



"A Message from the President"

Happy New Year!

SMPS Tampa Bay strives to help you build your business and profitability. Our January meeting is an intricate look at the Tampa Bay market and how it will change in 2007, presented by renowned economist Dr. Henry Fishkind. Dr. Fishkind's information will help you strategize and project your goals for 2007.

February features another hot topic – alternative forms of transportation. We have an excellent panel discussion planned with some of the Tampa Bay area's top movers and shakers.

SMPS can help you with your New Year's resolutions. Are you

looking for a way to advance your career? Consider taking the CPSM exam, which offers you enhanced credibility and more marketability. Want to give back to the community? Support one of our charities, and have some fun too. Our upcoming golf tournament at the beautiful Cheval Golf and Country Club benefits Big Brothers/Big Sisters of Pinellas County and our End of the Year Gala "Le Casino Royale" will benefit the Pediatric Cancer Foundation.

I'm frequently asked by senior level marketers how they can contribute to SMPS. That's easy! Be a mentor. Share the wealth of knowledge you have gained through your years in the industry with a newcomer or someone in a career transition. Your

new friendship will help us to continue to grow the success of the industry and give you a fresh perspective and new energy about your own career. If you are interested in being a mentor, please contact JR Kozera at jrkozera@hsa-env.com.

We appreciate your feedback/suggestions and incorporate those into our meetings and programs. Feel free to contact me at sstein@ascworld.net or 813-908-0630.

See you soon,

Shannon

Shannon Corcoran Stein
SMPS Tampa Bay
President 2006-2007

"My dad has always taught me these words: care and share. The only thing I can do is try to give back. If it works, it works."

~Tiger Woods

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Editor
Stephanie L. Fountain

Newsletter Advisor
Joe House

2007 Calendar of Events

January 9, 2007

"Your Markets and the Economic Outlook...how good can it get?"

January 24, 2007

CPSM Study Group

January 25, 2007

Intermediate Photoshop (full day)

February 13, 2007

"Emerging or Alternative" modes of Transportation

March 12, 2007

Charity Golf Tournament Benefiting Big Brothers Big Sisters.

Cheval Golf and Country Club, Lutz, FL.

March 15, 2007

Indesign (full day)

April 19, 2007

Last Look (Lunch)

May 17, 2007

Time Management (Lunch)

June 21, 2007

PowerPoint (1/2 day)

July 19, 2007

How to Work the Room (Lunch)

August 9, 2007

End of Year Awards and Gala
"Le Casino Royale" Benefiting Pediatric Cancer Foundation



January Luncheon Update

"Your Markets and the Economic Outlook... how good can it get?"



Featuring:
Dr. Henry Fishkind
Fishkind & Associates

Tuesday, January 9, 2007
11:30 AM - 1:30 PM
The Centre Club
\$35 Member / \$50 Guest

To register
www.smpstampabay.org

Insurance costs, interest rates, housing market, population growth, and changes in the government...will these forces affect your companies goals and strategies? Now is your opportunity to get the inside scoop from Dr. Henry Fishkind, who will unravel the intricacies of our local economy and how they will influence the Tampa Bay markets in 2007.

As one of Florida's premier economic consultants, Fishkind & Associates has extensive experience in economic and fiscal impact analysis, forecasting and finance throughout Florida and the United States.

Fishkind & Associates maintains extensive databases, which allow them to track interest rates, inflation, economic growth and global economic trends; thus enabling them to provide accurate and concise economic forecasting.

Sponsors:
Audio Visual Innovations
Bayside Engineering
FAST
Willis A. Smith

February Luncheon Update

Tuesday, February 13, 2007
11:30 AM - 1:30 PM
The Centre Club
\$35 Member / \$50 Guest
Register at
www.smpstampabay.org



"Emerging or Alternative" Modes of Transportation

We have several very prominent area leaders confirmed and this will be a Transportation luncheon like no other that has been presented in our area.

Learn more about our speakers by visiting:

www.DayJet.com

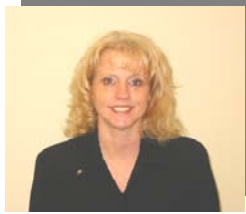
www.FloridaBulletrain.com



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Monthly Member Spotlight

For the
month of
January



Theresa Travis
Clark Construction

Theresa Travis is the Marketing Manager at Clark Construction. A long-time member of SMPS, she recently became a CPSM.

Theresa's contributions to SMPS include leading the Marketer's Resource Group for the past two years. With her knowledge of the industry and her energetic personality, Theresa has done a phenomenal job creating programs that help entry and mid-level marketers hone skills that are instrumental to furthering their careers. Theresa is also a member of the CPSM study group, helping senior level marketers brush up on the domains of practice and pass the exam.

Thanks to Theresa for her outstanding dedication to the Tampa Bay Chapter.



For the
month of
February



Dana Holmes-Jenkins
D & K Systems Consulting

Dana Holmes-Jenkins is the owner of D & K Systems Consulting, a company that specializes in helping businesses effectively and efficiently use their computer software. She has a Bachelor of Science degree in Business Management and twenty years of corporate experience, which she draws on to match computer technology to business goals and objectives.

She is a Microsoft Office Specialist Master Instructor, and CompTIA Project+ certified. Before starting her company, Dana worked in the financial services industry for GMAC, and as a software instructor for United Services Automobile Association (USAA), and Executrain, a worldwide computer software training company.

Dana and her husband Kevin of 18 years reside in Tampa, Florida.

We would like to thank Dana for contributing her time to teaching our Cyber U classes. These have proven to be of great benefit to our members.



TeachingTools Monthly Charity Organization

for Hillsborough Schools

At every SMPS meeting we will be collecting any of these items for this great organization. We would ask that you bring with you at least two items to help support them.

The most requested items are: composition books, dry erase markers, 1/2" & 1" binders, books, pens, rulers, pencil sharpeners, colored pencils, glue sticks, #2 pencils, scissors (child friendly), rulers, stickers, crayons, erasers, paints, backpacks, pencil boxes, markers, notebooks, paper clips, scotch tape, primary tablets, and spiral notebooks.

Higher Education Recap

The event was well attended with over 70 attendees. The lunch started with some time for networking, lunch, and then the panel discussion.

Speakers:

Mr. Randy O'Kelley – Director, Design & Construction Services, University of Tampa

Mr. John Evans – College Architect, St. Petersburg College

Mr. George Urbano – Director of Facilities, Polk Community College

Mr. Jim Grant – University of South Florida, St. Petersburg

Moderator

Mr. Peter Kageyama – President, Creative Tampa Bay

Much of the discussion revolved around upcoming projects, delivery methods, funding, and quality of AEC services.

Sponsors:

Audio Visual Innovations
RS&H
Bayside Engineering



Photoshop Course

Here are the highlights for the upcoming Photoshop Intermediate CyberU course on January 25th.

You have familiarized yourself with the basic image editing tools of Adobe® Photoshop® CS2. Now, you may want to enhance the images by creating appropriate masks, applying special effects and retouching them. In this course, you'll work with the advanced tools and features available in Photoshop to enhance your images.

Course Objective: You will learn skills to enhance your ability to create accurate masks, image effects; retouch images; and automate repetitive tasks.

Work with advanced tools and techniques to create accurate masks and for better image editing flexibility.

Create, edit, and save vector paths; and also convert a path to a clipping path to prevent pixels outside it from being printed.

Create and save swatches, gradients, and patterns to fill image areas.

Use Photoshop's wide range of tools and techniques to create special effects in images.

Use the Actions palette to combine a series of commands into a single command and to create keyboard shortcuts for frequently used commands.

Visit www.smpstampabay.org to sign up for this exciting class. Hurry! Space is limited!

Career Opportunities

Marketing Communications Coordinator
NGI

Marketing Specialist
Constellation Technology Corporation

Marketing Assistant
Circa Telecom

Marketing Coordinator
H.W. Lochner Inc.

Communications and Pursuits Strategist
Porter Consulting

Director of Business Development
PCS

Manager Business Development
Sorrell Search

Please refer to the Tampa Bay SMPS website for more details.

If you wish to advertise your postings for career opportunities, please contact Michelle Casale at Michelle.Casale@clarkconstruction.com.



CPSM Certification



As professional marketers, we frequently have to validate our level of knowledge. Most of us learned the ropes through hands on experience, valuable life lessons and a smattering of formal training. The CPSM program is a valuable tool to make tangible all of the knowledge you already have.

The CPSM credential is a voluntary certification open to SMPS members and non-members designed to elevate the professional standards in

marketing and influence the future of this vital field. Furthermore, the CPSM designation serves as a mark of distinction for professional services marketers and business developers, raising their standing with their employers, peers, and the public.

The first day of the Study Group – Step-by-step assistance in studying for the 2007 CPSM exam.

Date:

January 24, 2007

Time:

11:30 AM to 1:00 PM

Location:

HDR Engineering, Inc.
2202 N. West Shore Blvd.,
Suite 250, Tampa.

Bring your own lunch.
Beverages will be provided.

Free – please RSVP

To learn more about CPSM:
Stephanie Thoresen, CPSM
@ 813-282-2338 or
Sarah Ham@ 813-286-8520
ext 257.

**“He who asks is a fool
for five minutes, but he
who does not ask
remains a fool forever.”**

- Chinese Proverb

Thank you to our Program Sponsors

The Tampa Bay Chapter of SMPS would like to thank our monthly program sponsors for 2006-2007 calendar year.

Melanie Jantschek
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Chair
813.740.2300

September:

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Johnson Engineering
McKim & Creed

October:

Bessolo Design Group
ASC geosciences inc.
Creative Contractors

November:

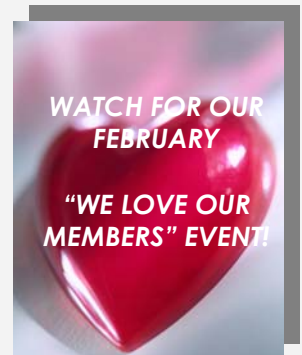
Audio Visual Innovations
RS&H
Bayside Engineering

January:

Audio Visual Innovations
Bayside Engineering
FAST
Willis A. Smith

February:

Aerial Innovations
HW Lochner
RS&H
R.W. Armstrong
Tierra



Announcements

Ms. Cathy Watts has joined Peter Brown Construction, Inc. in their Marketing Production Department.

Ms. Anoop Jaikaran Dhalu has joined Nodarse & Associates, Inc. as their West Region Business Development Manager.



Holiday Fundraiser Recap

SMPS Tampa Bay recently held our annual Holiday Celebration "Believe in the Power of Fairy Tales." This event benefited the Hillsborough County Children's Services Emergency Shelter Care Program. In the past two years alone, we have raised over \$18,000 for the charity. This year, by all estimations, we raised close to \$11,000.

We had some special guests help kick-off the festivities – little girls from the shelter who were outfitted in fairy regalia - serenaded us with Christmas songs accompanied by our live harpist.

One of the most touching parts of the evening included a speech given by Mrs. Terri Balzer, Program Manager for the Shelter Care Program. She read aloud a letter written by one of the older children who have been involved in the program. It was a touching experience for everyone and helped emphasize the importance of each person's involvement in their community.

Ms. MaryEllen Elia, Superintendent of Hillsborough County Schools was our live auctioneer and did a fabulous job of boasting the sales of the live auction. Never stopping short to challenge some of our owners on opening their pocketbooks. Some of the live auction events were Bucs and Rays Tickets, hotel stays, flights and a beautiful painting.

It was also exciting to see that over 80 people attended the fundraising event and generously opened their hearts and wallets for such a great cause. The beautiful Don Vicente de Ybor was decorated for the season and it felt like we were with the fairies. It made me truly proud to be a part of SMPS – my fellow peers are committed, caring individuals with generous spirits. As Mrs. Balzer pointed out, this evening helped prove that we, too, believe in the power of fairy tales.

I wanted to express a heartfelt thank you to our sponsors, all the company's and firms that donated items, everyone who attended and my wonderful committee of Esther Leonard, Melissa Strong, Anoop Dhalu, Dee Covington, Stephanie Thoresen and Marcelle Hagood.

Tiffanie L. Reynolds, CPSM
 Holiday Event Chair



Event Sponsors

CEA Engineers	Harvard Jolly, Inc.	
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8th Annual SMPS Tampa Bay Charity Golf Outing

Monday, March 12, 2007
11:00 am – Shotgun Start
10:00 am – 11:00 am – Registration and Lunch
4:30 pm – 6:00 pm – Dinner, cash bar, awards and raffle drawing

Cheval Golf & Country Club
3939 Cheval Boulevard, Lutz, FL 33549



• CONTESTS •
PUTTING & HOLE-IN-ONE
Prizes front and back nine
Bill Curry Ford's Deluxe Fishing Trip
Bob Wilson Dodge - 2007 Vehicle



Benefiting
Big Brothers Big Sisters
of Pinellas County

• SPONSORSHIPS •

Mentor @ \$600: _____

Includes 4 golfers, 2 hole signs, lunch, dinner, verbal recognition, signage w/logo, 1 mulligan and 1 raffle ticket per player

Individual Golfers @ \$125 each: _____

Beverage Carts 2 @ \$300 each: **SOLD**

Beverage Stations 2 @ \$300 each: _____

Longest Drive 2 @ \$200 each: _____

Closest to Pin 2 @ \$200 each: _____

Number of Hole Signs @ \$150 each: _____

Donation @ \$25, \$50, \$75, other: _____

Awards Dinner Only, \$50 Per Person: _____

TOTAL: _____

We have
"Gecko Golf"



• REGISTRATION FORM •

Company: _____

Phone Number: _____

Contact Person: _____

Email Address: _____

Fax completed form to Lynn Rutan @ 727-573-7734

Card Number _____

CREDIT CARD: VISA MC AMEX Exp. Date: _____

Authorized Signature: _____

Special Thanks to our Corporate Sponsors



Lunch Sponsor

**YOUR LOGO
HERE!**

Dinner Sponsor

• GOLFERS & HANDICAPS •

1. _____
2. _____
3. _____
4. _____

Check box if you wish to keep 4-some together

Info. call Lynn @ 727-573-3612 (210) or lynnr@christiano.com

Mail form and check to: Lynn Rutan c/o Christiano Construction Co., Inc. 13790 Roosevelt Blvd., Clearwater, FL 33762

Please make **checks** payable to: **SMPS TAMPA BAY**

Don't miss this great opportunity!!!!

Thank you to our Corporate Sponsors



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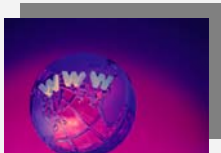
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Check us out at:

www.smpstampabay.org

Any comments or articles you wish to add, please contact Stephanie Fountain at shughes906@aol.com or 813.787.1913.