our strategic planning sessions in 2011 - 2012, we outlined 5 objectives to be reached from 2012 - 2015 along with a taskforce of Champions responsible for these objectives. In November of 2012, we kicked-off the "Strategic Plan Taskforce" and since then are 20% ahead of our suggested timeline (see "reference materials" section). As we continue to work on the strategic plan objectives and goals, I am inspired by how much this chapter has achieved in the last few years, which is where our theme as a board this year was created: growth. In one form or another, our strategic plan goals are associated with growth and as a board, we too shall continue to grow. Grow our committees, grow our opportunities to incorporate the 6 Domains of Practice, and bring growth to our respective firms. In order to achieve growth, strong leadership must be at the foundation of all of this. Just like Tom Rath said, we as leaders cannot do it all and we don't have to be good at it all. How would this chapter continue to be successful if one person did it all? As Chicago Directors, the board has been tasked to empower their committees, we have fantastic volunteers just waiting to join us (yes, I mean you reading this!).

There is no other organization that does what SMPS does. As we say in our Vision Statement: "SMPS Chicago is the premier organization connecting, educating, and elevating leaders in the A/E/C industry" - I look forward to a wonderful year of working together and am so honored to serve as your President along with our amazing Board of Directors.

Please visit this page to learn about the other committees and which one you can join.

Best,

Megen Briars
Director of Marketing, OKW Architects, Inc.
mbriars@okwarchitects.com
@megenbriars
SMPS Chicago 2013 - 2014 President

Welcome New SMPS Chicago Chapter Members!

RUAIRI BARNWELL
Energy Services Leader
DLR Group

LESLIE BUSIJA
Senior Marketing Coordinator
Faithful+Gould

JEANNE JACOBSON
Account Executive/Business Development
Interface

KELLY THOMAS
Marketing Specialist
AON Fire Protection Engineering

CLARICE LYONS DAVIDSON
Vice President of Marketing
Infrastructure Engineering, Inc.

LEAH BROADWAY
Marketing Coordinator
Shawnee

TAMARA GAUMOND
Marketing
Grumman/Butkus Associates

CLAIRE SCHUSTER
Marketing Coordinator
FGM Architects Inc.

MARK BEVILL
Principal
FIX Consulting LLC

TASHA WEISS
PR Specialist
AISC

AUTUMN HARRIS
Marketing Coordinator
GSG Consultants, Inc.

JESSICA KUIST
Corporate Marketing Director
DESMAN Associates

Going to Market: The Marketer's Guide to Your Customers' Irrational Minds

by The Pepper Group



Behavioral economics is not only incredibly interesting; it provides highly valuable insights for strategic marketers.

In this collection, we've pulled together seven short but powerful nuggets. Each considers a way we think as human beings, and how we, as marketers, can use these insights to improve our effectiveness. As a bonus, we've also pulled together a collection of our all-time favorite books related to behavioral economics.

In This Guide:

- Anchoring, and the Four Ways it Impacts Marketing and Sales
- Why "The Curse of Knowledge" Can Screw Up Your Marketing Communications
- The Status Quo Trap and 5 Ways Out
- One Behavioral Insight That Can Keep You From Losing Sales
- How to Apply Game Theory to Help Drive Better Outcomes
- Six Principals for Making Your Message Sticky
- Yes You Can Sell \$1.00 for More than A Dollar, Plus How it Relates to Competitive Strategy
- The Best Behavioral Economics Books For Marketers

[Download The Marketer's Guide to Your Customers' Irrational Minds](#)

These are the kinds of things that we at Pepper Group bring to the table for our clients. Are you getting strategic marketing advice from your current agency partner? If not, maybe we should talk.

Call us at 847-963-0333, email us at pepper@peppergroup.com, or visit www.peppergroup.com

Featured in this Issue:

Terracon
PAM O'DEEN



Tell us about your company and what you do.

Terracon is an employee-owned consulting engineering firm that has provided quality engineering services to clients since 1965. From its roots in geotechnical engineering, Terracon has evolved into a successful multi-discipline firm specializing in environmental, facilities, geotechnical, and materials services. Terracon has consistently achieved growth above the industry average. This is evidenced by a current ranking of 38th in Engineering News-Record's 2013 list of the Top 500 Design Firms, compared to a ranking of 103 in 1995. Just 16 years ago, the company had 18 offices in the Midwest. Today, Terracon has more than 3,000 employees and more than 140 offices in 40 states.

As the Client Development Manager for the Division, I have watched my role expand as the market has changed. I actively search for business opportunities for the firm for all service lines; assist division management in the development and implementation of division and office client development goals, objectives and strategies; direct programs to identify and assess new client opportunities and future direction of business activities for the firm as a whole; and monitor divisional client development and sales activities. With the downturn of the market and the offices running lean, I also assist in the preparation of qualifications packages, written proposals and other client submittals.

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

Not having a technical background. At this particular time, the industry has made a shift to the seller-doer model. This is working because the workload is light and firms are not really sure why they need the Business Development Manager and a Marketing Manager. This is a good model for some firms, but not for others. I am fortunate to work for a firm that is supportive of Business Development; however I have found that within the last two years, I am doing a lot

of internal training with the technical staff on business development techniques. Once the seller-doer has won a project and is working on it, the question is who is looking for the next one? That is where I come in because I am always looking.

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

SMPS has brought a lot of exposure to Terracon. We have 33 members of SMPS, 6 that have their CPSM certification, and we are always sponsors on a local, regional and national level. Because many of our clients are architects, engineers or contractors, the firm sees the value in having their Business Development staff being members.

Personally, SMPS has not only brought great education and networks, it has brought me my dearest friends. I became a member of SMPS Indiana Chapter 10 years ago. Even though I moved away to Chicago, I remain very close to many of the people I was on the board with when I was there. Then when I moved to Chicago, the first call I made was to the membership chair and that is when Nolah and I started our friendship. From there, I have been blessed to say that many of the people I have sat on the board, committees and volunteer with have become very special to me and I am honored to call them my friends both in Chicago and Indiana.

One of the best things about the SMPS network is no matter what member you call, no matter if it is from the Chicago Chapter or a Chapter in Texas, SMPS members are always willing to help.

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

The obvious answer is Name Recognition which is definitely valuable but to me, one of the best things about being a sponsor is supporting our chapter. As a Past President of SMPS Chicago, I know what it takes to put on great programs and events for the members so being Sponsor is a no brainer. SMPS has given so much to me in my career that I feel it is the least I can do to give back to the organization and the chapter that has helped mold me into the professional I am today.



Featured in this Issue:

Madhu Kerwell Gresla, AIA

President

GRESLA ARCHITECTS, Inc.

What are your main responsibilities at Gresla Architects?

As the firm's president, I am responsible for client and industry partner relations, setting the firm's strategic goals for growth and project execution. I lead the firm's healthcare practice and am actively engaged in the planning and design of healthcare facilities. As Principal-in-Charge, I partner with our clients hands-on, throughout a project's duration.

Why did you get involved with SMPS?

A couple of my close mentors and friends (both SMPS members) suggested that I join SMPS since I was leading business development in the Midwest for a national firm. In addition, my business partner references the SMPS handbook and he shared it with me and suggested that I should look into SMPS.

My first SMPS meeting was a January meeting and the weather outside was challenging. However, upon arrival, I was welcomed by a room full of enthusiastic strangers--SMPS members who had braved the weather to be there! Since then, I have found SMPS members to be supportive, knowledgeable and welcoming. The live seminars, particularly the day-long business development seminar, are fantastic and offer valuable information.

I got involved in SMPS as it is a great resource for critical knowledge and provides networking opportunities for business development and marketing. In addition, SMPS is a place where I am learning valuable new concepts and ideas, a vehicle to hone in on what I know, and a way to have fun while learning! The support, outreach, responsiveness, and above all the desire to help from SMPS national leaders is outstanding. I am delighted to be a part of this highly energetic and talented group and grateful for the many supporters and mentors that I have found.

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

I grew up in a family with a strong focus on medical and sciences education, particularly the medical sciences, and I was expected to become a physician. However, I had strong talents in the visual arts with an innate ability to draw freehand and an excellent competency in mathematics. Since one of my sisters is an architect, I was introduced to architecture early on. I never really thought of studying architecture. It wasn't until my sister, a vocational counselor at NEIU, suggested that I pursue the 5-year professional degree architecture program at the University of Illinois at Chicago. I joined, and very quickly realized that architecture and interiors is what I wanted to do. Since then, architecture has been my passion. It suits my soul, allowing me to draw on my intrinsic artistic and scientific talents to serve clients and project teams.

What made you decide to start your own firm?

It is one of those moments, when you realize that you are totally capable of doing something on your own and there is no fear of failure rather only the anticipation for success. I have had the great fortune of working with some of the most amazing national level firms and talented, brilliant individuals. I have been involved in some of the most complex projects that have been completed successfully. This powerful experience and my desire to collaborate and serve clients first-hand, and to set the strategy for solutions based on my own philosophic approach was the impetus for engaging in private practice with my husband, Eric Gresla, who actually founded our firm 17 years ago. The overwhelming support of clients, mentors, SMPS friends, and other industry peers has made me realize that I have much to offer. In the end - it just felt right.

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

My advice is to always be genuine and true to yourself as this is the basis of our simplest and most complex interactions. The sum total of our interactions, over time, is what people remember us by.

Take risks and seek new horizons. If there aren't any opportunities, then create some. To never fear and to know that what you don't know can yet be learned, and that you have unique talents and potential that set you apart. And then of course, you have to throw yourself in your work head and shoulders first – complete dedication and focus is critical. And always remember to be there for others. I love Mahatama Gandhi's philosophy, "Be the change that you wish to see in the world."

In the end, I believe that one must "Do what you are passionate about" and not try to be passionate about what you are doing. That doesn't work. You cannot force passion – it has to be innate as that is the catalyst which helps you to flourish in your work, in your life and brings great joy.

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

I love to spend time with my 14-year-old son, Christopher, cooking Asian inspired meals or kicking around the soccer ball, and writing letters to my daughter Alicia, who has just begun her career as an investment banker. I love sketching (on location) and painting and talking for hours over a cup of tea, devising menus for the next dinner party, and writing, making books.

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

Very much like the Bionic Woman – I would love to be able to fly and help others!

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

My favorite places are The Pump Room and Athena's Restaurant in Greek Town. I love Athena's appetizers, vegetarian options and their outdoor courtyard.



Featured in this Issue:
Ruairi Barnwell
 Energy Services Leader
 DLR Group

What are your main responsibilities as Energy Services Leader at DLR Group?

My main responsibility is to bridge the gap between high performance building design and long-term operational energy efficiency. Our integrated energy services team works with our architectural team early in the design process to optimize building performance and help validate high performance building design strategies from an energy and economic perspective, through analysis and energy modeling. This allows us to maximize passive design strategies and reduce the load profile of the building before we even begin to design the MEP systems.

DLR Group was one of the initial signatories for AIA's Architecture 2030 Commitment, part of my responsibilities is also helping to ensure that as a firm we are staying on course to meet and exceed that commitment. My team also works with building owners and portfolio managers to help optimize their energy usage and indoor environmental performance through the commissioning and retro-commissioning process.

What led you to focus on energy conscious design?

I studied Building Services Engineering at the Dublin Institute of Technology, and as a student I became very involved with the Chartered Institute of Building Services Engineers (CIBSE) which is the UK's counterpart to ASHRAE. High performance building design and energy modeling strategies were drilled into us from day one in Ireland. Our sustainable design professor was part of the team that developed the powerful IES<VE> energy modeling software package, which today is the industry's leading simulation software package for the built environment.

Today, I manage a team of energy modeling experts who use the IES<VE> software to help optimize energy use and indoor environmental quality as part of DLR Group's Integrated Design Process. We produce high performance environments for my three daughters to learn and play in, and future generations to live and work in, so it has kind of come full circle for me.

Is it more challenging to design energy-efficient buildings or does it come naturally to you?

It is definitely a challenge for the entire industry. When I first moved to Chicago I was taken aback by the reliance of the engineering design community on "rules of thumb" and adding overly-conservative "safety factors" on top of already conservative design criteria, which ultimately lead to grossly over-sized building HVAC systems. There are firms who have been progressive with the Integrated Design Process and have who been designing energy efficient buildings for a long time, but with Illinois becoming the second state in the nation to adopt the IECC 2012 Energy Code this year, everyone now needs to be incorporating high-performance design strategies into almost every building. This presents a big challenge to designers to meet the energy code's minimum requirements while still staying within the client's budget expectations. Essentially what was "nice-to-do" is now a "need-to-do," and the "nice-to-do" bar has been raised even higher accordingly, with reach standards such as ASHRAE's 189.1 High Performance Building Standard, LEED V4 and the Living Building Challenge. This can only be a good thing as our industry strives towards a carbon neutral built environment.

Is carbon neutral or net-zero building possible today?

It is possible and there are plenty of one-off examples of net-zero projects around the country, but it's still not commercially practical. Even the most progressive building owners are not going to make a business decision to double their project budget just to be net-zero at this time. DLR Group has designed low-energy, "net-zero ready" projects within restrictive budgets, but it will be a few years yet before a solid business case can be made for mainstream net-zero projects that provide a tangible return on investment for the building owner. The industry is on the right track though; we will have the tools in place by 2020 to have a practical shot at the AIA's energy reduction goals for 2030.

Most of the net-zero building conversation today focuses on new construction and one-off projects, which in itself is very important to keep the industry moving forward, but you have to remember that 80 percent of the current building stock in the United States will still be in use in 2050, so optimizing the energy use of these existing buildings is critical in the overall path to carbon neutrality.

As an example, in the past 12 months alone DLR Group's Energy Services team has taken more than 10,000,000 kWh off the electric grid through retro-commissioning of existing buildings. That's enough power to run a typical 300,000 sq. ft. high school in Illinois for over three years, so you need to put that potential of energy savings into perspective in the overall conversation of net-zero design.

How has being involved in SMPS helped you/your firm?

It has been a great opportunity for me personally to meet and learn from other marketing professionals in Chicago. DLR Group has been involved in SMPS over the years, but I just joined as a new member this year. Steve Nargang and Matt Rebro always had great things to say about the group and were a big influence in me joining. My first event was a round table lunch discussion and I had the pleasure of having lunch and hearing York Chan discuss the various challenges and achievements in his role at Advocate Healthcare, and also had a great conversation with Sean Reynolds from JLL's data center group.

You were recently named a "Top 40 Under 40" by Consulting-Specifying Engineer. How has your life changed since you were awarded this recognition?

It was an honor to be recognized by my peers in the industry. We had the awards ceremony in Chicago last month and it was a great experience to meet such an amazing group of individuals from a variety of engineering backgrounds around the nation, each one focused on improving the built environment through innovation.

The biggest thing that has hit home with me since the award is the importance of mentorship in the design industry, and how we need to prepare the next generation of professionals for success. I was lucky to have had some great mentors over the years, from my first boss, Al Raufeisen, right through to my current colleagues at DLR Group, who have taught me invaluable skills from both a technical and personal perspective. As our industry is faced with bigger and bigger challenges every year it is even more vital to have a structured mentorship process that allows the aspiring new generation of talent to learn from the experienced old hands. Mentorship of technical skills is critical, but equally important for our business is mentorship of communication and people skills, there is no software package in the world that will replace the value of a good professional relationship.



SPONSORS WANTED



SMPS & AIA are Having a Holiday *Ho-Ho-Ho-Down!*

Join us December 9th at Bub City, and get in front of 250+ peers in Chicago's AEC industry! Event sponsors will enjoy the advantage of this unique opportunity to engage members of both AIA and SMPS organizations. Space is limited, so contact AIA or SMPS to secure your spot today!



Round-Up Base package

\$500

- Signage board with logo at registration
- Signage on stage
- Logo on the event website
- 2 tickets to event



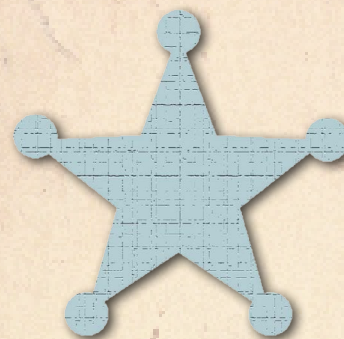
Urban Cowboys & Cowgirls Upgrade

**4 spots available
\$1,000**

- Signage board with logo at registration
- Signage on stage
- Logo on the event website

and...

- 4 tickets to event
- Reserved booth at event



Denim and Diamonds Upgrade

**6 spots available
\$1,500**

- Signage board with logo at registration
- Signage on stage
- Logo on the event website

and...

- 4 tickets to event
- Logo on large themed Photo background for guest entertainment
- Name your own drink and provide a 'drink' description, including short firm summary to be distributed in party menu

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AIAChicago



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Professional Services
Chicago**

For more information on event sponsorship opportunities contact:

smpsaiaholiday@gmail.com

Stanley Tigerman, FAIA, to be honored with AIA Chicago Lifetime Achievement Award

From a legacy of built projects to lasting academic and advocacy influence, Tigerman has left an indelible mark on Chicago architecture and the profession



The American Institute of Architects Chicago (AIA Chicago) has announced that Stanley Tigerman, FAIA, has been named the recipient of the 2013 AIA Chicago Lifetime Achievement Award.

For his innovative design in over 175 built works for “all levels of society”—from the LEED-silver rated Pacific Garden Mission on Chicago’s Near West Side to the iconic Boardwalk Apartments on the North Side to Skokie’s Holocaust Memorial Foundation—to his mentorship of generations of aspiring architects as an academic leader, and for his intellectual influence as a writer, critic and advocate for the architectural profession, Tigerman “has assured his legacy as one of the shining architectural luminaries in the history of Chicago,” says Steven Wisenthal, FAIA, Associate Vice President & University Architect for the University of Chicago.

The Chicago native (b. 1930) trained in the Chicago offices of Keck & Keck, Milton Schwartz, and Skidmore, Owings & Merrill in his early career, earned both his BArch (1960) and MArch (1961) under the guidance of Paul Rudolph at Yale, and has served as co-founding principal of Tigerman McCurry Architects alongside his wife Margaret McCurry, FAIA. A founding member of “The Chicago Seven,” Tigerman’s famous collage of Mies van der Rohe’s Crown Hall sinking into Lake Michigan offered a visual blueprint of the group’s challenge to the modernist orthodoxy of Chicago architecture. Tigerman is also a prolific author, whose work includes *The Chicago Tribune Tower Competition and Late Entries*; *Versus: An American Architect’s Alternatives*; *The California Condition: A Pregnant Architecture*; *The Architecture of Exile*; and *Stanley Tigerman: Buildings and Projects 1966–1989*.

Extending his influence even more than his built and written legacy however is Tigerman’s role as a mentor and leader for generations of students and followers, who continue to implement aspects of his vision throughout their work. Tigerman has been a visiting chaired professor at Yale and Harvard and lectured at every major School of Architecture in the United States. Between 1985 and 1993, he was the director of the School of Architecture at the University of Illinois at Chicago and in 1994, he co-founded (with Eva Maddox, Assoc. AIA) ARCHEWORKS, a “socially oriented design laboratory” and school.

“My initial introduction to Stanley was through ARCHEWORKS ten years ago, when he gave me my first opportunity to give a lecture on my firm’s work,” Pat Saldana Natke, AIA, founding partner of Urbanworks, says. “Year after year, he creates a platform for the next generation of thinkers and doers through Chicago architecture exhibits, publications, dialogue and discourse. He challenges the new generation of architects to envision a better, bolder Chicago.”

“Stanley has had a lifetime of achievements of which this city and profession has greatly benefited,” Saldana Natke says.

In addition to his practice, writing and intellectual and academic leadership, Tigerman is also one of the minds behind the Chicago Architects Project (CAP), an ongoing and evolving genealogy of Chicago architects, their work and their interrelationships and influences among the profession from the 19th century to the present day.

Initiated in 2006, the AIA Chicago Lifetime Achievement Award is issued annually to a recipient honored for his or her significant lifetime contributions to the field of architecture. Previous winners have included Helmut Jahn, Ben Weese, Walter Netsch, John Holabird Jr., Gertude Kerbis, Natalie de Blois, and jointly, Daniel Burnham and Edward Bennett. Tigerman will be honored in a ceremony during DesignNight, AIA Chicago’s 58th Annual Design Excellence Awards, October 25, 2013 at Navy Pier.

Article written and provided by AIA
www.aiachicago.org/tigerman/