



DFW—SMPS

SOCIETY FOR MARKETING PROFESSIONAL SERVICES

What Not to Do When Marketing or Networking

Another meeting? Is that another committee meeting? Is there another networking event scheduled? Will there be any good food at these events? What have I gotten myself into this time? Are you blasé about your next marketing meeting? Networking got you down? Do you ever stare and nod at the same time? It's going to be just fine, it's not as bad as you think. We can talk about your problems. "Things will be much better if you want they will". Oh wait, that's a James Taylor song. Man, I got problems and I bet you do as well. Let's discuss!

Start by screaming the following word, "AHHHHHHHHHHHHH"! Now do you feel any better? Probably not, but it should scare a lot of people in your office.

I started Marketing for Joe Funk Construction in August 2001. I went to networking events and joined committees. I got to eat a lot of bad food. I listened to a lot of boring people tell me what to do in marketing and networking. What I should wear and what I should look like. I got to hear what my proposals should include. I found out what to listen for and clue into and perceive and value and on and on. "Every breath you take, every move you make I'll be watching you". Wait, that's The Police, right?

I have been told about marketing and networking and what to do from just about every person on the planet. So, I will teach you what **NOT** to do when Marketing or Networking. What I'm about to tell you will not only liberate you from your own mind it will empower you to think outside the box, way outside the box. As a matter of fact, forget the box! "Good times, bad times, you know I had my share" ... Oh

my God, Led Zeppelin. I think I may need another line of work.

Let's begin. Repeat after me. "Do not wear a yellow tie with polka dots". You will not win any work with that tie. Unless you live in Highland Park and go to the secret meetings, you will not win work with that tie. Next, do not eat food while discussing your latest and greatest project. You invariably will shoot a piece of turkey covered in ranch dressing onto your client's shirt. Talking, chewing and digesting have never worked well together unless of course you are fixing tires for a living. For me, telling you what I know, I call that a bargain "the best I ever had" ... I'm in big trouble Who fans.

Now it is important to understand that not doing something is as important as doing something, and if you understand that you need another line of work. Do not take your boss or "non-marketing person" with you, ever, to any meeting. By taking that person with you it will blow your chance to win a relationship. Build that relationship yourself so when you absolutely must take your boss or "non-marketing person", the client will chuckle by all the words coming out of your boss' mouth. If they don't chuckle at least you'll get a good laugh out of the meeting. Am I right? Do you know someone at your firm that makes you cringe when you go to a meeting? I do. And it's painful. Do not teach this person anything. Let them hang themselves and then give them feedback. *Continued on page 8.*

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SPECIAL POINTS OF INTEREST:

- Do's and Don'ts of Marketing Professionals.
- Hearts & Hammers Project Day - 9/18
- Leaders cannot be afraid to fail.
- Joining a committee offers a variety of leadership opportunities.

Letter from the President

As the incoming DFW SMPS Chapter President, I am looking forward to another successful year of learning, sharing and having fun with SMPS! At our recent annual planning retreat, the Board established chapter goals for the coming year and the central theme we developed is *to provide our members with the knowledge, skills and contacts to help you achieve your professional and personal goals while enjoying yourself in the process.*

I would like to give a BIG thank you to the board and committee members for their commitment and hard work this past year. We had a great year! The organization has thrived because of our members and we hope each of you will become more involved and participate in our planning process in the future. This quote holds true **“you only get out of it, what you put into it”**.

With that being said, I would like to encourage each of you to maximize your membership experience with

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SMPS by joining a committee and eventually taking a leadership role on the Board of Directors. The future of this organization depends on the ideas, energy and commitment of its members. Participation not only encourages professional development, market awareness and networking, but also supports the A/E/C industry by continuing to develop relationships between firms.

We want SMPS to be an avenue for personal and professional growth no matter how many years you have or have not been in the industry.

Regards,

*Tanya Corbin, President SMPS-DFW Chapter Hanscomb
Faithful & Gould*

Hearts & Hammers

Last year DFW SMPS, with help from Joe Funk Construction, made a positive impact in the community by updating, improving and adding safety elements to the home of a 72-year-old widowed homeowner. Seeing the joy in Ms. Austin’s eyes was all we needed to know SMPS would be participating in Hearts & Hammers for years to come.

This year, we will be updating and improving a wood frame home owned by a 90-year-old woman, Ms. Rauls.



We will be repairing holes and adding a fresh coat of paint to the exterior of her house, building railing for her front and back porch, and trimming hedges all around the home. If you would like to join SMPS and Joe Funk Construction on September 18th as we perform a one-day makeover, sign up online at www.smeps-dfw.org.

DETAILS:

Project Day – September 18, 2004. Meet at Ms. Rauls’ house by 8:30 am

Address – 1517 Briarcliff, Dallas, TX 75235

Everyone who participates will receive a free Hearts & Hammers t-shirt, breakfast, lunch and plenty of refreshments.



Getting Involved--Join a Committee

You're on your way to becoming a member of an A/E/C professional organization by first filling out the membership form...and the best part is that many companies, as part of their Training and Development programs, will pay the membership fee. It is said that membership in organizations provides an opportunity for professional growth, the development of an individual's professional network, and business development. But the truth is *participation*, not just membership, is the key.

Involvement in professional and civic organizations is an essential marketing tool for practically all professionals, including both the individual and the company he or she represents. However, reaching your goals requires more than just showing up for a few meetings. Getting the most out of your time *and* the company's investment means getting involved.

"Take your first step toward participation," Bonnie O'Brien, Vice President of Human Resources at Huitt-Zollars suggests, "by trying to attend the majority of the meetings and events and striving to become an officer in the organization."

With several committees to potentially join, SMPS members enjoy many opportunities to create a myriad of rewarding experiences. Want a chance to vent about challenges of your chosen career with others who have a similar plight? Joining a committee gives that opportunity--plus:

The Chance to Work with and Learn from Other Committee Members.

This was my main reason for joining SMPS and why I wanted to get involved with a committee. Our SMPS members who have been in this industry for years have a lot of information, strategy and advice to share. New members bring energy and fresh perspectives. Being a part of a committee is the type of hands-on education that no book or hour-long course can offer. It is a way to find out how other firms run in a non-competitive way.

Increased Social Circles...e.g., Friendships!

We are lying to ourselves if we say that the happy hours, social events and seminars that the committees put together are *strictly* business. Everyone likes the chance to socialize and possibly gain new friendships. These new friendships can lead to positive relationships that affect both your personal and business life. Mentors are often

found through developing a great friendship with someone who is understanding of the issues faced in this particular industry.

True Networking.

Networking is one of the most popularly stated reasons for joining an organization. And rightfully so--- networking is essential to the growth of your career. But again the act of paying dues and joining an organization is not enough to start a reliable network of contacts. David Rodriguez, Director of Business Development with Alpha Testing, Inc, has been a chairperson on the Sponsorship Committee for a year. The work done by the Sponsorship Committee helps underwrite funding for SMPS programs such as Training at Night and others. David explains that the various committee participants represent a cross section of the industry--from construction management to architecture to engineering. This diverse group on one committee is a gold mine of business opportunity.

"These people know people that I want to know."

David, who has been with Alpha Testing for two years, says that for him joining a committee has been one of the best ways to increase his networking opportunities within this industry.

"Being on a committee enables you to form a small network of constituents--especially if you are not an outgoing type. It's a safe way to get involved and expand your networking base."

Tonya E. Curtis, a new member of SMPS, is a Marketing Coordinator at Huitt-Zollars, Inc, a Dallas based full service A/E firm.

See page 5 for Committee Descriptions.

Leading The Way With Marketing

The importance of Marketing in the \$80 billion professional services industry continues to grow exponentially as times marches on. Once viewed as a stepchild and necessary nuisance, marketing has grown into its rightful place - integral to operations and a dominant discipline in many companies. Gone forever are the days when the marketing function consisted of sending the occasional press release to the local newspaper. My, how we've grown!

Marketing is not some nebulous term or concept but, at its best, it creates awareness, identification of, and demand for a company's products and services. It is imperative that within the function of marketing, the professional marketer pull out the unique distinctiveness of his or her firm – what separates this company from the others. Through effective planning, research, analysis, and sound decision-making in conjunction with other company leaders, marketing “sells” the company in the most convenient and attractive manner. And ideally, marketing sells not only externally but internally.

In order to lead the way with marketing, we must provide a strong voice to management types who must be willing to listen – and who aren't afraid of being challenged. At our very best, we can provide an informed view from a different lens, and that can be of inestimable value. At our worst, we are rubberstamping “yes” men and women.

Some of the questions that exemplary leadership in marketing must ask of others and ourselves are as follows:

- Is our Marketing plan in sync with the company's mission statement?
- Can we successfully interact with company staff to ensure that their needs are being met?
- If the company's product is inferior or not viable, can we challenge the rationale for it staying in the “lineup”?
- Can we successfully implement marketing strategies?
- If the company stumbles, what is the next move from a marketing perspective?
- Are we keeping our people motivated and feeling as though they are making a positive contribution to the company?

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FAIL**

In my industry, engineers transform ideas into reality through products, services, and systems that can better serve people's needs. Their importance will increase in the future. Throughout Texas and the western United States, my firm's work is plentiful and has greatly improved the quality of life for local citizenry. Adherence throughout the years to the company's core values has yielded significant returns in the local landscape through projects ranging from public works and transportation-oriented projects to urban/suburban mixed-use developments.

Without astute marketing, the company's aforementioned success would not be possible. The myriad faces of marketing can be seen in strategic planning sessions, town hall meetings, proposal preparation, presentations, trade shows and conferences, and many other activities. The success of the company can hinge largely on the success of the marketing function. Utilized to our fullest, we help decide what market segments and target customers to pursue. We decide how successful tomorrow will be by what we put into today.

According to Greek lore, Tantalus was uniquely favored among mortals and invited to share the food of the gods. However, he committed a heinous crime and was punished by being "tantalized" with hunger and thirst forever. He was immersed in water up to his neck, but when he bent to drink, it all drained away. Also, succulent fruit of every kind hung in bunches on trees above him, but when he reached for it the winds blew the branches beyond his reach.

Unlike Tantalus, our goals are well within our reach, but we must be willing to stretch ourselves – and others. Leaders cannot be afraid to fail.

The stepchild is all grown up.

Kenneth Hall serves as Communications Manager at Huitt-Zollars, Inc, a 400-person A/E firm with 14 offices through the US. He specializes in the writing and production of firm publications including awards, news releases and special projects.

Committee Descriptions

Are you interested in making the most of your membership? Increase your networking circle by joining a committee! Take a look at the committee responsibilities listed below, find the niche that suits you best and contact a committee chair for the next meeting date. Remember, another great benefit of being involved is the opportunity to gain exposure to skill sets that may not be a part of your daily job duties. Committee participation is a great way to learn and develop new business skills that you will be able to incorporate into your office routine with confidence.

Public Relations Committee

If you are interested in media relations, writing trade articles, and graphic design, Public Relations is right for you.

Tasks

- Design Fliers: Program Announcements, Networking Events, Training at Night, Charity Events
- Newsletter: Brainstorm newsletter themes, write or solicit articles, layout/design newsletter, coordinate standard sections such as Firms that Measure Up and Braggin' Writes
- Website: Take pictures at SMPS events and post on website
- Hearts and Hammers: Attend planning meetings, coordinate supplies and volunteers, plan food and drinks, attend the event
- Press Releases: Write and distribute press releases announcing various SMPS events and programs

Education Committee

If you enjoy planning events, including selecting caterers and scouting for venues; brainstorming relevant educational topics and building relationships with potential panel speakers, Education/Programs is right for you.

Tasks

- Assess the current market trends and develop program topics, panels and themes
- Secure venues, audio visual equipment and catering
- Solicit speakers and panelists, send thank you notes after event
- Register programs for CEU credits as appropriate for program
- Compose program descriptions and work with the PR committee to promote events

Membership Committee

If you are a people person, or would like to be, the Membership Committee is the right choice for you.

Tasks

- Attend monthly programs and introduce yourself to new/non members- recruit for SMPS
- Welcome new members (new member packet) - via email or phone call
- Be available to meet & greet and assist Treasurer at the registration table (if needed)
- Plan networking events
- Update member roster monthly
- Keep Nametags up to date and bring to all events.

Sponsorship Committee

Are you interested in improving your business development skills, do you wish you had more cold call practice, are you blessed with a silver tongue? Think about joining the Sponsorship Committee!

Tasks

- Contact candidates to solicit sponsorship of SMPS programs.
- Make sponsors feel welcome and comfortable at programs.
- Introduce sponsors at programs
- Share sponsor information with PR Committee for advertisement
- Thank sponsors!

Ambassadorship

No matter which committee you are on, ambassadorship is a key responsibility of each member. Introduce yourself to other members at SMPS events, try to make new members and potential members feel included, and educate others on the advantages of being on a committee.

Each committee offers a variety of leadership opportunities and also provides ways to build relationships with potential clients in a low stress environment. It is in each person's best professional interest to support SMPS, take advantage of this fact by joining a committee and ***leading the way in professional services marketing!***

Awards

Centex Construction Company was awarded as the 2004 Corporation of the Year by the Fort Worth Metropolitan Black Chamber of Commerce recognizing achievements and dedication to maximizing practical opportunities for local Minority and Women Owned Business Enterprises (MWBE).

Contact Leslee Mallinson at 214.468.4274.



RC3DS EnVisioneers was the recipient of the 2004 Mac Sam Design Award for "Villas of Bryan Place" - Best Townhome or Condominium with a sale price over \$250,000. The project was three-story Mediterranean style town homes with cement stucco and stone detailing. Features of the town homes include: Magnificent private terraces off of the master suite (with select units); Professionally designed landscaping packages with full irrigation systems; Elegant exterior lighting for enhanced night time appearance; and Custom crafted solid wood front entry doors.

TDIndustries was a recipient of The Greater Dallas Business Ethics Award at a luncheon in May. This award, sponsored by the Society of Financial Service Professionals, is presented to companies that have the highest standards of business ethics and corporate responsibility.

United Building Products Southwest, Inc. was recently awarded the 2003 Sales Organization of the Year Award by Carlisle SynTec, a leading manufacturer of Single-Ply roofing membranes in the US. This is the second such award UBPS has received from Carlisle SynTec and the only time an organization has won the award twice. Contact Rhian Cooper at 214.688.9000.

Members on the Move

Linda Mastaglio, owner of Thoughts, Words & Images, has been commissioned to teach *Marketing Plans and Strategies* to businesses that use the Corporate Services Division of Tyler Junior College for executive and managerial training.

AUI Contractors is pleased to announce the addition of Pyramid Building Systems. Pyramid expands AUI's

design-build capabilities and complements their well-established civil and commercial groups. Jay Hedges and his team are a welcome addition. This alliance enhances the ability of both AUI and Pyramid to provide industry partners with fair, professional design-build services.

Firms That Measure Up

AUI Contractors has been selected to be the Construction Manager for Union Pacific's Dallas Intermodal Terminal. AUI is teaming with Prime Rail Interests and Half Associates to design and build this new \$70 million facility in south Dallas County.

Austin Commercial was recently awarded a \$100M+ North Texas Campus Expansion for Citigroup in Irving. Austin's relationship with Citigroup dates back to an Operations Center built for The Associates (later acquired by Citigroup) in 1997.

Centex Construction Company was recently awarded a 3.9-acre, multi-use development project in uptown Dallas known as Victory D Block. The owner, Hillwood Development Corporation, plans for the development to be the newest landmark on the Dallas skyline. Victory will consist of a 32-story class A office tower, 11-story condominium building and 950,000 square feet of parking, retail and urban loft condos with a 2-acre heavily landscaped plaza. Contact Leslee Mallinson at 214.468.4274.

Half Associates, Inc. was recently awarded two three-year IDC contracts for Civil Works and Military Works with the USACE Fort Worth District. Half Associates has been working with the USCOE Fort Worth District for more than 30 years providing engineering, environmental, surveying and architectural services. Contact Hattie Peterson at 214.346.6236.

HOK is currently working on the South Texas Detention Complex in Pearsall, Texas. The facility is a 1,020-bed detention facility for the Department of Homeland Security - Immigration and Customs Enforcement. The facility also provides office space for Correctional Services Corporation personnel and three federal government agencies - ICE-Detention and Removal, Office of Enforcement and Immigration Review, and Public Health Services.

Firms That Measure Up *(Continued from page 6)*

In 2003 **HOK** was awarded a three-year indefinite delivery contract with the Parkland Hospital system. As part of that contract with Parkland, HOK is currently designing a 7,500 sf Pre-Natal Clinic. The facility is a Community Oriented Patient Clinic located in East Dallas. *Continued on page 7.*

HOK continues to provide National Account services for Ernst & Young and Merrill Lynch. HOK has been retained to implement Ernst & Young's new real estate strategy and has completed a total of 680,000 sf to date. HOK began working with Merrill Lynch in 2000, and formed an on-call arrangement for services across the southern and western regions of the United States. HOK provides building analysis, space planning, interior design and consulting services.

L.A. Fuess Partners Structural recently completed design projects including the new high school football stadium for Lancaster ISD, a 4-story Medical Office Building in San Diego, the new Trinity Valley Community College library in Terrell, and a 12-screen Cinemark project in Center Township, Pennsylvania. LAFP also notes that construction on its new Northlake Mall project for Taubman in Charlotte, North Carolina, is now underway.

McCaslin-Hill Construction, Inc. was recently awarded a contract with Cencor Realty Services to build the new Timber Prairie Plaza retail shopping center in Flower Mound. The project consists of 1.6 acres of site work and a new 12,000 square-foot building. This \$1 million project is currently under construction and will be completed by the end of the year.

Right Angle Marketing and **Common Man Creative** recently teamed to provide branding, market research and marketing communications services for Prism Electric. After conducting customer and competitive research, the team began a re-branding initiative that included a new logo, brochure and Web site. All of the marketing materials were completed in August. You can check out the Web site at www.prismelectric.com. Contact Laura Schieber of Right Angle Marketing, laura@rightanglemarketing.com, and Lori Nazareth of Common Man Creative, lori@commanmancreative.com.

2004-2005 SMPS Board Roster

A great way to realize the full value of SMPS membership is to participate on a planning committee. DFW SMPS has recently elected the Committee Chairs for 2004-2005. Contact anyone listed below to receive information on how you can play a role in shaping our organization to best meet the needs of DFW marketers.

Past President: Mara Landi, Leo A. Daly, malandi@leoadaly.com

President: Tanya Corbin, Hanscomb Faithful & Gould, tanya.corbin@atkinsamericas.com

President-Elect: Missy Monier, Hill & Wilkinson, Ltd., mmonier@hill-wilkinson.com

Education Chair: Julia Meade, Page Southerland Page, jmeade@psp.com

Programs Chair: Heather Askew, Thomas Reprographics., heather@thomasrepro.com

Public Relations Chair: Lisa Hagen, Halff Associates, Inc., lhagen@halff.com

Membership Chair: Carole Pedigo, KJM & Associates, cpedigo@kjmassoc.com

Sponsorship Chair: Rob Cullison, Austin Commercial, rcullison@austin-ind.com

Treasurer: Nancy Simpson, JRH Architects, nsimpson@jrh-architects.com

Secretary: Heather Pearson, SHW Group, Inc., hperson@shwgroup.com

What Not To Do in Marketing (Continued from page 1)

“You suck” is not appropriate. “I can’t get no satisfaction, no no no”. Can you dig Mick and the boys? Where was I?

What not to do. Are you ready? Let’s go. Do not spit, fart and pick your teeth. Do not cheat or lie (except when absolutely necessary). Do not whistle while your client is talking. Do not get angry, mad, sad, glad, and yell BAD! Ever! Do not smoke, chew tobacco or drink Lone Star beer unless you are at a Rodeo function. No bad jokes please. Do not chew on your nails and spit them at your prospective client, bad form. Do not use my name unless you have my permission. Also, do not use God’s name in vain unless you have his permission. Do not wear white socks with your black pants unless you’re going to a Michael Jackson stand-in rehearsal. Do not reach for anything while eating, you may pull a hammy. Do not bend forward while eating; something may pop out. Do not wipe your mouth with your shirt (see changing tires above). Do not answer a question with a question, your customer will think you’re Jewish. Do you understand? Do not use your brand new cell phone with 168 gadgets. Do not mute your phone; the vibration will cause you to think of your _____ (insert boyfriend/girlfriend/spouse/lover/ etc). Do not yawn; you never know if those little spit lines will show up in your mouth. Do not be greedy; leave some for somebody else. Do not wear Ben Gay on your knees; it just doesn’t work. Do not tell secrets; you’ll confuse reality and reality TV. Do not write accurate notes; they never make sense. Do not sing to your customers; unless it’s at Bens Half Yard House for karaoke night. “If I fell in love with you will you promise to be true” ... Oh Man, I love the Beatles. Where am I?

That is my partial list of “what not to do’s” for marketing and networking. I could go on for a very long time but I do not want to demoralize any of you young marketers out there. So, please look for my book coming out this fall, titled: *What Not to Do for Marketing Your Firm*. You actually could lose your job and find something you love even more than marketing, networking and eating bad food. Can’t buy me love, everybody tells me so ...

Mitchell Meyers is Vice President and Director of Marketing at Joe Funk Construction Engineers, Inc., a full-service commercial General Contractor, in business since 1956. You can reach Mitch at mmeyers@joefunkconstruction.com or by phone at 972-406-5203.

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. www.halff.com

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