

SMPS

Society for Marketing
Professional Services
Colorado

www.smpscolorado.org

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building business around the four corners

SMPS 2012 Southwest Regional Conference

Join your peers and design professionals from across the Southwest region at this year's **Southwest Regional Conference: February 29 – March 2 in Park City, Utah!**

SMPS Arizona, Colorado, New Mexico, and Utah are offering three days of sessions appealing to all levels of AEC professionals. Some of the highlights include:

- **Workshops** | *Interactive sessions. Learn the best methods of communication.*
- **BD 'Reality TV'** | *See a real potential client interact with business developers, who have never met. Hear the client's perspective on what worked and didn't work*
- **The What-Why-Who-Where-When & How of Leadership** | *Success stories. Compelling examples. Engaging group discussion.*
- **Public Relations** | *PR Plan development. Connect the dots between social media and SEO.*
- **We made the cut!** | *Preparing your technical team for the project interview.*
- **You wear so many hats!** | *Both marketers and firm leadership need to know what they expect, what they want, and what's possible.*
- **Leadership Roundtable** | *Calling all SMPS Chapter volunteers; hear what can benefit you as a future leader of both your chapter and your firm!*



Comments from last year's attendees on the highlights of the conference:

"Great speakers who were engaging, educational, and fun."

"All of it was a highlight!"

"Seeing everyone, and the warmth and size of the conference. I loved that the topics were all reality based - as opposed to intellectual and academic based."

Don't miss out on this professional development opportunity whether you want to network, meet up with your peers, hear what's critical in today's built environment, or want to address the business challenges faced by marketers, business developers, and practitioners in the AEC industry! For more information, visit the conference website at <http://smpsswrc.org>.



Visitors from the SMPS Colorado December Luncheon Program

members on the move

Welcome New Members and Congratulations to Members on the Move!

ANNA MATSCHULAT

Business Development Marketing Assistant • Kumar & Associates, Inc.

SUSAN MAYS

VP Marketing & Strategic Initiatives • CH2M Hill

LYNNE I. SHERIDAN

Principal • Ellipse Group, LLC

GEORGIA A. NEIMEISTER

Business Development Assistant • BVB General Contractors

MARGIE L. SNOW

Principal • Gallun Snow Associates

CAROLE ANN LOMBARDO

Senior Marketing Coordinator • Leo A Daly

JOHN C. FORNEY

Marketing Communications • Kiewit Building Group

MINDY DAVINE

Director Business Development • Iron Horse Architects

JODI ROSS

Marketing Coordinator • Intergroup Architects

If you are interested in featuring a newsworthy article, are a member on the move, or have photos from an event you would like to share in an upcoming newsletter, please contact the SMPS Colorado Communications Committee at admin@smpscolorado.org

concerts for kids

SMPS Colorado Contributes to a Great Cause

On December 15th, members of the SMPS Colorado Board volunteered with Holidays for Kids (hosted by Concerts for Kids). The board members volunteered at the arts and crafts station, helping elementary students decorate holiday cookies and ornaments.



Dennis Richard and Ray Drzymala preparing for the festivities.

This was the 3rd Annual Holidays for Kids. With support from The Curtis Hotel, the organization brought joy to 700 local children by providing them with a holiday party, complete with arts and crafts, balloon artists, face painters, lunch, a visit from Santa and a backpack full of gifts! This year, students from Altura Elementary, Elkhart Elementary, Montview Elementary, Paris Elementary, Bishop Elementary, Cheltenham Elementary and Fairmont Dual Language Immersion

Academy were presented with the party.

Concerts for Kids was founded in 2004 by Christie and Walter

Isenberg based on the belief that all children should be entitled to the best healthcare available and to receive a quality education. Initial efforts focused on raising funds through an annual concert with monies raised donated to selected non-profit organizations such as The Children's Hospital and Denver Public Schools.

Today, Concerts For Kids helps to support more than 40 child-focused organizations annually through its fundraising events and community service projects.

These events include the Denver Day of Rock, Concerts For Kids Community Day, Holiday's For Kids and Bowl-A-Thon. Since its inception, Concerts For Kids has distributed nearly \$1.7 million to its named partners in both monetary and in-kind donations.



SMPS volunteers take a break from crafting to pose with Santa (aka SMPS Colorado President, Dennis Richard).

SPONSOR SPOTLIGHT

Rockies Sponsor: M.E. Group

Architects, General Contractors and Owners see quickly that people with innovative ideas provide the High Performance Design Engineering Services drawing national attention to M.E. GROUP. Since 1991, our genuine curiosity for energy conservation has developed a project base, which includes some of the country's top performing buildings. Recently, as technological advancements in energy management affect us all; our designers are producing buildings that operate at energy efficiency levels including zero energy status.

Our 7 offices across the US include a staff of 65 professionals comprising engineers, scientists and analysts; each contributing a combination of high performance technical expertise with social responsibility and energy saving

opportunities. M.E. GROUP is posed to expand our geographic base and commitment to deliver continuing successes and value to our clients. We are pleased to be a part of SMPS Colorado and look forward to sharing in many future successes with the group.

SERVICES INCLUDE:

- HIGH PERFORMANCE ENGINEERING
- BUILDING SIMULATION & ANALYSIS
- COMMISSIONING & ENERGY CONSULTING
- GREEN BUILDING (LEED) CONSULTING
- HUMAN INQUIRY (HUMAN BEHAVIORAL EXPERTISE)

Sangre de Cristo School – M.E. GROUP provided MEP design for this K-12 school which is designed for Net-Zero energy use.



“Colorado is leading the nation in building a new energy economy through energy efficiency and renewable energy. This geothermal system [designed by M.E. GROUP], the largest in the state, is saving the school money and resources that can go back into the classroom, where it is much needed.” - Governor Bill Ritter, State of Colorado

14er



Rockies



In-Kind Sponsors



For more information on becoming a sponsor, please contact Amy Thompson at amy@k2audio.com

Professional Growth

The Professional Growth Forum Committee of SMPS Colorado is actively looking for new members! This energetic, enthusiastic group focuses on providing educational sessions that promote professional growth in the A/E/C industry. The committee hosts two educational breakfasts each year and provides the monthly SMPS National webinars at a Denver-metro location for a greatly reduced price. This committee also plans an annual half-day workshop focusing on proposal and problem-solving issues. **If you are interested in connecting with a great group of marketers and business developers in exchange for a small time commitment, please call Michelle Wiesner at 303-928-1373 or mwiesner@envstrategies.com.**



SMPS Committee Members Heather Dolan, Anna Matschulat, and Megan Felker networking at the December Luncheon.

Leadership Forum

The goal of the Leadership Forum is to provide our membership with outstanding educational, professional, and personal development opportunities. The Leadership Forum offers a variety of events and formats that comply with the Six Domains of Marketing including Marketing Research, Marketing Plan, Client/Business Development, SOQs / RFPs / Proposals, Promotional Activity, and Information, Resource, and Organizational Management. The Leadership Forum committee meets monthly to discuss potential topics, speakers, and event logistics. **We're always looking for new members so if you're interested in joining, please contact Jennifer Julian at 303.504.3732 or jjulian@tcco.com.**

Education Committee

The education committee as a whole provides certification training to become a Certified Professional Services Marketer (CPSM), and assists with planning special seminars and conferences related to the advancement of CPSM designation for members. This sub-committee is designed to meet the educational needs of mid-level marketers (5-10 years). Our two-hour breakfast programs are held quarterly. Recent topics have included creating a marketing plan, rainmaking, building a partnership with the media, customer experience management, and In Design tips and techniques.

Don't Miss the Next Education Breakfast Session: How do I prepare a winning award submittal? JANUARY 24, 2012

You have great materials and projects to show off, as well as a list of requirements for your submission. Now what? How do you effectively prepare an award submittal to show off your winning project, campaign, or proposal to a panel of judges? This session will provide you with tips and advice from one of this year's judges of the SMPS Colorado's 2011 Marketing Excellence Awards. Dr. Charles Patti, Senior Associate Dean, Chief Academic Officer, and James M. Cox Professor of Customer Experience Management at the Daniels College of Business/University of Denver will lead this discussion of ideas for how to submit a cutting edge application.

Speaker

Dr. Charles Patti, Senior Associate Dean, Chief Academic Officer at the Daniels College of Business/University of Denver Charles Patti has an extensive career as a researcher and author, educator, administrator, and consultant. He has held academic appointments at Arizona State University, the University of Hartford, Queens I and University of Technology (Australia), and the University of Denver where he is currently the James M. Cox Professor of Customer Experience Management. In addition to his full-time academic appointments, he has held visiting positions at the Helsinki School of Economics, the Graduate School of Business at Bocconi University (Milan), and he has been advisor to Temasek Polytechnic (Singapore), and UTM and UTAR, both in Malaysia. Professor Patti was named Marketing Educator of the Year in 2007 by the Marketing Educators' Association and is a Senior Fellow at The Cable Center (Denver, CO). Professor Patti holds a PhD from the University of Illinois.

SMPS event lineup

January 21, 2012

AIA Professional Development Series
PPA Event Center

January 24, 2012

Denver Education Event
How do I prepare a winning award submittal?

February 8, 2012

Denver Luncheon Program
Healthcare

February 9, 2012

SoCo Networking Happy Hour
My Big Fat Greek Restaurant

February 21, 2012

Webinar
Crisis Communication: The Elephant in the Room

PROJECT SPOTLIGHT

Denver Municipal Animal Shelter: Golden Triangle Construction

The new shelter replaces a dated shelter that could no longer meet the space requirements for Denver's current animal control efforts. Many other local shelters were being utilized to offset the lack of space, and the new shelter allows the City and County of Denver to accommodate their current and future capacity in a state-of-the-art, contemporary facility. This new shelter incorporates the latest concepts in humane animal housing and shelter design.

The 36,000 square-foot shelter is on track for **LEED Platinum** certification. The building includes many sustainable design principles that promote the wellbeing of the animals and staff such as natural daylighting in both animal and human areas. The shelter provides care for up to 320 animals. The shelter's greenest claim to fame is saving 30 percent over the industry baseline in energy costs, largely from using evaporate cooling and a recovery ventilation system.

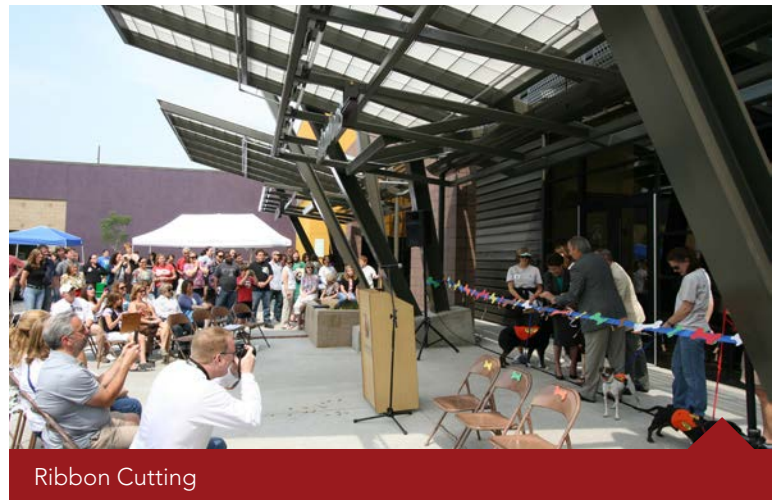
"Municipal shelters can't be pounds anymore," says Doug Kelley, director of the shelter and Denver Animal Care and Control. "The expectation is to get them into a new home. People went to the old shelter because they felt sorry for the animals. We want people to come to this new shelter and hang out on a Saturday."



"Dogzilla"



Main entrance



Ribbon Cutting

SMPS MEMBER FIRMS INVOLVED: Architectural Energy Corporation – LEED Consultant; Golden Triangle Construction, Inc. – Construction Budgeting; Martin/Martin – Structural Engineering and Traffic Studies; Kumar & Associates, Inc. – Geotechnical Investigation



Adoptions Area



Operating Room