



Society for Marketing Professional Services Long Island



2009-2010:
Make Every Member Count!

Dear Colleagues and Friends,

It's hard to believe that our beloved little chapter is turning six! As incoming President, my main goal for this year is to increase the benefits of your membership to the SMPS Long Island Chapter. Our theme for 2009 – 2010 is "Make Every Member Count!" I officially invite each member to add the word "Active" to their title. By being an Active Member, you are more than a statistic. You can contribute your time to a committee, your knowledge to a subject matter, your strength to one of our charities, and your friendship to your fellow colleagues.

There are no minimum requirements when joining a committee. Can't make it to a meeting? Get to a phone and call in to contribute. See a topic that interests you? Reach out to the director and recruit potential speakers. Like to have fun while supporting a good cause? Play golf at our annual outing and attend our holiday party for some team building. Not sure where to start? Attend an event and enjoy the networking and education.

Everyone talks about the economy these days. Well, did you know that as an SMPS Member, the cost to attend our breakfast programs is still only \$30.00!!! How about the fact that both CPSMs and AIA members can earn CEUs? Did you know we give away a free raffle prize at every event? Our chapter is chock full of surprises.

As a native Long Islander (who didn't realize I had an accent until I lived in Boston), I welcome you to the SMPS Long Island Chapter and hope to see you add the word Active to your membership as well.

Sincerely,

Ellen Talley
President, SMPS Long Island
Contract Specialist, Patcraft & Designweave
Ellen.talley@patcraftdesignweave.com

Benefits of Membership

- Networking opportunities with local and nationally recognized firms
- Continuing education programs to help you expand your skills and work knowledge
- Access to a premier source of industry-related news and information
- Quarterly subscription to the *Marketer* magazine
- Discounted pricing to all breakfast programs
- New CPSM Scholarship – Members interested in pursuing certification as a Certified Professional Services Marketer (CPSM) are eligible to win our CPSM scholarship to cover expenses of the examination fees and the leading study guide *Marketing Handbook for the Design & Construction Professional*. To be awarded at our Annual Meeting in May!
- Attend monthly programs/events at the member rate (**\$400+ value, based on 8 monthly programs per year**)
- Attend the Marketing Tools Series for **FREE (\$200 value)**
- Attend Annual Meeting for **FREE (\$45 value)**
- Attend the Annual Meet & Greet for **FREE (\$40 value)**
- Networking and access to the brightest and the best in the industry (**Priceless!**)
- Over 7,000 members nationwide
- Dynamic, client-focused panels
- Access to up-to-date research on industry trends
- Premier information resource for A/E/C Marketers at all levels
- Focused educational forums based on the 6 Domains of Practice
- Opportunity to attain professional certification (CPSM)
- Access to instant network
- Open doorways and brainstorm with hundreds via listserv
- Develop professional camaraderie while growing your business
- To help spread the word and enhance the value of A/E/C marketers

For more information, please contact our Director of Membership, Jodi Wladyka, CPSM at 631.981.3990 ext 231 or jwladyka@emtec-engineers.com.

SIX YEARS

SMPS LONG ISLAND MISSION STATEMENT

To be the premier forum for education and networking that creates community, facilitates business, and inspires professionals marketing for the built environment.

SMPS-LI Programs Sept 2009-July 2010

Sept 23, 2009: **Differentiate or Die: The ROI of Branding**
Speaker: John Mamus, CEO, MAMUS New York

In this changing economy, why prioritize your brand? Do you stand out from your competitors? Or are you one of the pack? Now, more than ever, it's important to stand out from the crowd and claim your place as the best at what you do. So, what makes you different? What are your key differentiators? This program will help you not only determine what's different about your firm, but also how to build a brand that carries through your communications, your image (perception), and your corporate culture.

Nov 9, 2009: **Marketing Tools Series: Site Walk-Through—What Marketers Need To Know**

Leader: Anthony Musumeci, Chief Marketing Officer, Emtec Engineers

Why should a marketer attend a site visit for a proposed project? What pictures should you take? What questions should you ask? What should you be looking for? How can a site walk-through make you a more effective marketer? This small-group workshop will show you how this is a teaming opportunity, especially when your firm is a sub-consultant. The event will be held at an actual site—either one that is about to be renovated or one that has recently been renovated—on Long Island. You will be given general specs for an RFP, and can role play your way through this exercise.

January 20, 2010: **Building Outlook for Long Island—Where is the Business in 2010?**

SMPS Long Island presents its own analysis of new data for the built environment. These data, taken from a number of sources—some new, some traditional—includes residential and non-residential construction, public works, and construction employment. SMPS-LI will interpret these data and provide insights for our design and construction community to assist in planning for 2010.

February 10, 2010: **Getting Business From Public Agencies**

During these trying economic times, it seems that 1) the private sector has reduced the number of projects that are being procured; and 2) the public sector will continue to release RFPs. Representatives from State and Federal agencies have been invited to discuss current and future projects, as well as tips on doing business with them.

February 25, 2010: **Marketing Tools Series: Proposal Boot Camp**

Leader: Christine Cesaria, Sr. Proposal Specialist, VHB Engineering

Stop pulling out the old proposal from five years ago and copying it for your latest submittal. (You know you just did that last week!) Marketing newbies and seasoned marketers who attend this workshop will learn the latest tricks in proposal preparation including:

SF330s: Love them don't hate 'em!

And how to make this infamous question disappear, "Why is the same error still on my resume?"

March 10, 2010: **LEED For Healthcare: Why Market LEED In This Economy?**

Speaker(s): Neil Rosen, North Shore-LIJ Healthcare System

June 17, 2010: **Marketing Tools Series: Social Media Part II**

Leader: Elizabeth Kupcha, Marketing Manager, Cameron Engineering

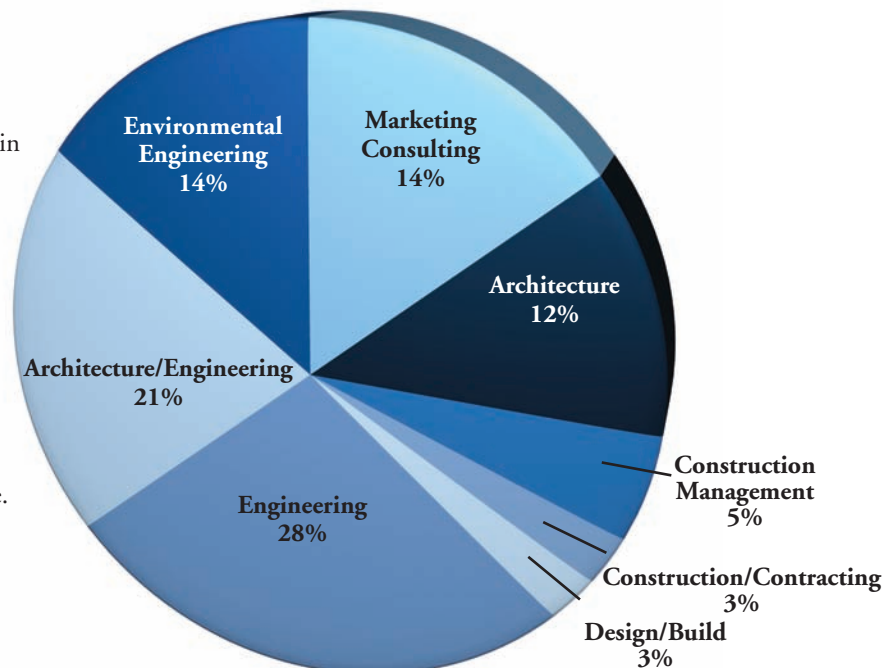
In "Social Media – Part 1" attendees got an overview of various social networking applications that they may be using or at least heard of; these applications include Facebook, LinkedIn and Twitter. As more firms integrate the use of social media into their corporate policies (by either supporting or forbidding it), how is social media affecting our way of doing business or interacting with clients? In this program, we will revisit the adoption of social media in our personal and professional lives, including updates from the 2009 program.

For the latest SMPS Long Island event information, please visit www.smpsli.org

Did You Know?...

- Membership and Sponsorship with SMPS Long Island puts you in touch with A/E/C decision-makers: 26% of our members are Principals, Owners, CEOs, or CMOs!
- Our events attract attendees from the entire Tri-State region.
- When you join SMPS, you become a member of the only non-profit organization dedicated to serving professional service marketers and business developers in the A/E/C industry.
- SMPS members form a powerful national network committed to enhancing their profession and sharing their knowledge and experiences with their peers.
- Members receive subscriptions to the *Marketer* magazine, SMPS Connections electronic updates, and access to the SMPS listserve.
- SMPS Long Island members cover the full spectrum of A/E/C services...

www.smpsli.org



Benefits of Sponsorship

In today's business environment, marketers need to make strategic decisions for their companies and choose the most effective way to market their business.

We all strive to increase our brand's recognition, to create valuable business relationships, and attract and retain new clients. If your target audience is the A/E/C industry, then the most effective way to promote your firm is by becoming an SMPS Long Island Corporate Sponsor!

While the value of your sponsorship is immeasurable, SMPS Long Island offers various packages to suit your budget needs. Some of the benefits from corporate sponsorship are:

- An online presence through www.smpsl.org
- Print recognition on all program collateral and event displays
- Opportunities to meet and introduce your products and services to event attendees on a one and one basis
- Access to principals, marketers, and professionals in the A/E/C industry
- Free admission and discounts on educational programs and events

SMPS Long Island already provides its member with substantial benefits such as client panel and educational programs, networking events, and marketing tools seminars. Sponsorships allows you to show your commitment to SMPS Long Island throughout the entire year, even when you can't join us for one of our many events.

We thank all of the individuals and firm sponsors for their commitment and support of SMPS Long Island. We invite your firm to join our list of elite sponsors for the upcoming 2009-2010 program year.

For more information on our sponsorship levels and how we can help your business reach decision-makers, please visit www.smpsl.org/sponsorship.htm or contact Sharon Dickinson, our manager of sponsorship at 212.940.3193 or sdickinson@nixonpeabody.com.

SMPS

**Society for Marketing
Professional Services**

Long Island

c/o Armao, Costa & Ricciardi, CPAs
1055 Franklin Avenue, Suite 204
Garden City, NY 11530

www.smpsl.org



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canstruction® *is back!*

Canstruction®, a national charity competition initiated by the Society of Design Administration and organized locally by the Long Island Chapter of the Society for Marketing Professional Services (SMPS), is returning to RXR Plaza this fall! Teams of architects, engineers, designers and contractors will design and build colossal structures made entirely of canned food, and go on to compete in categories such as Best Use of Labels, Structural Ingenuity and Best Meal.

Our distinguished jury will judge the sculptures, and prizes will be awarded to the winners. All structures will remain on display to the public, with the cost of admission being one can of food. At the close of the exhibit, all food will be donated to our local food bank, Long Island Cares/the Harry Chapin Food Bank.

Canstruction® puts a visual spotlight on hunger while showcasing the Long Island design community's best and brightest. It starts with one can. To feed the hungry. To lift the spirit. To change the world.

Help stop hunger! One can!

SAVE THESE DATES

Structure "Buildout":	October 28
Canstruction Awards Gala:	October 29
Exhibit Open to the Public:	October 30 – Nov. 11