

WINTER 2019

THE WAVE

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

CALL FOR NOMINATIONS 2019 - 2020 BOARD

Call for Chairs and Committee Members. Hop on board, the water is warm!

PROGRAMS AND MEMBERSHIP

Event recaps, photos and find out what's planned for the coming year.

NEWS STORIES BEHIND THE LENS

News from our members. Featured article Chuck Wilkins, architectural photographer.



Marisol Levin
President – SMPS South Florida
Geosyntec Consultants
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Email: mlevin@geosyntec.com

PRESIDENT'S MESSAGE

Message from the President

I hope everyone had a great holiday season and are gearing up for a fantastic 2019!

As president, I've had the pleasure of working with an awesome board who continues to raise the bar. Since last summer, we've updated our website systems to better serve members and non-members; we re-designed all our collateral and site with the new SMPS brand; we finally signed the agreement to be part of the South East Regional Conference (SERC); we introduced a new charity (ABC Cares) to our family; we created a chapter library with all your needs to take your Certified Professional Services Marketer (CPSM) exam, free for members; we updated our sponsorship packet to include better ROI; and we had several events. Our chairs and committees have been extremely busy, and we couldn't have done all of it without their positive energy, and hard work.

For 2019, I would like to keep the momentum going by continuing to build relationships, a beneficial programs schedule, a membership experience like no other, and encourage those who are interested, to take the CPSM certification.

As a member who served at the committee, chair and board level, I cannot go without saying that SMPS South Florida chapter has been the driver behind the successes in my career. I truly encourage those who seek opportunities to gain experiences (members or not), and who enjoy working with great people, to contact me.

I encourage everyone to follow us on social media (like, comment, share).

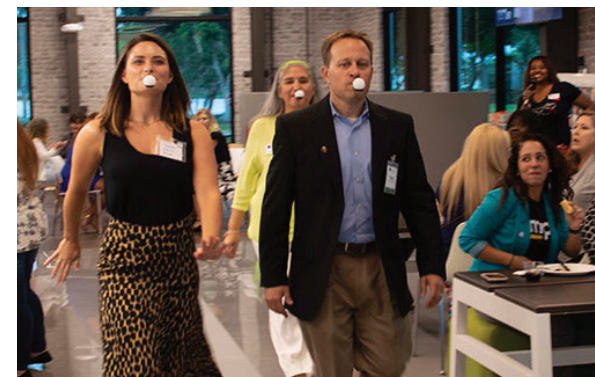
To the board, and committees...THANK YOU! You are what makes this organization, and industry fun, and exciting. To our annual and event sponsors, thank you for your support! If you would like to discuss ideas, or network, feel free to contact me anytime on my cell phone or via email.

Go team!

Marisol Levin
President, SMPS South Florida

 #smpssouthflorida

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Board members alongside attendees from our Meet the Board event in August 2018.

With the rebranding efforts from National comes a renewed sense of refocusing our efforts to streamline and simplify procedures and make better use of our collective time. The SMPS South Florida Chapter has made a deliberate push to grow our chapter through connecting and communicating with our members, and providing the opportunity to build up long-term, sustainable relationships. We plan on offering more educational and career focused seminars and our Social Media has also become a vibrant extension of our services to our followers. All of these plans help in “reinforcing the value that we serve in our firms as marketing and business development professionals by transforming business and helping lead strategy”—one of the four new initiatives from SMPS Headquarters.

Today, SMPS represents a dynamic network of more than 7,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve. And continuing to transform the way A/E/C firms do business.

The new President and board members will serve from September 2018 - August 2019.

SOUTH FLORIDA CHAPTER BOARD OF DIRECTORS

PRESIDENT

[Marisol Levin](#) – Geosyntec Consultants

PRESIDENT ELECT

[Bradley Jackson](#) – Engenuity Group, Inc.

TREASURER

[Michelle Daniels](#) – Moss & Associates

SECRETARY

[Sandra Bravo](#) – Lemartec Corporation, a MasTec Company

PAST PRESIDENT

[Kathia Green](#) – R.J. Heisenbottle Architects, PA

PROGRAM CHAIR

[Bonni Funt](#) – Tierra South Florida

PROGRAM COMMITTEE

[Staci Bolinger](#) – Terracon

[Anna DeAngelis](#) – DPR

EDUCATION CHAIR

[Rachel Stevens](#) – Suffolk Construction

SPONSORSHIP CHAIR

[Rachel Pettit](#) – Bolan

SOCIAL MEDIA & CHARITY CHAIR

[Nikki Fortugno](#) – PGAL

MEMBERSHIP CHAIR

[Tiffany Weimar](#) – RGD Consulting Engineers

MEMBERSHIP COMMITTEE

[Melissa Bailes](#) – Moss & Associates

CHAPTER ADMINISTRATOR & COMMUNICATIONS

[Susan Julien](#) – ADP Studios

SMPS NATIONAL DELEGATE

[Barbara Stiles, FSMPS, CPSM](#) – Wantman Group, Inc.

ADVISOR

[Susan Hernandez](#) – AE Assistance Group

HOW TO MAKE SPONSORSHIP WORK FOR YOU

As Marketing and Business Development Professionals, we are often targeted for event sponsorships or “pay to play” speaker engagements. When we hear “sponsorship” we think brand identity, lead generation and targeted marketing (how exciting!), but how do we help determine which opportunities will yield the best results for our firm? Of course, we would love to have our company represented at every event in the region, but in reality, it’s simply not in the budget, and more importantly, it would not guarantee a return on our time and investment.

When considering sponsorship there are key factors that you want to focus on to help ensure success:

- Does this sponsorship align with my firm’s business plan & growth strategy?
- Would this event be of interest to my client base?
- What types of events and organizations do my competitors sponsor?
- How many potential leads can this event/organization generate for us?
- What value does this sponsorship create for my firm’s brand?

The SMPS South Florida leadership found ourselves asking these questions around our own organization and event sponsorship, and realized that there was opportunity to add value to our members through our sponsorship packages.

We’ve made a number of changes to this year’s annual and event sponsorship packages, giving you more for your investment. We’ve added increased exposure through email blasts and social media, extended event tickets to certain levels of sponsorship and even offer the opportunity for exclusive meetings with speakers and panelists.

SMPS South Florida continues to diversify its programming and highlight specific market sectors such as Public, Healthcare and Sports and Entertainment to help bring your target audience directly to you.

We also want you to know that, as a member, we appreciate your involvement and participation, so we provide specialized sponsorship pricing to our membership base.

In short, we’re here to help sponsorship work for you, we love nothing more than to see SMPS South Florida be a part of your success story in 2019 and years to come.



Sponsorship Info:



Rachel Pettit
Sponsorship Chair
Bolan
Cell: (786) 535-9611
rpettit@mi-studios.com

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EDUCATION CORNER



HONING YOUR SKILLS IN THE NEW YEAR

Let's face it. Many of us enter the new year with big ambitions. We may set personal resolutions or redefine our professional goals. We talk about losing ten pounds or achieving a better work-life balance. And it all starts now! But the reality is that by February – heck, even by the second week in January – these goals can become overwhelming because life takes over. So in an industry that requires continuous improvement, how do we find time to hone our skills?

It's simple: Dream ambitiously, but start small.

If you bite off more than you can chew, you're not setting yourself up for success. Be realistic about your goals and the timelines to make them happen.

If you're just starting your career as an A/E/C marketer or business developer, set a simple goal to take advantage of the Lunchtime Learning Labs housed in the Marketing Resource Center library on mysmps.org. The sessions cover everything from PhotoShop 101 to Photography Basics for Marketing Professionals. It's a great place to hone your skills on a specific topic, and the 45-minute sessions make it manageable.

If you're an industry veteran, consider a long-term plan to achieve your [Certified Professional Services Marketer](http://mysmps.org) (CPSM) certification. It provides a tremendous opportunity for ongoing education on the [SMPS Domains of Practice](http://mysmps.org). Not to mention, it sets you apart from your peers and demonstrates to your boss and firm that you carry a high level of expertise in your field.

A final word of advice as we all stare 2019 in the face... lean on your community. There is nothing more powerful than the support we can give one another as we all work towards our big ambitious goals.



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BEHIND THE LENS

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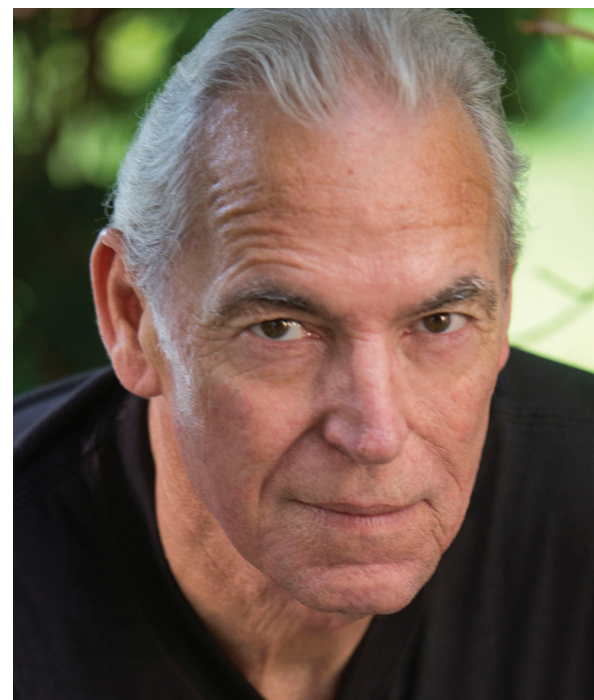
CHUCK WILKINS

If you've attended one of our events in the past, you may have noticed a familiar face behind the camera of one of our in-kind sponsors. That's Chuck Wilkins, Architectural Photographer, and he has been a fixture in our community since 1989, photographing some of the most iconic architectural structures both locally and internationally. He specializes in both residential and commercial interior design, exterior architecture, and resort hotels here in South Florida, throughout the U.S. and around the world. His work is widely published and is often featured in prominent architectural and design publications. Most notably, he was honored with the award for "Architectural Photographer of the Year" for Palm Beach.

Originally from Rochester, New York, Chuck now calls South Florida home and is a graduate of The Art Institute of Fort Lauderdale. For nearly 30 years, Chuck's talents, great attitude and laid-back style have led him to team with clients across many industries; from architecture and design, advertising and marketing, resort and hospitality, and the building and construction industries. His keen intuition to anticipate and render light is a key element to many of his beautiful images. This coupled with his understanding of his client's needs and unique expression through composition, lighting and time of day, have made him a favorite in our industry.

We would like to express our sincere thanks to Chuck for making SMPS South Florida look so good and ask that you remember his name for your next project.

Written by Susan Julien, SMPS South Florida Communications Director



FEATURED IN-KIND SPONSOR: CHUCK WILKINS, Architectural Photographer



"Chuck's artistic creativity always captures the best features and aspects of our projects. I've worked with Chuck over a decade on numerous assignments – he's a pro and never disappoints!"

MACKENZIE ROSS-FIDLER
SENIOR ASSOCIATE
THORNTON TOMASETTI



"We have known Chuck Wilkins for almost two decades and he has photographed the vast majority of our projects in that timeframe. Not only is he a gifted photographer who makes our work look its best, but more importantly he is an off-the-hook groovy kind of guy who has become a part of our extended RLC family.

Chuck, you're the best my brother!"

BRUCE W. RETZSCH, AIA – PRINCIPAL
RLC ARCHITECTS



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GREAT RELATIONSHIPS

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SOCIAL MEDIA AND CHARITY NEWS



LET'S GET SOCIAL

This year has been a very productive year! Through all the hustle and bustle that our industry brings, I hope in the spare moments while scrolling through endless feeds that is social media, that you've noticed us. Now in my second year serving as SMPS South Florida's Social Media Committee Chair, I've really tried to ramp up our social media channels so that as a chapter we keep you informed and up-to-date with our exciting event schedule, learning opportunities, and other resources that you may find useful in your work life. We also want you to interact with your SMPS community and look to us as an additional resource in your day to day activities.

My plan for social media is to continue to provide useful information for your career development – whether that's updating you on virtual learning webinars from National or other outside sources; physical events coming up, both locally and statewide; or sharing interesting articles. It's my hope that you walk away from social media with both substance and a deeper knowledge of our industry. Our industry is so much more than just learning one thing and thinking you're done, because our world is ever-evolving and so is what we do. We need to be able to adapt and learn new things that can help aid us and our firm in our Marketing and Business Development roles.



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continued page 10

SOCIAL MEDIA AND CHARITY NEWS (continued)

A WORTH CAUSE

continued from page 9

In addition to managing our social media channels, I also am the chapter's Charity Committee Chair. This year we decided to support an organization that you might be familiar with: The ABC Cares Foundation. The reason they might sound familiar to you is because they are a division of Associated Builders and Contractors, Inc. (ABC) Florida East Coast Chapter.

ABC Cares was formed in late 2010, their mission to help construction professionals and their families financially when crisis during the job hits, or even to help with grants or scholarships for training and/or certification fees. We chose the ABC Cares Foundation because SMPS is an AEC industry-focused society and we all know how hard it is when a jobsite crisis occurs and the financial burden it can put on the worker(s) self and/or family. We don't ever want to see our guys and gals out in the field struggling, and we wanted to be part of the reason why those workers get the help they need right away! If you know of someone in need, feel free to reach out to ABC Cares to let them know of the situation and they may be able to assist.

With that said, we would really appreciate if you could reach into your wallets and most importantly your hearts to donate whatever amount you could. \$1, \$5, \$25, every little bit helps make a difference. You can donate in person at any of our events with cash or checks, or online at ABC Cares Foundation. You can also donate every time you shop on amazon, by going to smile.amazon.com and select ABC Cares Foundation, Inc. as your charity of choice. Whenever you shop, make sure that you are going to smile.amazon.com and 0.5% of all your eligible purchases get donated directly to ABC Cares!



ABC Cares, Shares, and Supports Construction Professionals and Their Families

With your care and generous financial donation, ABC Cares Foundation can continue to provide immediately aid to the dedicated merit-shop construction workers that deserve it most – those injured on the job, afflicted by unexpected tragedy, and those in need of scholarship assistance, training, or support.



DONATE NOW

YOU CAN HELP

Make a 100% tax-deductible donation today or call 954-361-2967 for more information.

MEMBERSHIP BY THE NUMBERS

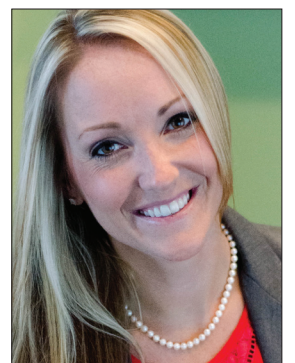
Like everything in life, we get out what we put in. I am a firm believer in this philosophy both at work and at home. As Membership Chair, my goal is to equip each of you with the tools you need to maximize your experience as a member of our 70+ member South Florida Chapter. Currently, our committee is working with our marketing team to get to know as many members as possible through our "Membership Spotlights" posted throughout the web on both our website and social media outlets. Whether you are a new or "seasoned" member, it is important to get your name out to the Chapter to allow for both networking and/or new job opportunities. Membership Spotlight is a great way to introduce yourself on a professional and personal level. If you are interested in this opportunity, please email me! Our team is also working on advancing a membership campaign geared toward growing our Chapter. Part of this effort is incentivizing individuals to refer colleagues to join our Chapter and reach our goal of 100 members. More information is to come! Please do remember that if you change companies or have a change in name/contact information, please contact SMPS Nationals to ensure we have accurate information for you.

We look forward to keeping you updated and informed as a valued member of our Chapter. If we can assist you in any way or if you're interested in getting more involved, please do not hesitate to reach out.

2019 - 2020 BOARD CALL FOR VOLUNTEERS

Volunteering is a great way to develop personal and professional leadership skills for career development and the best way to get the most value out of SMPS and your membership. Chairing or serving on a committee can be an excellent resume builder.

Interested in getting more involved with SMPS South Florida? We are now accepting applications for the 2019/2020 open positions listed below. We encourage you to nominate yourself or someone you know by April 1st. Fill out application and return to Marisol Levin and Bradley Jackson for consideration.



Tiffany Weimar
Membership Chair
RGD Consulting Engineers
Cell: (561) 308-1020
tiffany.weimar@rgdengineers.com

RECENT EVENTS

WOMEN IN GOVERNMENT PALM BEACH COUNTY - JANUARY 2019



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This is definitely the “Year of the Women” as demonstrated by our phenomenal panel of professional women coming up the ranks into leadership positions in a male dominated government. Our January event included a Q & A discussion of best practices for navigating the complexities of government careers that can be useful for sharpening your skills and promoting advancement opportunities in any line of work. Thank you to our esteemed panel and to all that attended! Broward County will be next, please contact our [Program Director](#) if you can lend a hand with panelists.



NETWORKING

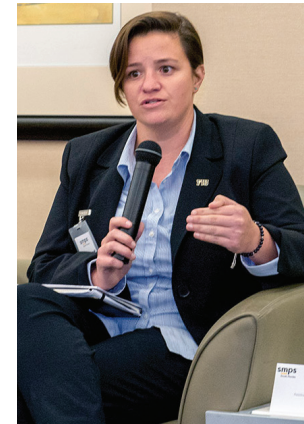
HOLIDAY SOCIAL MINGLE AND JINGLE - DECEMBER 2018



When it comes to kicking back and having a good time, the South Florida Chapter definitely knows how to have a good time! Racks Downtown Eatery + Tavern hosted this amazing evening for our special holiday mixer in Mizner Park which included cocktails and appetizers mingling with old and new industry friends.

EDUCATION PANEL

A COLLABORATIVE APPROACH TO DESIGNING SAFER SCHOOLS - SEPT. 2018



Our September Education Panel featured a round table forum to discuss current opportunities, challenges and strategies by South Florida School District Leaders and led by Moderator Joseph Sanches of D. Stephenson Construction. Our panel covered the ongoing strategy discussions that are occurring everyday with law enforcement, students, teachers, school district leaders, design professionals and the community at large about innovative design solutions for educational buildings that promote both safety and progressive learning environments.

EARNING CPSM DESIGNATION



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You've heard of CPSM but what is it really? Earning a CPSM designation is the model for excellence of marketing and business development certification in the A/E/C industry. It is a credential that raises our standing with employers, peers, and the public. I consider it equivalent to or greater than what our professional staff do to earn certification in their field. CPSM stands for Certified Professional Services Marketer.

A CPSM designation applies to individuals who have met rigorous standards of experience and expertise in marketing professional services, demonstrating their knowledge of the practice and related disciplines through a thorough examination of marketing competency. Taking your CPSM exam is the first step/commitment to professional excellence, career advancement, and an ongoing pursuit of knowledge.

The CPSM exam program is broken into the [SMPS Domains of Practice](#), which is the body of knowledge outlining the disciplines and skills required for successful professional services marketing. This link <https://ptcny.com/pdf/smcs-cpsm.pdf> provides essential information on applying for and taking the exam as well as the major areas/content in each of the Domains of Practice.

The CPSM exams are offered through PSI Testing Facilities throughout the country. Once you pass the exam, a candidate completes 50 CEUs every 3 years through educational programs in person and online webinars locally, regionally or nationally. They can be offered by SMPS as well as through other trade/business organizations. In addition, you are able to earn CEUs by speaking at conferences as well as reading articles from the SMPS Marketer publication.

The most important tip I can offer CPSM candidates is to study the MARKENDIUM: The Essentials (replaces the Marketing Handbook) <https://www.smcs.org/resources/markendum>. It's not the only resource to prepare for the CPSM exam as you can utilize your education, work experience, tools of the trade, and knowledge from various industry and professional resources to master the material. But the focus should be on learning the concepts and how to apply them.

Check out social media posts from national SMPS #smpscsmweek as February 11-15 is CPSM Week.

Good luck!



Kathie Brennan CPSM
SMPS Member
2018 Broward County Delegate
Miller Legg
KBrennan@millerlegg.com

MARK YOUR CALENDARS

SMPS SOUTH FLORIDA EVENTS

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MARKETING THERAPY
How to Fall Back in Love with Your Marketing/Business Development Job!

TUESDAY, FEBRUARY 12 | 8 - 9AM

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COCKTAILS AND CONVERSATIONS
MARKETING vs BUSINESS DEVELOPMENT
What's the Difference?

FEB 21, 2019 | ROUNDTABLE STARTS 4:30PM

15th St. FISHERIES

15th Street Fisheries | 1900 South East 15th Street | Fort Lauderdale, FL 33316

THE SPEAKERS

- JULI EDWARDS**
Director of Business Development
FGAL
- LISA KING**
Vice President of BD
Verdex Construction
- BRIAN LAMOTTE, PE, SVP**
Chief Marketing Officer
WGI

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SMPS REGIONAL AND NATIONAL EVENTS

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Southeastern Regional Conference

MARCH 18-20, 2019
ASHEVILLE, NC
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SERC 2019

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MERGE

SMPS NORTHEAST REGIONAL CONFERENCE 2019

PROVIDENCE, RI MAY 1-3, 2019

smps

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REGISTER BY MARCH 15 TO TAKE ADVANTAGE OF OUR EARLY BIRD RATE.

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JULY 31-AUGUST 2, 2019

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YOU FROM A TO B.**

**IMAGINATION
WILL TAKE YOU
EVERYWHERE.**

ALBERT EINSTEIN



**FOLLOW SMPS SOUTH FLORIDA ON
SOCIAL MEDIA FOR ALL CHAPTER NEWS**

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South Florida

NEWSLETTER IDEAS?

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