

SPRING 2019

THE WAVE

Catch up on the latest South Florida A/E/C news

CREATING ENGAGING, INTERACTIVE PRESENTATIONS

Hear from an Industry Specialist on creating memorable presentation experiences to share with your clients.

PROGRAMS AND MEMBERSHIP

Event recaps, photos and learn what's planned for the coming months.

NEWS STORIES - LISTEN TO UNDERSTAND

From SMPS National Board Member and read about one woman's climb to the top in *Becoming a Principal*.



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PRESIDENT’S MESSAGE

Hi there! I hope you are having an awesome and productive Spring. SMPS South Florida has been busy the last couple of months. Here’s a quick recap:

In January we held our first Women in Government Panel (Palm Beach) which had about 100 attendees. In February we held our Marketing Therapy event across two counties. This event allows us to share insights, tips and tricks with each other. We also held a business development panel at 15th Street Fisheries. In March we held a charity event which helped us raise over \$800 for ABC Cares Foundation. A few of us also attended the sold-out SMPS Southeast Regional Conference in Asheville, NC. The conference offered an awesome variety of programs (from marketing to business development) and allowed us to connect with A/E/C industry marketers from 10 different chapters in the southeast United States. And finally, just last week we had our second Women in Government Panel (Broward) in the city of Pompano Beach where 60+ registrants heard from an awesome panel.

We have also been busy in starting a CPSM study group. If you are interested in learning about the Certified Professional Marketing Services (CPSM) test, or would like to know what it’s all about, reach out to our education chair, Rachel Stevens at rstevens@suffolk.com to be added to the calendar invite. The study group includes chapters from across the state, and is a great way to discuss challenges, reading materials, questions/answers that will help you evolve in your position, your firm, and help you pass the exam.

Finally, we are looking for committee members and board positions. If you have an interest in expanding your network and gaining experience within our committees (programs, sponsorship, education, communications, social media, membership) or board positions (treasury, president-elect, secretary), contact Marisol Levin at mlevin@geosyntec.com and Bradley Jackson bjackson@engenuitygroup.com.

We look forward to continuing to serve our members and potential members with quality programs, and a chance to network with fellow marketers in the area. If you have an idea or suggestion on how we could improve, don’t hesitate to contact me.

Regards,

Marisol Levin
President, SMPS South Florida

#smpssouthflorida

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Social at New Belgium Brewery at SERC in Asheville North Carolina.

FROM THE EDITOR

Welcome back to the latest edition of SMPS South Florida's newsletter "The Wave". We hope to inspire you and keep you abreast of everything A/E/C related. In case you were unable to attend SERC this year, we've shared images and a brief recap of some of the many sessions from industry experts and speakers, including current Society President, Chris Rickman, FSMPS, CPSM. Special thanks to SMPS Charlotte for hosting this destination conference in the classically historic and vibrant city of Asheville, North Carolina.

A special thank you to all that attended our March fundraising and social event at Uptown Art in Boca Raton, or participated in our online raffle. Thanks to your generosity we have been able to raise over \$1,449.00 for the ABC Cares Foundation.

And lastly, the call for nominations to fill Executive Committee roles and Director-at-Large positions on the SMPS South Florida Chapter Board of Directors is still open! This is your opportunity to contribute your ideas in shaping and growing our local chapter.

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LISTEN TO UNDERSTAND

Listening is one of the most important skills we can develop, and it has a major impact on the quality of our relationships with others. Research suggests that we only remember 25% – 50% of what we hear. How does that make our clients, supervisors, and colleagues feel? Are we also missing the most important parts in the other 50% – 75%?

One of the biggest communication problems we face is that we don't listen to understand what the other person is saying. We listen to respond. In the time that we spend crafting that response in our head, we are losing out on what the other person is trying to convey. Active listening is a skill everyone should learn, in order to listen to understand. An excellent active-listening tool is called LAER, which is an acronym that stands for Listen, Acknowledge, Explore, Respond.

Let's start with listen. Give the speaker your undivided attention. Put aside any distracting thoughts you may have. Be sure that you are making eye contact so they know you are paying attention. Be patient, let them move the conversation at their pace, not yours. And respect the pauses. Don't rush the other person. If you let the pause sit for a moment, they will fill the silence.

During the acknowledge phase, you will develop rapport. Make sure to reflect on what is being said, then support or validate what you are hearing. A simple nod of your head or phrases like, "of course" or, "that makes sense" demonstrate to the other person that you are truly listening to what is being said.

Once the conversation moves to you, avoid jumping directly to a response. In the explore phase, you can ask questions to gain a better understanding of the situation and discover the underlying objectives. Be involved in the conversation and make a sincere effort to ask questions to seek an understanding of the problem's complexity. Here are some examples of explore questions:

- "Why do you say that?"
- "Let's make sure I understand..."
- "Is that a common problem?"
- "I'm not sure I get that..."
- "Would you please build on that thought?"

After you have asked your exploratory questions, it is time to go back to listen. Listen carefully to their responses and acknowledge what they say. This may lead you to more exploring questions. You could go through the listen-acknowledge-explore cycle several times before you feel that you have a well-rounded understanding of the issue and can develop an appropriate response.

That response should deliver value to the conversation's other party. You can provide solutions, suggest alternatives, recommend others with expertise to help them. An effective response may demonstrate insight into their current challenge, provide a unique perspective, or identify previously overlooked or unrecognized opportunities.

Active listening is designed to encourage respect and understanding. You are gaining information and perspective. It takes a lot of concentration to be an active listener. Start using these techniques to become a better communicator, develop better relationships, and improve your productivity. Plus, you'll avoid conflict and misunderstandings. All of these lead to workplace success.



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Article originally posted on [WGI Thought Leaders Journal](#)

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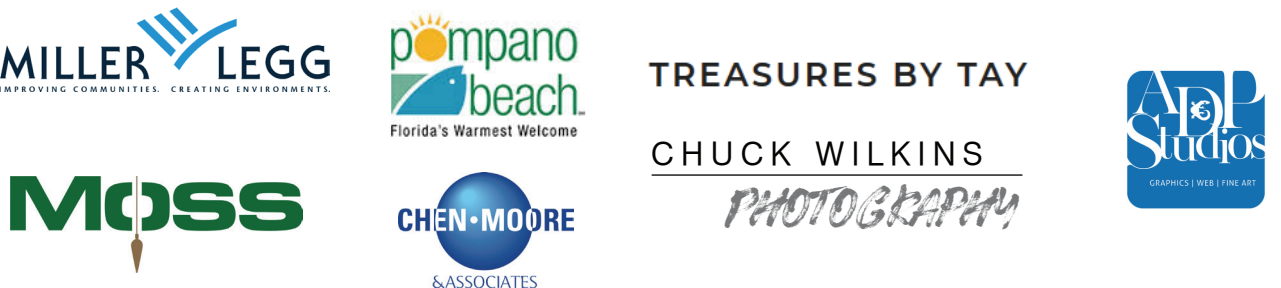
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EDUCATION CORNER



Let's End the Madness! Three Strategies for Facilitating More Effective Meetings

We all sit in meetings. We all sit in TOO MANY meetings. Why not make them more productive? It makes perfect sense. But for one reason or another, becoming a better meeting facilitator is not often a strong focus when it comes to professional development. **In reality, being able to drive forward a productive conversation amongst a group of busy professionals can set you apart from the pack.**

It all starts with a few simple strategies:

- 1. Create an Agenda:** It sounds obvious, but setting an agenda is critical to set the tone for the conversation. And be sure to distribute the agenda well in advance of the meeting, along with any homework required of the participants. It allows everyone to prepare their thoughts which ultimately leads to a more productive discussion. Once the meeting is underway, refer back to the agenda to help guide the conversation and keep the team on task.
- 2. Set Expectations:** Whether you're the meeting facilitator, or just a participant, it's important to identify your objectives for the meeting. Think about what you'd like to accomplish and the most efficient way to get there. Of course, it's important to remember that everyone else will likely have their own goals – perhaps similar to yours or completely different. Be respectful of the conversation while finding opportunities to achieve your objectives.
- 3. Identify Next Steps:** It's important to walk away from every meeting with a sense of what's to come. It doesn't mean that every problem needs to be solved, or that the group must come to a consensus right then and there. But it's helpful to be on the same page about what's necessary to continue making progress. And as important, identify WHO is responsible for those next steps. For discussions that extend over multiple meetings, come to agreement on the appropriate time to continue the conversation.

A good boss will recognize and appreciate a strong meeting facilitator. You'll be viewed as prepared and productive. And in simplest terms, you'll save the team time and frustration. And the best part about these strategies? You can start implementing them now. Whether it's a kickoff conversation for an important proposal, or a reoccurring meeting with your team, there's no better time to start showing off your skills.



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BUILDING YOUR CONFIDENCE IN THE WORKPLACE



KICKING SELF DOUBT'S BUTT

I don't know if you're anything like me, but as a marketer just getting started in my career, I often find myself doubting my worth to the company. Things like *"you don't know half as much as the next person"* or *"you really think you can juggle all that?"* or even the occasional, *"you're not really good at what you do"*, creep into my head and create self doubt. It's not because we're not good, it's more a case of not feeling prepared with what we studied in school, like we stumbled into this industry by chance.

Now, I know what you're saying, *"but it's like this in every career, you learn as you go"* and while this is true, I also feel like we come into the workplace maybe already understanding marketing but are in the process of learning InDesign or improve our writing skills or mastering other programs necessary for our jobs. Others start out with excellent writing skills but need help in learning the marketing or graphics, while still others, like myself, came in with a strong foundation in graphic design but still learning the ins and outs of the marketing side.

Know Your Strengths

So how do we build confidence? Well, unfortunately there's no miracle solution, but we can slowly build on what confidences we have by doing small things that add up. This can be something as simple as focusing our efforts in areas we know we're good at. You may be really great at formulating a fantastic story for a project by gathering the pieces you already know about and researching others, then fitting everything together like a jigsaw puzzle to create a winning approach to really win over the selection committee. By doing what you know you're good at, you build confidence when you're in your element. If you're keeping track of your performance reviews, you can really see where you excel if you're not sure. Your supervisors or those reviewing your performance should know you pretty well when it comes to things like that. Knowing is half the battle, so use that as a starting point and build on the skills you're already good at.

Understanding Your Weaknesses

Another thing you can look at to build confidence is to know what you're not so great at and look into ways to lessen the gap between where you are and where you want to be. Take me for example, I am not a public speaker. I stumble through my speech (verbal dyslexia) and sometimes my mouth starts moving faster than my brain and I'll lose my train of thought or pause a little too long. Then there's the sweating and turning red thing. Yeah, that happens. I've learned the only way to get over this is to put yourself out there and just do it till it comes natural. I'm not to the natural part yet, but, that doesn't mean I won't get there. Little by little, one networking event at a time, just pushing yourself to talk to new people, introduce yourself, your company...make an impression. If you don't people will never know you, will never know what you're capable of and you ARE capable of great things, give yourself some credit! By understanding your weaknesses, you can start building yourself up and become a better you.

Give Yourself Some Credit

That comes to my last piece of advice. Give. Yourself. Some. Credit. At times, we give into the voices in our head and that's a shame, because the voices know nothing. When you start hearing those voices, you need to try to catch yourself and take a deep breath. Inhale. Exhale. Now ask yourself, why are the negativity goblins coming out now, of all times? Maybe there's a deadline coming up and you're not sure you're going to make it, or put out your best work. Maybe you're thinking about how someone else got a promotion and you didn't. Or maybe, you're just having a bad day in general. Well, the good news is, you're not the only one that has these thoughts and you won't be the last. You are in control of your destiny. You will always make the deadline because you're efficient and know how to manage your time wisely or know when it's time to stay a little late, so no worries, you got this! And that person who got promoted, did you ask to get promoted? If not, then speak up, if you're quiet, no one will know your ambitions. You may know where I'm going with this, but if you don't, it's that you have the power to control these thoughts, turn your negativity into positivity. If you continue to listen to the negativity, then guess what? You're only going to continue to go down the rabbit hole of self-doubt and you don't want that. You wouldn't have made it this far in your career if you didn't know what you were doing. So go on, give yourself a little credit.

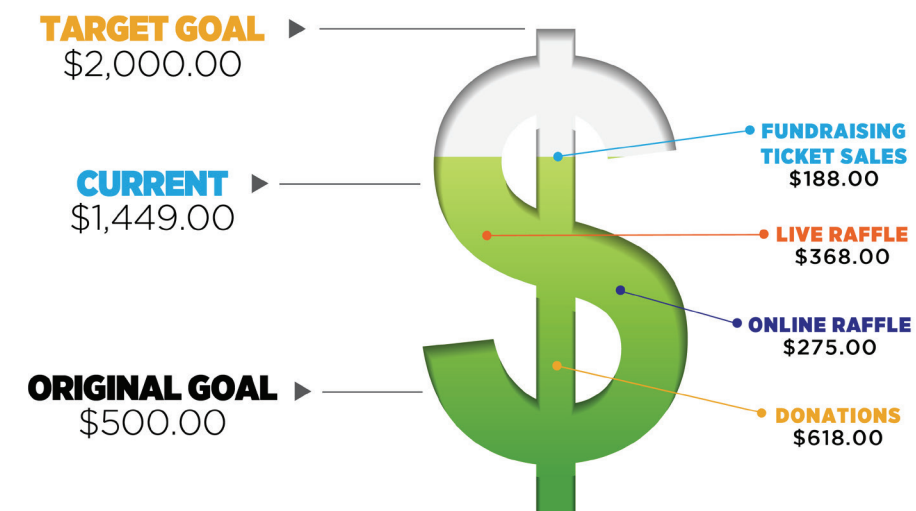
CHARITY UPDATE

Last newsletter I gave you guys a little background into our charity of choice for the 2018-2019 calendar year, the ABC Cares Foundation. I didn't however mention what we had set as our goals for the year to donate to the foundation.

Our original goal was to reach \$500 in donations, and I'm happy to announce that we successfully surpassed that amount, and we aren't finished yet! This goal was hit because of all our loyal SMPS South Florida members and non-members. I want to thank each and every one of you guys, you did a fabulous job and I'm excited to see what our final numbers are, the ABC Cares Foundation is going to be ecstatic! So let's keep up the momentum and possibly quadruple our initial goal, I know we can do it!



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BECOMING A PRINCIPAL: LESSONS LEARNED



When I was a child, I always dreamed about being part of a large corporation and dressing up in suits and high heels. As I grew up and started my journey working in the A/E/C industry, it wasn't as glamorous as I imagined having to work on a construction site seven floors underground. A few years later, I started moving towards Marketing and Business Development without even noticing and I found what I was looking for. I'm not only talking about the suits and high heels but also a career path filled with challenges and rewarding experiences. Sixteen years later, I had the honor of becoming a shareholder for TLC Engineering Solutions and I couldn't be happier. Every success comes with challenges, overcoming those challenges are the lessons we can learn from.

Make Sure You Are in the Right Place

It sounds very difficult to become a Principal for an engineering company when you are not an engineer, especially in this male-dominated industry. It is not that difficult when you are in a company where your voice is heard. I have the fortune to be part of a company where they appreciate listening to different ideas, they trust your knowledge and believe that you can contribute to the company goals no matter what your position is. I can say that I was able to participate in important decisions for South Florida many years before becoming a shareholder. Take your time to analyze your position in your company. Does it meet your goals? Do they give you room for expressing your ideas and give you the opportunity to contribute in important decisions? You need to make sure you are in the right place to continue moving forward.

Look for Opportunities to do More

If you want more, you have to do more. Growing in your career comes with significant effort. Always look for ways to expand your boundaries. Think about how you can contribute to other areas of the company that are probably not your direct responsibility. Find ways to help and go out of your way. You can probably assist with a pursuit for a different region or another market using your knowledge or network. Another opportunity is to participate internally on committees or initiatives company-wide. I started doing a newsletter for the South Florida staff informing them of deadlines, upcoming projects, internal news and a motivational quote. It was very well received and became the road map for the week and a good reference of what was going on inside the company.

Create Partnerships

When you are part of a corporation, it is important to have the opportunity to contribute to others in different locations or markets than yours. If you want to grow in your career, become a company-wide resource, increasing your value to the firm and creating partnerships both within and outside of your office. The people you know and appreciate you are the ones that will support you and help you grow. Partnerships are about exchanging value. Make an effort to build strong honest relationships with your clients and partners. They are the ones that will be a great reference for you in representing your company. Build relationships internally as well, show your value to Directors of other offices, corporate staff and employees in general when you have the opportunity. Be helpful and grateful at the same time. At the end, without noticing, you will have a long list of friends.

Never Stop Learning

As Business Development Manager for an engineering company, I have to constantly clarify that I am not an Engineer. I have been working with engineers for more than 16 years and in the construction industry for almost 20, and I have asked 100,000 questions. Take advantage of every opportunity you have to learn about what you do. Don't be afraid of asking about design approach, equipment, sustainability and many other things that will be useful for your role as Marketer. And always ask the most important question: Why? In addition to that, find training opportunities and certifications that may help you understand your services more. I earned LEED Accreditation with the USGBC a few years ago and it helped me understand basic concepts of engineering design related to energy and sustainability. I am also a CPSM, which expanded my view on Professional Services Marketing and gave me credibility inside and outside the firm.

Find Your Champion

Great initiatives, great ideas and great projects always need a champion; find yours. Have a conversation with one of the Principals about your goals. Express your interest in growing your career and ask for assistance. Your champion has to be someone that believes in you, sometimes even more than you do. It has to be someone that challenges you to get out of your comfort zone and pushes you to higher grounds. He or she will also assist you in finding the right ways inside the company to help you collaborate with others, be noticeable and help you find opportunities to prove your worth. Prove your worth. You need someone that constantly puts you on the spot and lets you prove yourself. Find the right person to be your support and guidance in reaching your goals.

Take Your Time

Balancing work and life is not easy. The multiple roles that we play in society take a lot of our time and most of the time conflict with one another. Take your time, go slowly but surely. When my children were young, I limited my time traveling and attending social events after hours. I had to be selective which ones I could not miss and got the best out of them. Having less time to attend conferences and social events made me value even more the time invested in the ones I could attend. I used my time in the office efficiently since my nights were usually filled with homework and recitals. If I had to bring work home, I waited until everyone was settled at home so I could dedicate all my attention to work and not juggling one hundred things. Going at my own pace, made me feel that I didn't have to miss any of the important events on my children's lives to continue growing in my career.

In conclusion, you need to define your goals and evaluate if you are on the right path. Use every tool you have available to help you get there, but remember to follow your own pace to feel satisfied with your career without sacrificing your personal life. Keep going strong, you can achieve everything you want if you plan your work and work your plan.



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THE LEAD-UP TO MAKING YOUR NEXT PRESENTATION ENGAGING AND INTERACTIVE



The presentation you give to a prospective client must be memorable. In a perfect world, and what you have to strive for, is to have already built a rapport with your prospective client, well in advance of any presentation. Although this should be the overarching goal of all project pursuits, there are other presentation-related considerations that, if overlooked, or not given the attention they deserve, could torpedo your chances of success, regardless of the upfront effort expended by you and your team.

Whether you're an architect, engineer, or contractor, when pre-selling yourself, and your firm, take the time to develop a compelling, "value-bringing" message. Study the project you're interested in; learn its challenges, and the potential headaches your prospective client is likely to face in undertaking the project. Don't just tailor your services to meet the projects' need – actually brand those services. Although most A/E/C firms provide the same or similar services, most of those same firms would be able to point to something specific – something special – about how they provide their services. Take that something special, give it a logo and a catchy jingle, and go sell it as the differentiator that will guarantee project success, and make certain the project will be as headache-free as possible.

Take it a step further – go beyond branding that "something special," and push the envelope even further. Take whatever it is that makes your products and services unique, put yourself in the shoes of your prospective client, and ask yourself how the client can become directly involved in that "something special." You, your business developers, your principals, all need to be meeting with your prospective clients, touting that something special, and doing so in a way that "draws-in" that prospective client – making them as invested in you and your tools as you are! If you're a contractor, examples of this could include taking what is a typical, mundane, but reliable approach to preconstruction services, and instead of going in to simply talk about those services, bring with you a cost-loaded model, of a conceptual facility program, preferably on a tablet or some other easy-to-use technology, that will help foster an interactive discussion (versus one in

which you just sit there, talking about yourself and your capabilities). If you're an architect, bring a simple site plan aerial-underlay, on a tablet, and use the technology to talk through ideas with that prospective client, and more impactfully, sketch those ideas, on the tablet or similar device, as they're being discussed.

Having this type of meaningful interaction with a prospective client, before a procurement comes out, is setting the stage for a successful presentation. But you can't stop there! The carefully crafted narrative, and perceived organic, but well-scripted interaction you had with that prospective client, prior to any official sort of procurement, must be followed by an equally as thoughtful proposal, and preferably, a presentation, the delivery of which, is as or more interactive than your "pre-sell" meeting. Obviously, consideration must be given to how you create an interactive presentation, now likely with several audience members, versus the likely one-on-one interaction you had previously with one of these audience members; but the best thing you have going for you, is that you did already have that one-on-one interaction, so you've got someone sitting there, on the opposite side of the table, that's already



experienced (and can vouch for!) The value you've brought through whatever memorable interaction you had with them previously. Use your prior interaction with that one person in the audience to "break the ice," and change the dynamic of the room to something better suited to this new, in-presentation interaction you're attempting to create.

...put yourself in the shoes of your prospective client, and ask yourself how the client can become directly involved in that "something special."

These "interactions" can take many forms – from a self-moderated Q&A out of the gate, to having everyone pull their chairs around a common table-top surface to speak-to one or more plans. If properly planned for, you could even deliver the entirety of the presentation

through virtual- or augmented-reality, both of which have been increasingly feasible to accomplish, so long as the delivery is reliable, value-creating, and pragmatic.

Taking a blended approach to the pre-selling, branding, and interactive delivery of those things that make you and your firm special, together with a thoughtful and strategic business development effort, will lead to tremendous, sustainable success.



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BUSINESS DEVELOPMENT



YOU CAN'T HURRY LOVE

A few years back, a young (early 20's) friend and I were attending one of those 'business after hours, meet-and-greet' kinds of networking events. We were chatting together when my friend was spotted by another attendee. Turned out this guy was a financial planner. Not the useful kind, but the kind that wants nothing but to sell you life insurance. From across the room he homed in on my friend like a guided missile, his spiel practiced and ready to launch on another mark. "So, young man" he started, "at what age do you think a young person should begin preparing for retirement?" Now I know he was expecting to hear, "After I graduate..." or perhaps, "When I get married..." But instead what he heard was, "I've been working on mine since I was 17."

This was decidedly not what he's anticipated, and it took him a few seconds to recover from the shock of realizing that this 'mark' wasn't going to cooperate with his polished pitch. But recover he did and then went into full-throttle sales mode. "Well, most young people might say that it's when you graduate or after you get married, but they'd be wrong!" And on, and on he went. It took us about five minutes to extract ourselves from his relentless grip. Afterwards, my friend told me that he'd never felt so desperate to get away from someone as he did in those excruciating minutes. As for the life insurance salesman, he'd come with the goal of selling and he'd failed miserably.



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The very best salespeople, the most talented business developers never sell anything. That's right, they never, ever sell. They simply help people. They make lots of friends, they care for those friends and they're around when those friends need assistance. Frequently that assistance results in money changing hands. Sometimes it's simply a generous favor. But selling? Never.

We work in an industry that provides complex, high-priced services. Those services can't be 'test driven' ahead of time and they can't be returned for a refund if things don't work out. That means that every interaction with every client must be built on the solid foundation of a trust-based relationship. The kind of relationship that takes time to launch, nurture and grow.

Too many business developers are obsessed with selling. Every meeting with a prospective client contains the unspoken (or often spoken) question: "Can I sell you something?" When I speak about business development,

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Adobe InDesign CS: Tricks and Tips Corner

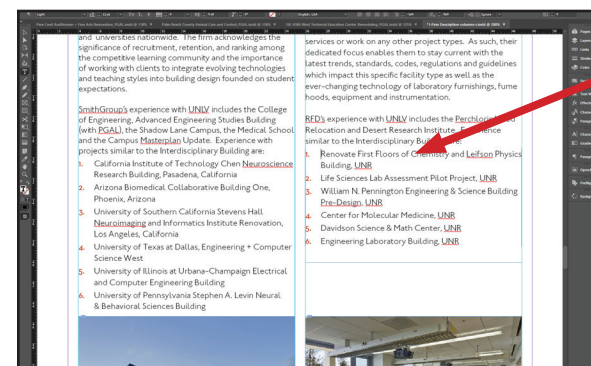
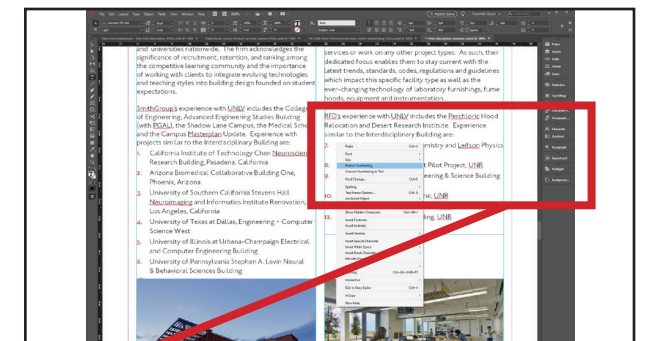
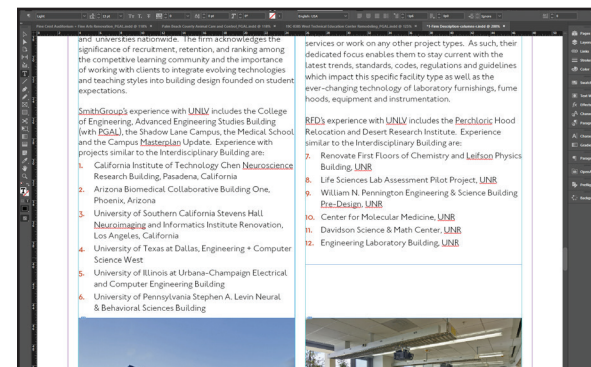
Each issue we will highlight a simple technique that will help you work faster, better and smarter.

Looking for more cool tips, follow us on our social media accounts @smpssouthflorida.

Automatically Restart Numbering List

Looking for a fast and simple way to restart a numbering list in your InDesign document? Here is a little known tip that might save you some time.

Right mouse click over your list and scroll down to "Restart Numbering" over the first entry of each and every list to quickly change it.



Got a tip you would like to share?

If so, please reach out to our [Editor](#) and if your tip is selected for the newsletter, we will send you a gift card for a free cup of coffee!



CAN'T HURRY LOVE

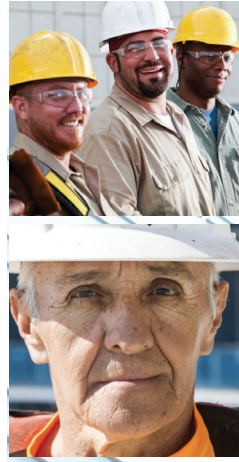
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too many people assume I'm talking about selling. Nothing could be further from the truth.

Business development is about relationship-building. Full stop. And when you build your relationships well, nurture them for the long term and tend to them as you'd tend to a cherished friend, the selling happens all by itself. In contrast, when you chase a prospective client with the goal of selling them your services, you might land a project. But it would be like getting one of those mail-order brides in the 1800's. Sure, you're married. But nobody's betting on the long-term prospects.

It's counter-intuitive to think that staying away from the sales process will make selling easier. But it's true. Every talented, successful business developer I've ever met agrees: Focus on the relationship and the sales will take care of themselves. Kinda takes the pressure off, doesn't it?

Article reprinted from David Stone's weekly A/E Marketing Blog



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PERSONAL BRANDING: ZERO TO HERO



START WITH A STRONG VISION MESSAGE

If you think about it, we are all our own brand and the more we begin to market and treat ourselves as such, the more successful we can become. So let's break it down, when we talk about branding for your firm, it all boils down to perception and how others see your firm – or how you want to be seen. By thinking of yourself as a personal brand, it can lead you to:

- A better position or earning more
- Winning more clients or strengthening relationships with existing clients
- Recognition in the industry as a leader/expert

Let's now apply that concept to you personally and see how that translates. The easiest way is to begin by identifying your mission or vision. When crafting your personal vision you want to start with what makes you unique, define where your passions lie and identify your strengths. Let's say for instance your Vision Statement defines you as trustworthy and reliable. It's not enough to just "say" the words, you actually have to prove it through your actions. This can be as simple as following through with a promise promptly. It may seem so simplistic but to the client it says, "I am thinking about you and I heard what you said". Actions are critical when you are defining your personal brand and it's what makes a business relationship valuable. By focusing our efforts with our vision narrative, we can start to steer our business in a direction that best supports our objectives.

When we take the time to self-audit ourselves, we begin learning what our strengths, values and passions are and this in turn helps us to define how we plan on differentiating ourselves from the rest of the pack. Building your personal brand takes time and effort, but the reward comes in the form of creating a business model as unique as you are and something that can follow you throughout your career. It will reveal to the world your true identity and let others know how you choose to do business.



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GREAT RELATIONSHIPS

START WITH AN INVITING GATHERING SPACE.

Miller Legg is an award-winning consulting firm that brings together the elements of engineering, landscape architecture and urban design, planning, surveying, subsurface utility engineering, environmental consulting, and geographic information systems.

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SPRING CLEANING: OFFICE EDITION

We've all read articles on how to effectively clean your desk to optimize productivity and we've heard plenty from Marie Kondo on tidying up our spaces to tidy our minds, but what about those backrooms in your office that seem to go untouched for years? The spaces that make you cringe as you walk by or you wouldn't date walk a client by?

The minds of marketers and business developers work better when things are highly organized and days become less hectic when there is order to our surroundings. Here are a couple helpful resources to tackle those spaces that may need some TLC and feel good while doing it.

Straighten up your Office Supply & Storage Closets: Tools for Schools Broward

What they take: Folders, incentive/marketing items, binders, deskware, etc.

What they do: "More than 130,000 students in Broward County Public Schools qualify for free or reduced-fee lunch, and the District's Title I schools educate a large number of these students. This ever-increasing number of economically-challenged students is why Broward Education Foundation founded the school supply center – "Tools for Schools Broward" – in Pompano Beach. Teachers in Broward County Public Schools that are designated as Title I schools depend upon free school supplies to help struggling students make the most of their education."

How to donate & get involved:

To donate supplies or coordinate a pick-up, please call Hector Javier at 754.321.9021
<https://browardedfoundation.org/what-we-do/tools-for-schools-broward/>

Tackle the Chaos in your Resource Library: SAVEASAMPLE!

What they take: Unused brochures, fabrics and finish cards

What they do: "Every year, Save A Sample! creates a second life for unused brochures, fabrics and finish cards. Over the years, thousands of pounds of materials have been donated by some of the country's busiest design firms. Materials are delivered to local design schools with the help of local furniture dealers. As a result, talented students have richer resources to choose from during the year."

How to donate & get involved: <http://www.saveasample.org/how-do-i-participate.html>

ORGANIZATION MOTIVATION

The average office employee spends 1.5 hours a day (6 weeks per year) looking for things. OrganizedWorld.com

80% of what we keep we never use. National Association of Professional Organizers (hereafter referred to as NAPO)

27 % of workers polled said they feel disorganized at work and of those, 91 % said they would be more effective and efficient if their workspace was better organized - NAPO



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RECENT EVENTS

WOMEN IN GOVERNMENT BROWARD COUNTY - APRIL 2019



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Following up on our success with the January Women in Government panel - Palm Beach, April's Broward panel continued the theme. We met with another esteemed panel of women who provided an inside view of their personal experiences and advancement opportunities of professional women coming up the ranks into leadership positions in a male-dominated government. Thank you to all our panelists and to those that attended! Miami-Dade County will be next around June or July of this year, please contact our [Program Director](#) if you can lend a hand with panelists.



NETWORKING

PAINT & SIP FUNDRAISING EVENT - MARCH 2019



What do you get when you mix paint with a couple of bottles of wine and some super cool raffle baskets? An evening filled with laughter and fun, all for a worthy cause. Uptown Art in Boca Raton hosted this amazing evening for our fundraising event to benefit the ABC Cares Foundation. We would like to thank all that were able to come out and join us, we really couldn't have done it without you all. A HUGE thank you to our In-Kind Sponsors for donating all our wonderful raffle basket items!

Annual Silver & In-Kind Sponsor: Miller Legg

In-Kind Sponsors: Moss & Associates, ADP Studios, Treasuresbytay and Chen Moore and Associates.

SERC CONFERENCE

SOUTHEAST REGIONAL CONFERENCE IN ASHEVILLE, NC - MARCH 18 - 20, 2019



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The SMPS Southeastern Regional Conference (SERC) is the annual regional event hosted by 10 SMPS Chapters. SMPS SERC assembles over a dozen presenters and keynote speakers throughout the nation, providing attendees opportunities to learn best practices in architecture, engineering, and construction (A/E/C) marketing and business development from some of the industry's best. Hosted in the idyllic city of Asheville North Carolina, this year's conference was a great experience for all who attended.

ROUND TABLE DISCUSSION

COCKTAILS AND CONVERSATION - FEBRUARY 2019



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15th Street Fisheries hosted this lively discussion by industry leaders Juli Edwards, Director of Business Development at PGAL, Lisa King, Vice President of Business Development from Verdex Construction and Brian LaMotte, PE, SVP, Chief Marketing Officer at WGI. Talks were focused on the differences/similarities, challenges/opportunities, and best practices of both Marketing and Business Development roles in the A/E/C industry followed up with some networking at this picturesque location.

PROGRAM RECAPS

We have now finished with the 2nd of our 3-part Women in Government series. It started in January with our amazing panel of Palm Beach County Women in Government. It was a who's who of top leaders in all different positions of government including our Moderator: Christina Lambert, Commissioner City of West Palm Beach and panelists Tinu Peña, City of West Palm Beach Capital Improvement Plan Manager; Verdenia Baker, Palm Beach County's County Administrator; Tonya Davis Johnson, Palm Beach County Office of Small Business Assistance Director; Talia Garcia, PE, City of Boca Raton Utilities Engineering Manager; Julie Parham, PE, Assistant Water Utilities Director for City of Lake Worth, Amanda Barnes, PE, Assistant Director of Utilities, Town of Jupiter, and Tanya McConnell, PE, Deputy County Engineer for Palm Beach County.

Then in April it was off to Broward where our powerhouse panel of women included Moderator Andrea McGee, District 1 Commissioner - City of Pompano Beach and Panelists: Monica Cepero, Deputy County Administrator - Broward County; Leslie A. Del Monte, Planning Manager - City of Hollywood; Stacy Ritter, President and CEO - Greater Fort Lauderdale Convention and Visitors Bureau; Rickelle Williams, PMP, LEED AP, Executive Director - Dania Beach Community Redevelopment Agency; and Jenni Morejon, President and CEO - Fort Lauderdale Downtown Development Authority. These women have been insightful, thoughtful, entertaining and absolutely awe-inspiring.

When I initially came up with the Women in Government idea, I never imagined these panels would turn out to be as inspiring as they have been! You could feel all the positive energy throughout the room both times we held these events. If you missed the first two - there is still time to catch final installment coming this summer "Women in Government - Miami-Dade County".

We are looking to do our final installment of this inspiring series end June mid-July so don't forget to check out the SMPS South Florida website for details coming soon. I hope you have all enjoyed these panels as much as I have enjoyed putting them together! Coming up at the end of May we are finalizing the details for a super fun Stress release social. I just wanted to take a moment to say thank you to everyone for your patience while we work on re-vamping our programs this year to bring more exciting and educational panels, programs and socials your way. If you have any ideas for a panel discussion, team building event or workshop you'd be interested in or even a fun idea/location for a social, please feel free to contact me. New ideas are always welcome!

Sponsorship Info:



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Program Director
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CONGRATULATIONS TO OUR 2019 SCHOLARSHIP WINNER!



SMPS MEMBERS – It's that time...Enter to win

FREE! Registration to attend **BUILD BUSINESS.**

WASHINGTON, DC | JULY 31–AUGUST 2, 2019

Drum roll please...and the winner of the 2019 Connie Williams Scholarship Fund is none other than our very own, Melissa Bailes of Moss! We applaud Melissa on submitting the winning entry, and her compelling reasoning on why she felt she would benefit from attending the 2019 Build Business Conference this year. Each year, in honor of our dear friend and past board member Connie Williams who faithfully served on our board from 2004 - 2009, SMPS South Florida awards one free registration to attend Build Business. In order to participate you must be a Member in good standing for at least one full year, have attended a minimum of five (5) SMPS South Florida events in the preceding year, and preference is given to those who have volunteered on committees. Maybe next year will be your lucky chance to win! Start looking for notices around February when our contest begins.



Winner of the 2019 Connie Williams Scholarship Fund

Melissa Bailes
Senior Marketing Specialist
Moss



IN THE NEWS

MILLER LEGG AWARDED TOP WORK PLACES BY THE SUN SENTINEL

For the third year in a row, Miller Legg has been awarded Top Work Places by The Sun Sentinel. We continue to climb the ranks and have reached the lucky #13 spot! This special recognition was celebrated in the best way possible – with cake! A sincere Thank You to all the employees for helping us achieve this recognition.

- #MillerLeggInMotion
- #Lucky13 #HappyEmployees
- #TopWorkplace
- #CakeIsTheBest



#13



MEMBERSHIP SPOTLIGHT



Vanessa Bermudez, LEED AP, CPSM
Principal/Business Development Manager
TLC Engineering Solutions
Number of Years in the AEC Industry: 19

How has SMPS membership been of value to you and your career?

SMPS has been extremely valuable for me. I learned everything from my SMPS friends. When I started in marketing/BD I had the fortune of meeting experienced professionals and great people at SMPS that are still my friends to this date.

What excites you about your work and the contribution you make?

What excites me the most is building new relationships and strengthening the existing.

When you see that you can contribute to each other's success it really becomes a win-win situation. Also, I love to see our TLC team working in challenging projects, being proud of what they do everyday. It is great to see the results of their effort in the buildings we design.

What helpful tip(s) can you share with your fellow SMPS members?

The most helpful tips I can share are to not take things personal, sometimes we don't get the response that we were expecting or things don't go as planned. It is part of the business and you have to keep trying. At the same time, be yourself, build honest relationships because you learn something from everyone you meet.

What's your favorite moment of your career so far?

The favorite moment of my career just happened. I became a Principal at TLC Engineering Solutions on the year of our rebranding. After a 16-year journey that brought me to Business Development, I am a shareholder of the company. I am very excited for my future at TLC!

If you could visit anywhere in the world you have never been, where would you go?

I love the beach so every time I see pictures of the Maldives and those great bungalows on the water, I can't wait to get there!

Do you have a secret talent? What is it?

Yes, I like to sing. I used to sing in high school and performed frequently. Now, it makes me happy to see that my children are very talented in music, both singers and musicians. My daughter is pursuing Music Education at FSU and my son attending a music magnet program in high school.

What is your favorite family tradition?

My favorite family tradition is to go visit my family in Peru. My kids and I go every year and we plan a vacation somewhere in Peru where we disconnect, plan some adventures and just enjoy each other.

MARK YOUR CALENDARS

SMPS SOUTH FLORIDA EVENTS

TEAM BUILDING AND STRESS RELIEF SOCIAL
MAY 29, 2019 | WRECK IT | 5:30 - 8PM

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SMPS REGIONAL EVENTS

2019 REGIONAL CONFERENCES

smps

WILL WE SEE YOU THERE?

**SMPS Northeast
Regional Conference
(NERC)**

May 1-3
Providence, RI
smpsnerc.org

**SMPS Heartland
Regional Conference
(HRC)**

May 29-31
Detroit, MI
smpsheartland.org

**SMPS Southwest
Regional Conference
(SWRC)**

September 18-20
Colorado Springs, CO
smpsswrc.com

Would you like to be featured in our Spotlight? Reach out to [Membership](#) for more information.

EXPERIENCE

Build Business

Build Business is a premier experience that happens once a year. Top-level speakers, educational programming, and networking focused on building business are only found at this A/E/C event. Held in Washington, DC, in July 2019, Build Business will feature game-changing content in business development, marketing, and leadership. Join your peers who are passionate about learning, eager to collaborate, and ready to surpass expectations to make our industries great.

sm^{ps}
South Florida

NEWSLETTER IDEAS?

Please reach out to Susan Julien at (56) 863-2258 or communications@smpssouthflorida.com.

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