

We're Cooking Up Great Things This Spring... Including Recipes for Success!

SMPS

# DFW MARKETER

Dallas Fort Worth

SOCIETY FOR MARKETING PROFESSIONAL SERVICES • SPRING 2004

## Branding Your A/E Firm

What is a brand? A brand is a promise, a promise of satisfaction. A promise that all the things the target has come to believe about the brand will come true. Strong brands build loyalty that leads to repeat business and referrals. Strong brands command a higher price premium (10%), offer a hedge against fluctuating markets, and create barriers to entry (perceived competitive advantage). A good branding strategy accurately represents the identity of a company.

*“Branding builds expectation,  
which builds satisfaction,  
which leads to loyalty.”*

The first step in “branding” your company is to agree on what the company stands for and how it is different from its competitors. What makes the company unique? What are its style, competency and standards? The **identity** of a company should be distilled into 2-3 concepts that transcend all service areas, market sectors and disciplines. These concepts should be communicated and understood internally before you can begin to tell the outside world.

Strong brands are symbolically represented by “brand aesthetics.” This includes **style** of graphics and language **tone** used in everything the client sees. Is the graphic style corporate conservative, modern and progressive, funky and edgy? Is the language tone upbeat and familiar, proper and conservative, slangy and casual? Next, an

**identity statement** should be crafted. This **identity statement** should be crafted into several versions: the full (several sentences) version, the short (several words) and sound byte (snappy phrase). This statement should be used in everything issued by the firm.

Once you’ve decided what your company stands for, you are ready to communicate your “**brand promise**” to your various targets. Even though your targets may be diverse, and large companies may have hundreds of services, tens of markets, and numerous disciplines, the “brand promise” remains the same. Your “brand promise” as manifested by your logo, graphic style, language tone and identity statement symbolically become your “good housekeeping seal of approval” for all of your services, markets and disciplines. *Continued on page 10.*

### Dallas' Best Barbeque Beans

1 (15 oz.) can kidney beans, drained  
1 (15 oz.) can pinto beans, drained  
1 (15 oz.) can lima beans, drained  
1 (16 oz.) can Great Northern beans, drained  
1 (12 oz.) bottle chili sauce

2 Tablespoons brown sugar  
1 Tablespoon Dijon mustard  
1 Tablespoon Worcestershire sauce  
2 Tablespoons molasses  
3 slices cooked bacon, cut in half

Preheat oven to 325 degrees F. In a medium baking dish, mix kidney beans, pinto beans, lima beans, great northern beans, chili sauce, brown sugar, Dijon mustard, Worcestershire sauce and molasses. Top with bacon. Bake 1 hour in the preheated oven, until thick and bubbly. Makes 14 servings.

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# Working a Room

## Tips for Successful Networking

**K**athy Fetters, Manager of Business Development for Kajima Construction Services, Inc. recently spoke at a SMPS Training at Night about how to be an effective networker. The following tips include key points to remember to help you sharpen your communication skills.



### Making the Introduction — Confidence Is Key

- Approach a person directly and make your introduction
- The “key” to a good impression is to make things go smoothly
- Be the first one to say hello and extend your hand
- Speak moderately with enthusiasm — say their name out loud while shaking hands (don’t talk so fast they cannot focus on your name) associate your name with something for them to remember
- Have a firm handshake
- Eye Contact — square up with the person — position your body to say “I am focused solely on you at this moment”
- Make it personal — ask questions about them and listen

### “Catch and Release Program”

When you make an initial introduction, meet the person, and have conversation; please note the following:

- He/she is not a fish “hooked” and placed on a stringer.
- “Catch and Release” — means just that. Release them. They are not your “captured” prey. Talk briefly, thank them for the meeting, excuse yourself politely saying you need to greet the remaining guests.
- Don’t STALK your prey (client). Don’t follow.....walk

a straight line to that person, make the introduction, converse.....then move on.

### The Business Card

- A person’s card is an identifying tool
- Conveys a way to get in touch later
- In some instances denotes company status and position
- Cards should be kept in attractive card holder
- Make sure they are clean, no pen marks, no notes
- Men should keep their business cards in their front inside pocket
- Women should carry their business cards in a case in a readily accessible compartment of their purse
- Don’t be caught reaching to the rear to get credentials
- Don’t deal your cards out like a poker hand
- Give your card carefully with your right hand
- If you don’t have a business card case:
  - Keep your business cards in your left hand pocket
  - Put their business cards in your right hand pocket
  - Attention to placement avoids handing a client a card that has been written on and allows you to use your right hand to receive their card.

### Nametags

- Place nametags and badges on your right lapel / right shoulder
- When you shake hands, your line of sight and your extended right hand align with the opposite person’s right shoulder and vice versa, therefore proper placement is key for a quick read of the name on a badge or nametag
- Left Handed? It is still universally correct to shake with the right hand in the USA. Foreign cultures may dictate other appropriate greetings.

*Kathy Fetters, Manager of Business Development-Central Region for Kajima Construction, has 15 years of A/E/C marketing experience. Kathy was recently named as the winner of the National Association of Women in Construction – Atlanta Chapter’s Construction Visionary Award.*

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# Don't Picture Them in Underwear

## And Other Presentation Skills

Since public speaking consistently ranks as one of America's greatest fears, advice on successful presenting is freely given. "Picture everyone in the audience in their underwear," or worse, "nude," "Just focus an inch above everyone's head," or "Pretend that every audience member is your grandmother!" If any of these "magic pills" work for you, great, otherwise, here are a few more proven techniques.

Remember that your audience wants you to succeed. Most of us have had the occasion to hear a speaker who was nervous, uninterested or just not very good. It's a painful experience — not only for the speaker, but for the audience. So remember above all that your audience wants you to succeed and will be far more receptive to your message if you relax and speak with enthusiasm.

### Know Your Audience

Before you develop your presentation, be sure to find out who your audience is. Are they technical or managerial? How much do they know about your topic? What is their main objective and feeling regarding the issue you'll speak on? The more you know about the audience, the better your chances for a powerful, on-target presentation.

### Presenting a Technical Talk

Whether presenting to a selection committee, a city council or a professional technical organization, you'll likely be presenting some technical information to listeners with varying levels of understanding. Remember these few rules:

- Simplify your message — think of the three key points you want your audience to remember and build your presentation around those points. Provide the audience with a preview of what you'll be telling them, share your points, and lastly, review those points at the end of the presentation.
- Use examples — analogies, comparisons and visuals all are helpful in reinforcing your points.
- Review — go over your key points one more time as a presentation wrap-up. Remember, most people have

to hear a piece of information three times before they can retain it.

### Practice, Practice, Practice

While not always popular, practicing will help you be a more confident and polished presenter. Practice with a timer to be sure that your presentation will finish within the time allotted. Even a great talk can be tarnished if you exceed your time commitment. Practice will also give you the confidence to present without reading the slides — a practice which ranks as the number one annoyance to audiences!

### Audiences See, Hear and Feel

A presentation affects several senses including sight, hearing and feeling. To enhance the "sight" portion of the presentation experience, be sure you are well-groomed and dressed appropriately. Take the podium with confidence and assurance, as though you really want to be there! Your voice plays the key role in the hearing portion. In order to keep the audience's attention and affect their feelings on the issue, be sure to project, speak slowly and with confidence, and above all, show enthusiasm. Your audience will respond to the dynamics in your voice and either nod off or actively participate in your presentation.

### You Are the Message

If the worst happens and your electronic equipment fails, your practice time will serve you well. Simply pass out the handouts and proceed without visuals. Your calm handling of the situation will show the audience or selection committee how you handle challenging situations. If all goes perfectly, still remember that you are the message and your visuals are only tools. Make eye contact with the audience, read their body language and adjust your talk to meet their needs. They took the time to come and listen to you — use these few tips to make their effort worth while.

*Pam Fry, Marketing Manager for Freese & Nichols Inc., is an active member of SMPS. She often serves as a programs presenter and contributing author.*

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# What Do They Really Want?

It's Tuesday, June 1. Your boss is on vacation for the next ten days. You just got back from lunch and found a solicitation on your desk, with a note from one of the principals: "We need to submit on this one. Please take care of it." Inhale... slowly. Exhale...slowly. Do it again... more slowly. OK. Here's what you do.

- 1. Find the due date and time.** Determine whether or not it's an emergency. It isn't? You have until 4:00 pm on Wednesday, June 16 to deliver the document? OK, no problem!
- 2. Find the delivery address.** Is it local or must it be sent out the day before it's due? It's local? OK. That means you can finish printing and assembling next Wednesday morning and still deliver on time. If there are special labeling or delivery requirements, alert the mail or other appropriate staff in advance.
- 3. Read the solicitation from beginning to end** to get a general sense of what it's about. Then grab a highlighter and read it again. What are they asking for? This tells you not only what must be included in the submittal, but how much and what kind of help you will need to be responsive.
- 4. Make it happen!** Obviously, step 4 is where all the work is, but you may have help, and much of the work may already be done for you.

What is the solicitation asking for? More specifically, is it asking you to submit a Statement of Qualifications (SOQ) or a proposal? They are similar, but not the same; the process is somewhat different, and includes different people.

If the client wants an SOQ, you should sit down with a principal, talk about the projects you want to present, prepare it yourself and have the principal look it over before delivery. The introductory information can come from your existing boilerplate/database or a recent SOQ. The projects should be relevant to this client's project and needs. Use the client's name and the project name often. If you keep referring to "the client" and "the project," it will look like you're using boilerplate information.

The big question here is whether or not to include resumes. The solicitation should indicate how much

detail the client wants regarding staffing. It may ask you to describe team members (short blurbs), it may ask for resumes, it may ask for an organization chart, etc. If there is no specific indication, keep it short, key staff members only, perhaps a paragraph and three or four project bullets on each one. Unless asked, it is probably a good thing to avoid using an organization chart or a schedule until you have sufficient detail about the project scope and timeframe.

If the client wants a proposal, the solicitation should contain enough detail to help you select the most



appropriate project descriptions, select the right resumes and tailor them properly, prepare an organization chart and schedule. The solicitation will probably ask for a project understanding and approach. It may list some specific challenges and ask how you would respond to them.

The general procedure will be similar to that for the SOQ, but your strategy discussion should include the technical person who will write the understanding and approach. Also, you'll need to talk about specific project staffing and potential teaming with other firms. In this meeting, make assignments to all contributors, with due dates. Then, work backward from the delivery date to develop a proposal schedule that ensures sufficient time for writing, review, correction and production.

Developing a proposal calendar is not the easiest thing in the world. Each team member already has commitments, each one has a different agenda, and each has a supervisor pulling him in a different

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direction. The big secret here is to ask technical folks only for the technical information you don't have. No matter how much they try, DON'T let them get involved in the page layout, the color and/or content of the header and footer, the type font and size, or anything else that doesn't require technical education and knowledge.

As you determine the level of technical (or other) review the proposal will require and identify the

**“Slow down and get it right  
the first time. In the end, that’s  
always faster than moving too fast  
and having to do things over.”**

appropriate staff to perform such review(s), check their schedules immediately to see if they are going to be in the office and available when you need them.

Let's say the solicitation referenced in Item 1 above is a Request for Proposal (RFP) from the City of Dallas/Dallas Water Utilities and the project involves design for the replacement of 100,000 linear feet of water and wastewater lines in a number of locations. The table on page 6 takes you through a hypothetical scheduling process (although you'll actually develop the schedule working backwards from the due date).

If you are using major graphics, try to get the graphics person involved early. Knowing the thought process that led to various decisions may help them design front and back covers, page layout, organization charts and other graphics that enhance the ideas you're trying to communicate here. Also, early involvement will make them feel like part of the team, which is also important.

The schedule leaves a one-day grace period in case an emergency comes up. This could include losing your M/WBE team member, learning that an additional M/WBE or other subcontractor would be very helpful in winning, learning about an issue of concern to the client, etc. If nothing like this comes up, DO deliver the proposal early, but only one day early. Two days early is risky. The client could lose your package, or there might be an addendum/revision that will require changes in your proposal.

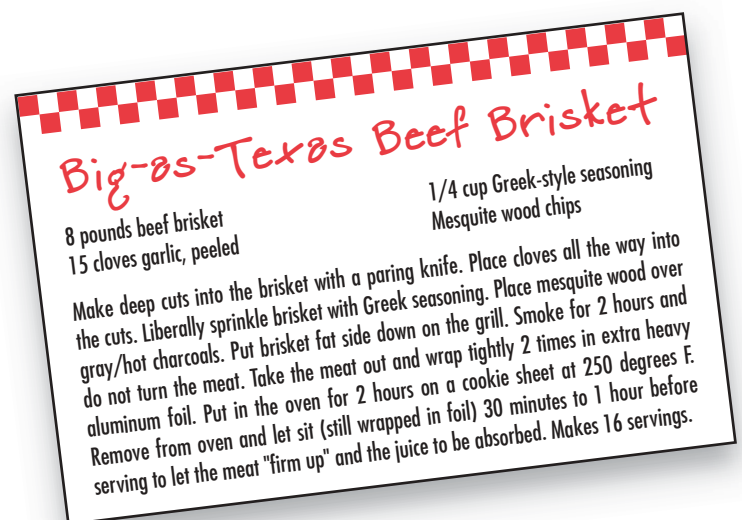
Now look at your own overall schedule. If possible,

for the first few days of the SOQ or proposal effort, try to deal with emergencies in the morning and reserve the afternoon for the SOQ or proposal. Toward the end, you may have to let things sit until they become emergencies, or find someone else to handle the interruptions.

Don't be afraid to ask for help. In the long run, it is better to admit you need help and turn in a winning proposal, than to pretend you could do it alone and have the client tell your principal it was the worst proposal he'd ever read.

Best tip: slow down and get it right the first time. In the end, that's always faster than moving too fast and having to do things over.

*Bernie Siben, CPSM, has a B.A. in Communications and more than 25 years of experience across a broad spectrum of marketing activities for A-E design firms. His SOQs and technical proposals have encompassed a range of project types including streets and highways; water and wastewater utilities; railroads and mass transit; airports, seaports and related passenger and freight terminals; water quality and hydrologic and hydraulic studies; asbestos abatement; land planning and development; park and corporate campus planning and development; environmental support for wetlands and other permits; and full-service A-E projects, including both specific assignments and Indefinite Delivery contracts. Bernie Siben, CPSM, The Siben Consult, 214-681-0097, [bernie.siben@att.net](mailto:bernie.siben@att.net) The Siben Consult, LLC*



# “What Do They Really Want?” Proposal Calendar

Day*	Date	Activities
Tuesday	June 1	Develop a quick proposal outline based on the requirements of the RFP. Sit down with Principal, flesh out the outline, and determine appropriate technical people to write required sections (Project Understanding, Approach, etc.). Set a time for a Kick-Off Meeting on Wednesday 6/2 and invite technical and graphics staff to join you and the principal. Give them the RFP and the outline (which will become the meeting agenda). Ask them to think about appropriate projects, staff and M/WBE firms to include.
Wednesday	June 2	Hold the Kick-Off Meeting. Discuss the proposal outline and compile a list of all the projects and staff to be included. Identify the “win themes” which will secure the assignment for your firm. Identify the role of the M/WBE firm(s) to achieve relevant goals. Identify specific individuals and their project roles, and sketch out an organization chart. Make writing and graphics design assignments as necessary, with a deadline of end of day Friday, 6/4.
Thursday	June 3	Assemble pertinent resumes and project descriptions in one electronic location. If a resume has not been updated in a while, call the person, describe the project and ask if they have anything relevant to add to their resume. Ask for information by the end of the day. Check project descriptions to see that you have all the information required by the RFP. If there are gaps, contact project managers for information. Contact appropriate M/WBE (and other) subcontractors to confirm their participation and give them your list of information needs and deadlines.
Friday	June 4	Tailor resumes as appropriate. If anyone gives you new information that also needs to be added to their “base” resume, highlight it and put the page aside for action after the proposal is delivered. You don’t want to lose the update, but you don’t want to play with their master resume now. Complete and print a set of resumes. The principal can review these whenever he/she gets a chance.
Monday	June 7	Collect information from others, add it to your electronic file and begin using it to flesh out the text. Fix the formats and make sure all projects have all of the required information. As appropriate or required, put information on required forms (standard City of Dallas process). As you make these inserts, tie the information to your “win themes” and/or tell the client why this specific piece of information is important to him.
Tuesday	June 8	Identify information gaps. Identify the appropriate person to fill each gap and request help. This can be done via email, phone or face-to-face. If the person is in the same office as you, choose face-to-face. They might be able to answer the question and send you on your way happy. If not, choose the phone. Interactive contact is better, faster and more accurate.
Wednesday	June 9	Fill in the blanks, check for consistency in formats and usage, print and distribute to technical reviewers. Draft the cover letter and determine if it should be signed by the Principal, the Project Manager or both and let the appropriate party(ies) see the draft.
Thursday	June 10	Collect comments from technical reviewers and make revisions. Make a final cover-to-cover read-through yourself and print copies for the “Red Team” (final review - they should see 99% complete, pretty much what the client will see). Include the cover letter.
Friday	June 11	Hold “Red Team” review meeting, maybe as a working lunch. Get members in the same room to talk about their comments. Compile a master revision copy incorporating all accepted comments of all reviewers.
Monday	June 14	Make final revisions and print one copy. Make one scan through the document yourself to be sure every blank was caught and every revision was inserted. Fix if necessary. Then print and assemble the required number of copies.
Tuesday	June 15	Flip through a few copies at random just to check. Deliver the proposal today, one day early.
Wednesday	June 16	Start working on your next crisis. The proposal has already been delivered.

\*Note that there are no Saturdays or Sundays in this schedule. I told you it was hypothetical!

# Firms That Measure Up

## How North Texas A/E/C Firms Are Setting New Standards

**A**udio Visual Innovations is in the final stages of completion at the Gaylord Texan Hotel and Convention Center. The almost \$9 million audiovisual contract encompasses numerous video and audio systems throughout the hotel, shops, restaurants, convention spaces and public areas, with LCD displays, audio systems, holographic screens, projection systems, a large video wall and an LED wall. \*\*\*This is the largest A/V installation that is currently under contract in the United States and has been completed successfully, on time and within budget.

The design/build team of **Austin Commercial** and **PageSoutherlandPage** was recently awarded the \$250 million New Fab 1 for Texas Instruments. This will be the third time Austin & PSP have collaborated on a “mega-project” for Texas Instruments. Austin Commercial has been serving Texas Instruments since 1987 and has put over \$500 million worth of work in place.

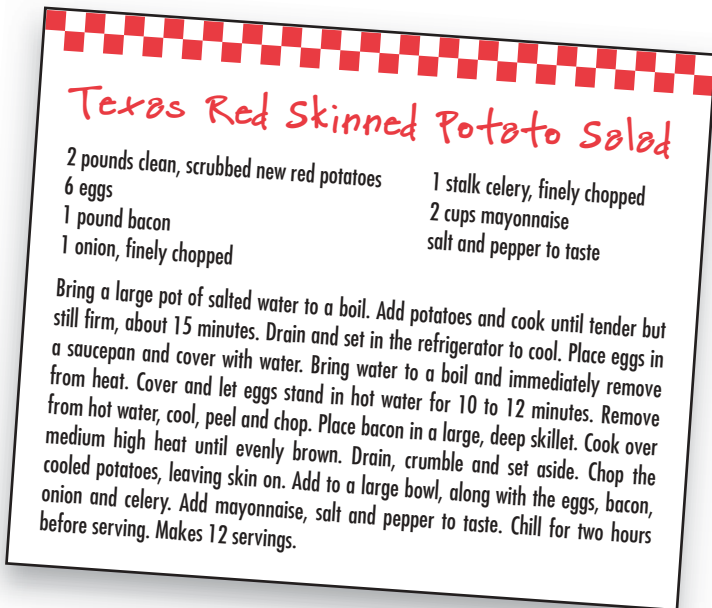
in the MSC (Mobil Switching Center) so as to create a new Non-Critical Data Center and support d/c power system spaces, furnish and install a new Pump House to enclose various pieces of MEP equipment that will take well water, treat it and serve as backup system for the cooling towers and also install a new chiller with all of its associated equipment.

**McCaslin-Hill Construction, Inc.** recently completed construction on Gateway Church in Southlake. The project included joining 30,000 square feet of new construction to the existing 30,000 square feet of occupied space. Gateway’s sanctuary grew from seating 600 to seating 1,725 with the new expansion. The project also included construction of classrooms, bathrooms, and a new state of the art audio/visual system.

Linda Mastaglio’s firm, **Thoughts, Words & Images (TWI)**, was recently retained as the public relations firm for the Texas/Oklahoma Chapter of the International Interior Design Association. TWI is providing the association’s Board of Directors with press release and media services and public relations counsel.

**KJM** was selected to provide project control services by Hillwood for the Victory Development W Hotel & Residences. The \$100 million hotel and residential high-rise would be constructed next to the American Airlines Center. The hotel and condo tower plus adjoining low- and mid-rise retail and office space are scheduled to open in late 2006.

**PageSoutherlandPage**, in association with **Zimmer Gunsul Frasca Partnership (ZGF)**, was awarded the Natural Science and Engineering Research Building at the University of Texas at Dallas. ZGF will serve as the design architect; PageSoutherlandPage will be the Architect of Record and will also provide MEP engineering. The facility is to be designed as a world-class building of approximately 200,000 sf of flexible, modular laboratory space for natural sciences and engineering studies, such as biology, bio-med research, physics, engineering mechanics, semiconductor studies, electrical engineering, etc., as well as essential offices and support facilities. Class 1000 clean room facilities will be incorporated within the building, as well as the flexibility (*Continued on page 10*)



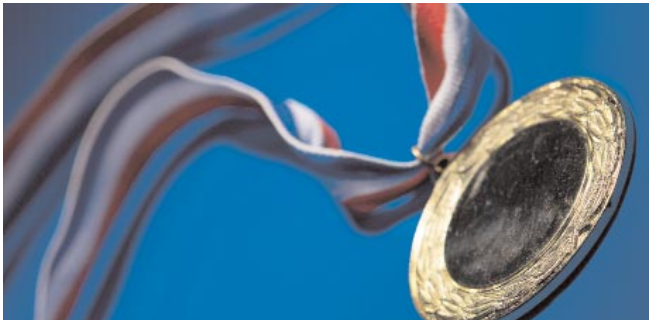
**Gilbane’s** Dallas/Fort Worth office has recently been awarded additional contracts with Verizon Wireless in Southlake, Texas. The scope of work includes finishing out expansion space in the NRB (National Repair Board) which involves moving personnel from the 1st floor to larger quarters on the 2nd floor, dividing two large spaces

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# Award Spotlight

**A**ustin Commercial was recently presented with the inaugural Diversity in Construction Award by the Associated Builders & Contractors (ABC). Austin is honored to be the first recipient of this award, and looks forward to continuing its efforts in bettering the AEC industry in North Texas as a whole.

**Gilbane's** Dallas/Fort Worth office has been recognized by the City of Southlake as the 2003 Commercial Builder of the Year for the Verizon Wireless Network Facility in Southlake, Texas. Gilbane was chosen by the City of Southlake based on criteria for the builder awards which included overall attention to detail, compliance with city construction guidelines, properly submitting completed plan guidelines, scheduled inspections in a timely manner, maintaining a clean job site, maintaining tree preservation and erosion control fencing. In addition, the project had zero loss time accidents. Gilbane is a full-service construction and program management company founded in 1873.



**McCaslin-Hill Construction, Inc.** was recently awarded a 2004 QUOIN Summit Award for their exceptional work on the Austin Street Chapel. The QUOIN Summit Awards recognize outstanding construction projects in the Dallas/Fort Worth area. The new 3,000 square foot, 320 seat, interdenominational Chapel is the newest addition to the Austin Street Centre campus in Downtown Dallas. The Chapel represents the third project completed by McCaslin-Hill for Austin Street Centre.

**PageSoutherlandPage** has received First Place, in the Large Corporate Category, for the StarNet National Design Awards. This award was given for Carlson Restaurants Worldwide. StarNet is a consortium of

flooring dealers and manufacturers.

The PageSoutherlandPage expansion of the Austin Convention Center has been recognized by the Texas Downtown Association (TDA) with a Best New Construction-Public award. The announcement was made during the Annual Conference of TDA and the Texas Main Street Program of the Texas Historical Commission.

"The design of the convention center symbolizes the way many people characterize Austin: as a new-energy, cutting-edge sort of place," noted judge Chris Carson of San Antonio. "Convention centers are hard to do," added judge Wayne Bell, "and they usually end up lost in a sea of asphalt. But the Austin Convention Center does something for the city of Austin and for the downtown."

Two PageSoutherlandPage planning projects, the University of Future Africa and the Friendswood Main Street Enhancement Plan, received Merit Awards from the Texas Chapter of the American Society of Landscape Architects.

Montgomery College in Conroe, Texas has received the 2003 William and Thomas Gilbane Project Achievement Award. This award recognizes the PageSoutherlandPage project team excellence in Leadership, Quality and Excellence.

**SHW Group** was named Architecture Firm of the Year for the North Texas Region, by the QUOIN Chapter of the Association of General Contractors. The award is given by general contractors to the architectural firm that displays a commitment to quality architecture, fairness in partnership and a commitment to excellence. The award was presented April 13, at the annual QUOIN Summit Awards ceremony.

SHW Group's Bransom Elementary School project in Burleson, Texas, received a citation from the National School Boards Association 2004 Exhibition of School Architecture. Comments by the jury included: "The jury liked the way in which the design team integrated sustainable design and building principles into the curricular program. The jury applauds the use of local and cost effective building materials to create an environmentally conscientious building and preserve natural resources."

# Members On the Move

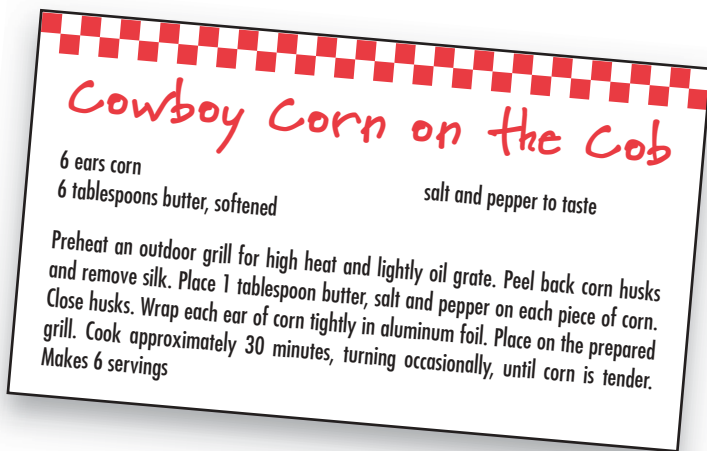
## See Who's Doing What — And Where They're Going

**Laurie Brigman**, VP Business Development with Audio Visual Innovations, has been selected as the incoming Chapter President for 2004-05 for AFCEA, (Armed Forces Communications and Electronics Association), which is comprised of communications professionals throughout the defense industry and military.

firm, serving the public sector in Aviation, County and City Government, Law Enforcement and Public Safety, also providing services to Corporate Entities and Higher Education. PGAL's Dallas office is located at 3131 McKinney Avenue, Dallas. 214.880.0100

**Kevin Wang** was recently brought on staff at PGAL's Dallas office as an architectural intern. Kevin will be providing design support services for the Collin County Court House project.

The Dallas office of Leo A Daly is pleased to announce that **Robert G. Traub**, AIA has joined the office as Director of Design and **Barbara Carlson** has joined the office as Senior Interior Designer.



Gilbane is pleased to announce that **John Hero** recently joined the firm as Business Development Manager for the Dallas/Fort Worth office. He has served the local design and construction community for more than 12 years. Gilbane is a full-service construction and program management company founded in 1873. Gilbane ([www.gilbaneco.com](http://www.gilbaneco.com)) is a leader in serving the corporate, educational, criminal justice, healthcare, pharmaceutical, public assembly, and aviation markets nationwide.

Centex Construction Company has recently promoted **Leslee Mallinson** to Marketing Manager overseeing all marketing, communication, and public relations efforts for the Southwest division. Leslee has worked for Centex for 3 1/2 years and was recently awarded Employee of the Year for 2003.

**John Reese**, NCARB, was recently hired by PGAL to serve as an architect on the Collin County Court House project. PGAL is a full service architectural, engineering, interior design, technology planning, and programming

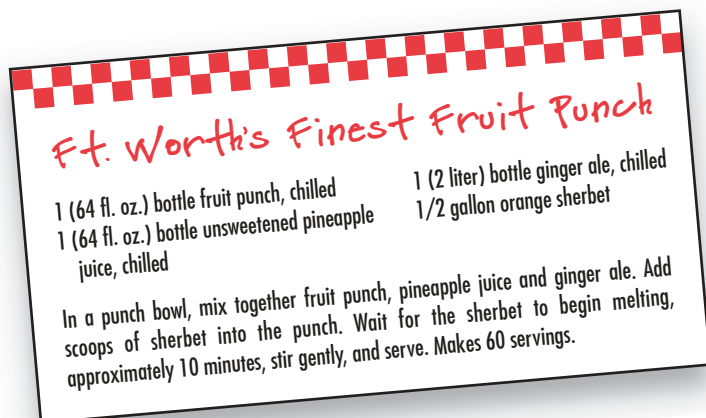


## Firms That Measure Up (Continued from page 7)

to incorporate investigator mini-environments of Higher Integrity.

**PageSoutherlandPage**, which has worked with Texas Instruments for nearly two decades, has been entrusted once again to be the A&E of choice for the prestigious 1.25 million sq ft Texas Instruments New Fab One in Richardson, Texas, a state-of-the-art 300mm wafer fab facility. The design-build project was awarded to Austin Commercial L.P. (ACLPL), with PageSoutherlandPage as the major design lead and IDC responsible for the MERFEI scope (Materials and Equipment Ready for Equipment Installation). Located on a 92.4-acre Greenfield site, the project includes a 220,000 sq ft ISO Class 5 Turbulent Cleanroom; a 300,000 sq ft administration building (which is going to be designed to receive a LEED™ Gold certification); 171,000 sq ft support wing; and a 166,000 mechanical wing. PSP will have responsibility for all architectural work, all base build MEP, Site Civil, Landscape and, in association with Gojer and Associates, the Administration Building Structural.

PageSoutherlandPage is finalizing a contract with Global Medical Holdings of Florida to design a \$60 million medical office complex in the fast-growing Pearland area, south of Houston. Preliminary plans for the Pearland Medical Complex reveal a campus-like environment, which will include facilities for cardiovascular treatment, diagnostics, ambulatory surgery and radiation, a 50-bed specialty hospital and a medical office building. Also on the 37-acre tract of land will be a complementary retail development, drawing such services as a restaurant, bank, day care center, etc. PageSoutherlandPage will provide full planning and design services for the complex.



## Branding (Continued from page 1)

Your “brand promise” serves to “endorse” any sub brands that might be appropriate. You control any “sub brand” promises, features or benefits through channel control (controlling who sees what, another article altogether!).

Companies that believe in the power of branding are fanatics about consistency. After all, look at Coca Cola, the strongest brand in the world. Would you buy a can of coke in a green can? Or with fine print that said anything other than “*the real thing?*” You buy the brand because you believe the promise that drinking Coke will deliver the same experience you’ve come to love and trust. **Branding** builds **expectation**, which builds **satisfaction**, which leads to **loyalty**. Why should A/E firms want anything less?

*Susan Peden serves as VP Marketing at Carter & Burgess, a 2400-person A/E firm with offices nationwide. She specializes in branding programs and tactical campaigns to support the brand. Her branding program at Carter & Burgess includes media relations, publishing, advertising, and direct mail.*

## About The Editor

Lisa Hagen is Marketing Coordinator for **Halff Associates, Inc.** Halff provides services including Environmental Engineering and Science, Infrastructure/Site Development, Building Services, Water Resources, Planning/Landscape Architecture, Transportation Engineering, Public Works, Construction Management and Surveying Mapping. Visit us online at [www.halff.com](http://www.halff.com).

## About The Design

**Visualeyes** is an award-winning full-service creative agency with a depth of history and experience in A/E/C graphic design and marketing communication. Since its inception in 1999, Visualeyes has grown to be a leader in the community and is a proud member of SMPS’ DFW Chapter. Visit us online at [www.veyes.com](http://www.veyes.com).