



May/June 2007

**“Today knowledge has power. It controls access to opportunity and advancement.”**

~ Peter Drucker

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Editor  
Stephanie L. Fountain

Newsletter Advisor  
Joe House

**“A Message from the President”**



Hello Fellow SMPS Members and Friends,

I hope this newsletter finds you enjoying a happy and prosperous spring season.

We are continuing to strive for excellence within our chapter, as evidenced by our annual golf tournament. Our golf committee chair, Lynn Rutan, and committee, once again outdid themselves with a **sold out** April tournament benefiting Big Brother and Big Sisters of Pinellas.

Reserve your seat as soon as you can for our Mastering the Domains Marketing Forum on May 11th. In addition to a fantastic slate of

speakers addressing topics that mean the most to you as a marketer, we have assembled an impressive panel of clients from across the market sectors to tell us how they want to be marketed and what they want to see in proposals and corporate presentations.

If you've been thinking about joining SMPS, now is the time! Tara Ryan and committee have a wonderful membership drive underway, and if you join before May 30th, we'll even give you \$50 back. We are almost 140 members strong – the only thing missing is you!

It will soon be time to celebrate our successes and honor our peers by

recognizing them for the outstanding work they do with the Membership Recognition Awards. These awards will be in the following categories:

- Marketer of the Year
- Marketing Service Award
- New Member Award
- Website
- Most Creative Printed Piece
- Special Event Piece
- Internal Communication Piece

Please keep an eye out for the award nomination package which will be available in a few weeks.

See you soon,  
*Shannon*

Shannon Corcoran Stein  
SMPS Tampa Bay President  
2006-2007

**2007 Calendar of Events**



**May 10, 2007**  
“Taste of SMPS”  
Florida Estates Winery  
Wine Tasting & Networking  
Event – Free to Prospects  
St. Petersburg

**May 11, 2007**  
Marketing Forum (full day)  
Discounted to Prospects  
Tampa

**May 17, 2007**  
Marketer's Resource Group:  
Time Management- Free to  
Prospects  
Tampa

**May 31, 2007**  
Official End of 2007  
Membership Drive

**June 21, 2007**  
PowerPoint (1/2 day)  
Tampa

**July 19, 2007**  
How to Work  
the Room (lunch)  
Tampa

**August 9, 2007**  
End of Year Awards and  
Gala “Le Casino Royale”  
Benefiting Pediatric Cancer  
Foundation  
Quorum Hotel, Tampa

# “Taste of SMPS”

**SMPS**  
TAMPA BAY

**Membership Drive**  
Sponsors:

**WET**

**BIRKITT ENVIRONMENTAL SERVICES, INC.**

**WILLIAMS EARTH SCIENCES, INC.**  
*Choose Intelligently.*

**F.A.S.T.**  
Florida Aerial Services Team

**Prize Sponsors:**

**Engineering Matrix, Inc.**

**TIERRA**  
INTERNATIONAL & TECHNICAL ENGINEERING

**Become a Sponsor!**  
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Melanie Jantschek  
813.740.2300  
mjantschek@kci.com

## “Taste of SMPS”

Come network and get a “taste” of SMPS and Florida premium wines!

THURSDAY, MAY 10<sup>th</sup> 2007  
**6:00 – 8:00 P.M.**

### Florida Estates Winery

3101 37th Avenue North  
St. Petersburg ~ Florida 33713  
(Less than a mile off of I-275!)  
(Directions: I-275 S, Exit 38th Ave, Head west, Left on 33rd St., Left on 37th Ave)

**Guests: FREE!!**

Join SMPS between April 1<sup>st</sup> – May 31<sup>st</sup> and receive a \$50 rebate!!  
Join tonight and you could win a basket of wine!

**Members: \$10 with a donation to Teaching Tools or \$20 without a donation**

Refer a new member to the SMPS Tampa Bay Chapter and win big prizes!!  
Bring a guest and be entered to win a basket of wine!

RSVP online at: [www.smpstampabay.com](http://www.smpstampabay.com)



You could also win a

purchasing raffle tickets! All proceeds will benefit Teaching Tools!

**TeachingTools**  
for Hillsborough Schools

**Donations Needed:**

- ✦ Scissors
- ✦ Paper Reams
- ✦ Pencils
- ✦ Crayons
- ✦ Notebook Paper





According to the Teaching Tools for Hillsborough Schools (TTHS) website ([www.agftoftampa.org](http://www.agftoftampa.org)), “The mission of Teaching Tools for Hillsborough Schools is to ensure that children in Hillsborough County have the basic tools for learning by transferring, at no cost, the community’s surplus supplies and merchandise into the hands of teachers and school children in need. The schools participating are from the most impoverished areas, based on the percentage of students enrolled in The Federal Free/Reduced Lunch Program. As more merchandise and funding become available, more schools will be invited to shop. More than 400 businesses, foundations and individuals have contributed merchandise, professional services or financial funding thus far!”

SMPS Tampa Bay has been collecting donations for TTHS at each monthly luncheon. We have successfully collected all types of wonderful school and office supplies throughout the SMPS year and we aren’t finished yet!

Some of our donations have come from the following members: HSA Engineers & Scientists, Whiting-Turner Contracting, Tierra Engineering, Christiano Construction, ASC Geosciences, Zirkelbach Construction, Elements, Beck, Stephanie Fountain, Tindale Oliver & Associates, George F. Young, Scheda Ecological Associates, and Johnson Engineering. **We thank each and every one of you for your continued support!**

Further donations can be made: Monday - Friday, 9:00 am - 5:00 pm at Teaching Tools for Hillsborough Schools. 3719 Corporex Park Drive, #400. Tampa, Florida 33619 Phone: 813.620.2949

Written by: Andrea Johnson, Director of Marketing, Zirkelbach Construction, Inc., SMPS C.A.R.E Chair

## Marketing Forum: Mastering the Domains of Marketing



Mastering the Domains of Marketing – An SMPS Marketing Educational Event

Become a Master of each of the Six Domains of Marketing at this action-packed, information-filled, one-day event.

### Topics include:

- Marketing Research
- Client and Business Development
- Promotional Activities
- Marketing Plans
- SOQs and Proposals
- Management

### Confirmed speakers include:

- **Dean Akers**, President, Ideal Image – “Keeping the Edge”
- **Keith Swiney**, President, Motivation, Inc. - "Four Vital Signs For A 100% Successful Marketing Campaign"
- **Nancy Surak**, ALC, Land Associate, Eshenbaugh Land Company – “Always ON - a practical guide to effective networking”
- **Greg Goodwin**, Senior Vice President/National Business Development Director, PBS&J – “Where’s my birthday card?”
- **Gregg Schoppman**, Senior Consultant, FMI - "Managing Today's Workforce"

Also, a panel of distinguished clients from the educational, healthcare, commercial and governmental sectors will discuss how they want to be marketed by A/E/C firms and what they really want to see in our proposals & presentations.

### Panelists include:

- **Tom Blackwell**, Director of Construction, Hillsborough County Schools
- **Dan Noettl**, Manager, Planning and Development, Hillsborough County Aviation Authority
- **Barbara Kuhl**, Director, Financial Services and Contracts, Pinellas County Public Works
- **Eric Feder**, Chief Operating Officer, Bayfront Medical Center
- **Russ Sanford**, Vice President, Equity Development

**[www.smpstampabay.com](http://www.smpstampabay.com) to register!!!!**

### **When:**

Friday, May 11, 2007  
9 a.m. to 3 p.m.

### **Where:**

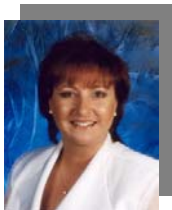
The Centre Club,  
Tampa

### **Cost:**

\$100, members  
\$125, non-members  
\$75, prospective  
members

## Monthly Member Spotlight

For the month of May



**Lynn Rutan**  
Halfacre Construction



Lynn Rutan is the Vice President of Marketing for Halfacre Construction. With more than 13 years experience in the construction and engineering industry, Lynn is the key individual responsible for strategic marketing and business development for Halfacre. Her primary focus is client relations and development, and she is tasked with promoting corporate identity and coordinating all marketing efforts for the firm. Lynn is very active with the Big Brothers Big Sisters of Pinellas program, and is a current board member for the Tampa Bay chapter of the SMPS, an SMPS mentor, and the Golf Outing Chair. SMPS thanks Lynn Rutan and the golf committee for their hard work and dedication in making this year's golf outing a BIG success!

For the month of June



**Devin Prater**  
BST Global



Devin Prater, who recently joined BST Global in Tampa as the Marketing Communications Manager, has over seven years of experience in the A/E/C industry. He received his bachelor's degree in marketing from the University of Florida (GO GATORS!). Prior to joining BST Global, he was Marketing Manager for AVID Group. Devin has been a member of SMPS since 2004 and is currently serving as a Board Member and Co-Chair of the Communications Committee. He is responsible for maintaining the chapter website and assisting with the promotion of chapter events. Have you been to the [smpstampabay.com](http://smpstampabay.com) recently? Look a little (ok, a LOT) different?! Thanks to Devin, SMPS Tampa Bay now has a new and improved website! Great job Devin!!

## Career Opportunities

**Administrative Coordinator**  
Scheda Ecological Associates, Inc.

**Business Development Professional**  
QORE Property Sciences

**Director of Business Development**  
PCS

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](mailto:Michelle.Casale@clarkconstruction.com).



## New SMPS Tampa Bay Members for March

**Joe Gonzalez**  
Tampa T-Shirts/Fast Lane Clothing

**Norman T. Roche**  
Williams Earth Sciences, Inc.

## Membership Drive

**SMPS**  
Tampa Bay

**Spring is in the air & we are looking to multiply...  
Our Membership!**

We welcome you to join us in our Annual  
SMPS Tampa Bay Membership Drive, hosted April-May 2007.

**Looking to become a member?**

- \$50 rebate for joining between April 1 – May 31
- Discount & freebie programs offered as an introduction
- Great opportunity to network with new faces

**Already a member?**

- Get credit for every new member you recruit.
- Recognition and awards at the End of Year Gala
- Great opportunity to network outside our membership

**Gotta have rules...**

- Just complete your application and send to Jessica Minnick
- Must write name of member who referred you on the application so they get credit for a prize
- Have fun.....see how easy!!

**Call for Sponsors**

- Monetary: \$300 members; \$400 non-members
  - Logo on all prospect announcements (Over 100 prospects!)
  - Logo on boards at all associated programs welcoming our new members
  - 2 free admissions to May social
  - Recognition at End of Year Gala
- Prize: Prize valued at \$100 or more
  - Logo on all prospect announcements (Over 100 prospects!)
  - Recognition at End of Year Gala

**Thank you to our sponsors... and our prize sponsors....**



**WT**  
WHITING-TURNER



**F.A.S.T.**  
Florida Aerial Services Team



**BIRKITT**  
ENVIRONMENTAL  
SERVICES, INC.



**TIERRA**  
GEOTECHNICAL • MATERIALS  
ENGINEERING



**Engineering Matrix, Inc.**

Want your logo here?  
Contact  
Melanie Jantschek  
813.740.2300  
mjantschek@kci.com



## SMPS/PSMA National Conference – Build Business: Politics at Work

**BUILD BUSINESS™**  
Politics at Work

August 22 – 25, 2007 • Grand Hyatt Hotel • Washington, D.C.



**BUILD BUSINESS™**  
Politics at Work

The leading business development, management, and marketing conference for the design and building industry.

Hosted by the Society for Marketing Professional Services and the Professional Services Management Association

08/22/2007 - 08/25/2007      Grand Hyatt, Washington, DC

The registration includes admission to the keynote addresses, all educational sessions and learning materials, Welcome Reception, one sit-down dinner at the Awards Gala, two breakfasts, two lunches, and breaks. To register, please visit:  
<http://www.buildbusiness.org/register.htm>

## SMPS Board Nomination Form

Who says opportunity only knocks once? Once again, the opportunity is here for you to become a SMPS Tampa Bay Board Member. Joining the Board opens the door to professional development, networking opportunities and a first hand education on leadership. I sincerely look forward to the opportunity to work with you all next year! Please send to Anoop Jaikaran Dhalu, Business Development Manager, Nodarse & Associates, Inc. 504 East Tyler Street, Tampa, FL 33602 prior to June 1<sup>st</sup>, 2007. Phone: (813) 221-0050 Fax: (813) 221-0051

### SMPS Tampa Bay Board and Committee Form

Please place a check mark next to the position(s) that you are interested in.

<input type="checkbox"/>	1 <sup>st</sup> Vice President	<input type="checkbox"/>	Marketer's Resource Club Chair
<input type="checkbox"/>	2 <sup>nd</sup> Vice President	<input type="checkbox"/>	Mentors Roundtable Chair
<input type="checkbox"/>	Secretary	<input type="checkbox"/>	Marketing Forum Chair
<input type="checkbox"/>	Treasurer	<input type="checkbox"/>	Campus Outreach/Scholarship Chair
<input type="checkbox"/>	Treasurer-Elect	<input type="checkbox"/>	Professional Industry Outreach Chair
<input type="checkbox"/>	Director, Programs	<input type="checkbox"/>	Job Bank/Career Alliance Chair
<input type="checkbox"/>	Director, Special Events	<input type="checkbox"/>	Monthly Charity Drive Chair
<input type="checkbox"/>	Director, Membership	<input type="checkbox"/>	Ambassador Program Chair
<input type="checkbox"/>	Communications Chair	<input type="checkbox"/>	Sponsorship Chair
<input type="checkbox"/>	Membership Committee Chair (Membership director elect)	<input type="checkbox"/>	Golf Committee Chair
<input type="checkbox"/>	Programs Committee Chair	<input type="checkbox"/>	Holiday Auction Committee Chair
<input type="checkbox"/>	Awards Committee Chair	<input type="checkbox"/>	Other

Please place a check mark next to the committees that you are interested in.

<input type="checkbox"/>	Communications Committee	<input type="checkbox"/>	Professional Industry Outreach Committee
<input type="checkbox"/>	Membership Committee	<input type="checkbox"/>	Golf Committee
<input type="checkbox"/>	Programs Committee	<input type="checkbox"/>	Holiday Auction Committee
<input type="checkbox"/>	Awards Committee	<input type="checkbox"/>	Sponsorship Committee
<input type="checkbox"/>	Marketer's Resource Club Committee	<input type="checkbox"/>	Golf Committee
<input type="checkbox"/>	Marketing Forum Committee	<input type="checkbox"/>	Other
<input type="checkbox"/>	Campus Outreach/Scholarship Committee	<input type="checkbox"/>	

**Name/Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone/Fax/Email:** \_\_\_\_\_

**Eligibility: If you are not a current member of SMPS, you will need to commit to a one year membership starting in August 2006.**

1. Have you ever been an officer on an SMPS Board? \_\_\_ Yes \_\_\_ No  
If Yes, what position, when and what chapter? \_\_\_\_\_
2. Have you ever chaired or served on an SMPS committee? \_\_\_ Yes \_\_\_ No  
If Yes, then what committee & role, when and what chapter? \_\_\_\_\_
3. Have you held a position within another similar professional or civic organization? \_\_\_ Yes \_\_\_ No  
If Yes, what organization, when and role? \_\_\_\_\_
4. How many years of AEC industry experience do you have? \_\_\_\_\_
5. How many years of experience in other industries? \_\_\_\_\_

## Scholarship Recipient 2006-2007



### Congratulations to

Alison Krause of the University of Tampa

**Why did you choose UT?** I chose UT primarily because of its strong business school, but also its medium-size feel with a small faculty to student ratio. Something also ironic about choosing UT would be that when I began visiting schools, it rained every day I visited Florida except when I visited UT! And of course the warm and sunny weather is certainly a huge plus compared to cold and snow!

### What is your major/minor?

I am a marketing major with a double minor in advertising and communications. I chose

marketing because I feel that a career in this field offers both diversity and challenge. I have long been intrigued by what attracts people to certain buying decisions, as well as the ability to create satisfying exchanges and build relationships.

### What do you hope to gain by being a member of the SMPS?

I believe whole heartedly that everyone we meet can teach us something that we didn't know or perhaps consider beforehand. Therefore, any chance to meet and talk with established business professionals would be a valuable experience that will help me to grow as both a

person and a future business leader.

### How can SMPS help you in your educational pursuits?

Again, any shared insight or experience from others is something we can all learn from. I feel my greatest challenge now is deciding exactly what part of marketing I'm most interested in and/or potential companies to work for. I would also love to know what jobs and/or additional schooling SMPS members chose after graduation and their overall experience of entering the job market for the first time.

Interviewed by Sarah Ham, CPSM

*"The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet."*

~Theodore M. Hesburgh

## SMPS Member Announcements

**Ms. Lynn Rutan** has joined Halfacre Construction as their Vice President of Marketing.

**Ms. Carol Scheafnocker, FSMPS, CPSM** announces her company, Corporate Resources & Communications LLC ([www.corporateRC.com](http://www.corporateRC.com)) has added promotional products to her list of

services and offers SMPS members a 10% discount on their orders.

**Ms. Melissa Strong** has joined HSA Engineers & Scientists as their Marketing & Advertising Coordinator.

**Ms. Sharon Brown** just recently joined Gould Evans as Administrative and Marketing Assistant.

## 2006-2007 Monthly Program Sponsors

### September:

Biltmore Construction  
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

### February:

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

We have new opportunities for program and Year End event sponsorship, please contact:  
**Melanie Jantschek,**  
Sponsorship Committee  
Chair at 813-917-2716.

# Le Casino Royale End of Year Awards and Gala

Calling all High Rollers! You've just been dealt a winning hand with an invitation to the SMPS Tampa Bay's Year-End Awards and Gala celebration!

**Join us on Thursday, August 9, 2007 at the Quorum Hotel from 5:30pm-10:30pm for cocktails, dinner and a fabulous casino befitting the Pediatric Cancer Foundation while honoring the accomplishments of Tampa Bay's most talented marketers.**

Since its formation, the Pediatric Cancer Foundation has funded millions of dollars in grants to leading institutions throughout Florida to find a cure, giving kids a chance to beat the odds and grow up to live full and happy lives.

Ready to ante up? Sponsorships are available! We expect a full house, so please contact Melanie Jantschek at 813.917.2716 or [mjantschek@kci.com](mailto:mjantschek@kci.com) to secure your spot at the winners table! All proceeds support the PCF and instill hope in the children who all deserve a cure

The sponsorship levels are:

- |                                   |                                 |
|-----------------------------------|---------------------------------|
| <b>Royal Flush – \$5,000</b>      | <b>Straight Flush – \$1,000</b> |
| <b>Full House – \$800</b>         | <b>Flush – \$600</b>            |
| <b>Straight – \$400</b>           | <b>Two Pair – \$200</b>         |
| <b>High Card - \$75-200 value</b> |                                 |

SMPS Tampa Bay and the Pediatric Cancer Foundation thank you for your support – let's all help deal the kids a winning hand!

**Are you all in?**



**SMPS Tampa Bay Year End Event Committee**

# Golf Tourney Recap

Hello Everyone,

Each year our Golf Tournament has gotten bigger and better, and this year is no exception. Helping to make the event more exciting and fun, we had a putting contest, a 50/50 drawing, great raffle prizes, and a live auction and for the first time ever, the tournament achieved a "sold out" status.

What you may not know is this year the tournament was challenged with expenses of more than \$4,000.00 that we didn't incur last year. Knowing that going in, the committee knew we would be hard pressed to meet our financial goal of raising \$12,000.00 for Big Brothers Big Sisters like we did last year.

With the very much appreciated support from the members and firms in our chapter, and the participation from the nonmember firms within our industry, we did the unimaginable . . . we surpassed our goal by \$500.00. [SMPS Tampa Bay will proudly donate \\$12,500.00 to Big Brothers Big Sisters.](#)

Having Big Brothers Big Sisters as the tournament's benefactor for the past 4 years, the Tampa Bay Chapter of SMPS is extremely proud to announce a grand total donation of \$32,500.00 to the agency.

On behalf of the golf committee, a special thank you to our SMPS Tampa Bay family, TooJays for donating the lunches for the past four years, to Mathews Construction and Harry Rutan for their generous monetary donations, to the folks that donated raffle prizes, all of our sponsors, and the golfers who came out to play.

Thank you to the volunteers who helped on tournament day. Your efforts and time were needed and are greatly appreciated.

Finally, I would like to say **THANK YOU** to everyone on the golf committee. I am blessed to be in your company, and it's been a complete joy and privilege to work with such professionals. Without your support, hard work and dedication, this tournament wouldn't be where it is today.

See ya all next year!

Lynn Rutan  
Golf Chair



## GOLF COMMITTEE

**Lynn Rutan**, formerly of Christiano Construction Co.  
Golf Chair

**Shannon Stein**, ASC geosciences, inc.  
President, SMPS Tampa Bay

**Melanie Jantschek**  
KCI Technologies

**Mary Whitworth**  
Florida Aerial Services Team

**Esther Leonard**, NGI

**Cheryl Short**, Committee Member

**Max Otero**, A.D. Morgan

**Doug Smaus**, Allsteel

SPONSORS  
**LUNCH**  
TooJays - 4th Year

**BEVERAGE CARTS**  
BECK  
SRD Engineers

**WATER STATIONS**  
George F. Young

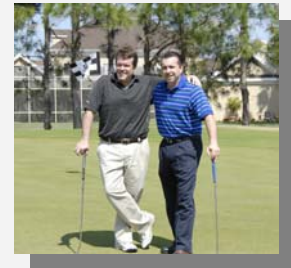
**PUTTING CONTEST**  
RS&H

**CIGAR CART**  
NGI  
Nodarse & Associates

**LONGEST DRIVE**  
Biltmore Construction  
TMS Industries

**CLOSEST TO PIN**  
TBE Group  
Skyline Mechanical

**2 HOLE-IN-ONE**  
Bill Curry Ford  
Bob Wilson Dodge



## Thank you to our Annual Sponsors



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Silver Sponsor



Silver Sponsor



Silver Sponsor



In-Kind Sponsor



In-Kind Sponsor

*"Marketing takes a day to learn. Unfortunately it takes a lifetime to master."*  
~ Philip Kotler

## 2006-2007 Board of Directors

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Shannon Stein  
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813.908.0630

**Immediate Past President**

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Dornblaser Marketing  
813-258-6514

**Advisors**

Joe House  
Beck

**President-Elect**

Anoopa Jaikaran Dhalu  
Nodarse and Associates  
813. 221.0050

**Director of Membership**

Tara Ryan  
Whiting Turner  
813.287.9700

Esther Leonard  
NGI

Bill Vicary  
Dooley Mack Constructors

**Second Vice President**

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NGI  
813.286.8520

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R.W. Armstrong  
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Stephanie Jones  
JR Kozera, CPSM  
Jessica Minnick  
Devin Prater

**Treasurer**

Scott Weik  
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813.632.5591

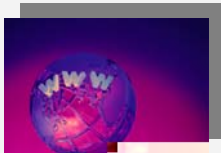
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Creative Contractors  
727.461.5522

Tiffanie Reynolds, CPSM  
Lynn Rutan  
Theresa Travis, CPSM  
Kristin Carlson

**Assistant Treasurer**

Brian Lorentzen  
Walbridge Aldinger  
813.622.8900



Check us out at:

[www.smpstampabay.com](http://www.smpstampabay.com)

Any comments or articles you wish to add, please contact Stephanie Fountain at [shughes906@aol.com](mailto:shughes906@aol.com) or 813.787.1913.