

THE SHORTLIST

Q4 - 2016 | SMPS SFBAC PUBLICATION

The Best of SFBAC



**Founders Awards:
The Best of A/E/C
Marketing**
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The shortlist is produced/edited by the Communications Committee of the SMPS San Francisco Bay Area Chapter.

Managing Editor AI Anderson, NOVA Group

Assignment Editors Erin Clinch, Leddy Maytum Stacy Architects
Shannon Daggett, Langan

Designer Katy Livingood

Communication Committee Directors Justin Nagy, Enovity
Tina Barni, Degenkolb Engineers

Contact Us at shortlist@smpssf.org



President's Quarterly Update

Best of 2016 - A Year in Review

In the spirit of my theme for the Board year, #BestOfSFBAC, I can't help but pause and notice what a truly significant year 2016 has been for our Chapter.

We've achieved so much, from winning the Outstanding Extra-Large Chapter of the Year award at National's Build Business conference, to donating \$2,560 to La Casa de las Madres, our charity of the year. I hope these accomplishments make you feel proud of your affiliation with SMPS.

January

We kicked off 2016 with a Taste of SMPS luncheon, hosted by CSDA Design Group, to provide a warm welcome to our newest members.



February

Our philanthropy committee's popular journal-making event at La Casa de las Madres, our charity of the year, had a great showing for a worthy cause.

March

Run for the Roses, 2016's theme for our annual membership drive, was held at Cigar Bar and Grill. 22 non-members were present, and seven new members joined immediately following the event.

April

The Marketing Coordinators Bootcamp at the Omni Hotel in downtown San Francisco was a hit with nearly 100 attendees.





May

Digital Marketing, a sold-out program, was presented by Tim Asimos, VP and Director of Digital Innovation at circle S studio. Look out for an extended digital marketing workshop in May 2017.

June

SFBAC's annual wine tour provided members with a fun day of networking and wine tasting throughout Napa Valley. Join us for the June 2017 tour in Livermore Valley.

July

Our 8th annual Make the Connection mixer and charity event was exceptionally well-attended with over 400 industry professionals, and a record \$14,000 was raised to benefit the Construction Industry Workforce Initiative (CIWI).



August

SFBAC brought home the Outstanding Extra-Large Chapter of the Year award from the Build Business conference in Philadelphia, marking the second Striving for Excellence award for our Chapter in the past three years!

September

To kick off the new Board year (September-August), our first educational program featured local, regional and national media experts in a Meet the Press panel discussion.



October

The Power of Brand program, presented by TheorySF, provided the valuable perspective of national consumer brand strategists and tips on how to apply these principles to professional services marketing firms.



November

Rosa Sheng, AIA, presented an inspiring program, Equity by Design, in which she shared timely and relevant national research study results on gender equality in the AEC industry.

December

A formal luncheon and charity benefit at the beautiful Lake Chalet in Oakland was the perfect way to end yet another memorable year for SMPS SFBAC.

As we look ahead to the many exciting things to come in 2017, like the comeback of our Founders' Awards program, I feel so grateful to have this opportunity to serve as your President. Thank you all for your continued commitment to making our Chapter the best it can be.

Happy holidays everyone!

Vanessa Pelletier, CPSM

President SMPS SFBAC

Marketing Manager for FME Architecture + Design

Vanessa.pelletier@fme-arch.com

Founders Awards: The Best of A/E/C Marketing

By Linnea King

You might be wondering...

What are these new [Founders Awards](#)?

Actually, the [Founders Awards](#) aren't new at all! After an eight-year hiatus, they're being revived to showcase the best of A/E/C marketing and communications in the San Francisco Bay Area. The awards program was founded in 2001 and named the Founders Awards to pay homage to the group of Marketers who collaborated in the 1970s and went by the name BD Anonymous. They later became known as the San Francisco Bay Area Chapter of SMPS in 1982.



**“...SFBAC CLEARLY
HAS EXTREMELY
TALENTED
MARKETERS THAT
DESERVE TO BE
RECOGNIZED.”**

Why are the Founders Awards making a comeback?

The Founders Awards are capitalizing on SFBAC President Vanessa Pelletier's theme for the year: "The Best of." As the winner of the Outstanding Extra-Large Chapter of the Year award for the second time in three years, the SFBAC clearly has extremely talented marketers that deserve to be recognized.

Not to mention, the past committees of Founders Awards created a legacy that's itching to resurface. Michelle Martin, the 2008 and 2017 Founders Awards Co-Director, believes: "It's important to restore this awards program because it's an essential platform for A/E/C Marketers in Northern

California to showcase our marketing and communications pieces. It gives marketers an opportunity to showcase the real results of our marketing efforts and the creative depth we go to achieve them. These awards provide an opportunity for us to get inspired by each other's work, network with like-minded peers, and celebrate the many successes we achieve."

How do you win awards?

This is the only San Francisco Bay Area awards program that highlights the critical role and immense value marketing professionals bring to the A/E/C industry. Here's a sneak peek at the categories Marketers can create submissions for:

- Advertising Program
- Book/Monograph
- Direct Mail Program (Print or Digital)
- Corporate Identity
- Holiday Piece (Print or Digital)
- Inbound Digital Marketing Program
- Internal Communications
- Media Relations Campaign
- Mobile App
- Newsletter
- Recruitment Campaign
- Special Event
- Specific Project Marketing (Print Or Digital)
- Social Media
- Video (Internal or External)
- Website (Internal or External)

This year, the SFBAC People Awards will be announced at the Founders Awards Gala as well. These awards recognize professional achievement and extraordinary leadership in marketing. The awards include:

- Marketer of the Year Award
- Lifetime Achievement Award
- Volunteer of the Year
- Rising Star

Once all submissions are received, Founders Awards jurors will select two winners for each communications category--Award of Excellence or Award of Honor. The jury reserves the right not to give any awards in a category or to give only one award. Only one person can receive the honor for each of the SFBAC People Awards.

What are the important dates?

- January 12, 2017 - All Founders Awards Submissions are due
- March 9, 2017 - Founders Awards Submission Boards are due
- March 16, 2017 - Founders Awards Gala

When are the award winners announced?

Founders Awards winners will be announced on the evening of March 16, 2017 at a networking-filled dinner gala with over 100 professionals in the Hyatt Regency



San Francisco. Cathy Kohatsu, a past Founders Awards Gala guest, recalls: “As an attendee, this event felt extra special. I enjoyed seeing guests dressed up, admiring the awards submissions, and cheering for the winners.”

How can my firm support Founders Awards?

Sponsor, submit award entries, and/or attend the event! It’s that easy.

Becoming a [Founders Awards sponsor](#) provides valuable opportunities to increase the firm’s visibility not only at the gala but also through marketing material leading up to this highly anticipated and always sold-out event. The two sponsorship levels include:

\$1,500 (3 minimum to 5 maximum)

- Premier seating for three guests at dinner gala including beverage ticket for each
- One-minute presentation at dinner gala

- Premier exhibition space at the gala
- Premier logo placement on sponsor banner
- Premier logo placement on Call for Entries, gala invitation, table tents
- Premier logo placement in PowerPoint presentation at the gala
- Acknowledgment in Across the Board and other press releases
- Acknowledgment and link on SMPS SF website posting two years
- Acknowledgment on post-Gala social media and electronic communications

\$1,000

- Premier seating for two guests at dinner gala including beverage ticket for each
- Recognition at the dinner gala
- Premier logo placement on sponsor banner
- Premier logo placement on Call for Entries, gala invitation, table tents
- Acknowledgment in PowerPoint presentation at the gala
- Acknowledgment in Across the Board and Shortlist, and other press releases
- Acknowledgment and link on SMPS SF website posting one year

About the Author:



Linnea King is a member of the Founders Award Committee and the Outreach & Development Committee, as well as the co-leader of the Mentoring Pathways Program. She is a Marketing Coordinator at TEECOM.

My Journey to Becoming a CPSM

By Laurie Lumish

When I started at Degenkolb in 2004, I had a Master's Degree in History and nearly a decade of post-baccalaureate professional marketing and PR experience. None of it was in professional services. I didn't know what a multiplier was or even a billable hour.

Jump forward seven years and one MBA later and I still had no formal education in professional services. I had grown in my profession through doing and participating in some great mentorships, but it was now time to understand the history, theory, and future perspective of marketing professional services. I wanted to know what bad habits I had formed, what could I do differently, and was there anything I was doing just right. The way I chose to validate all of that was by studying for and passing the CPSM exam.

The Certified Professional Services Marketer (CPSM) designation raises the bar on my professional knowledge. I back up my assertions with data and theory on best practices in the industry. I received my CPSM in 2011, long before BOK (Book of Knowledge) or MARKENDIUM! These new resources enhance our organization's ability to keep up with changing practices. Being a CPSM puts me in good company. There is a network of certified individuals around the country who I can bounce ideas off and pick their brains for new trends or activities.

By stepping up and leading CPSM study sessions, I demonstrate to my firm a commitment to the profession. Every year at my evaluation, I'm asked how I am keeping up with trends in the industry. I regularly point to my activities as the CPSM liaison and my training of potential CPSMs. It keeps me on my toes.

Some of you reading this are not as fortunate as I am to work at a firm that fully supports activities in SMPS and certification. Last year, SMPS National launched a CPSM scholarship program. Five individuals are chosen for exam

financial assistance through an application program. SFBAC's own Christine Lee, Architectural Resources Group, was one of this year's recipients. In years when we host a study group, the chapter sponsors two scholarships for successful group participants.

Maintaining the CPSM is as easy as going about your regular job. Any industry event, not just SMPS events, count towards hours, and, if you are office bound, reading articles and reports can count too.

That's my journey—you have your own. If elevating your knowledge of our profession is on your list, consider certification as one step. Resources on SMPS National's website explain the certification process and provide links to study materials. Our chapter regularly hosts certification workshops to explain the ins and outs as well as hosting study sessions. As CPSM liaison, I'm always available to answer questions.

Drop me a line at llumish@degenkolb.com.

About the Author:



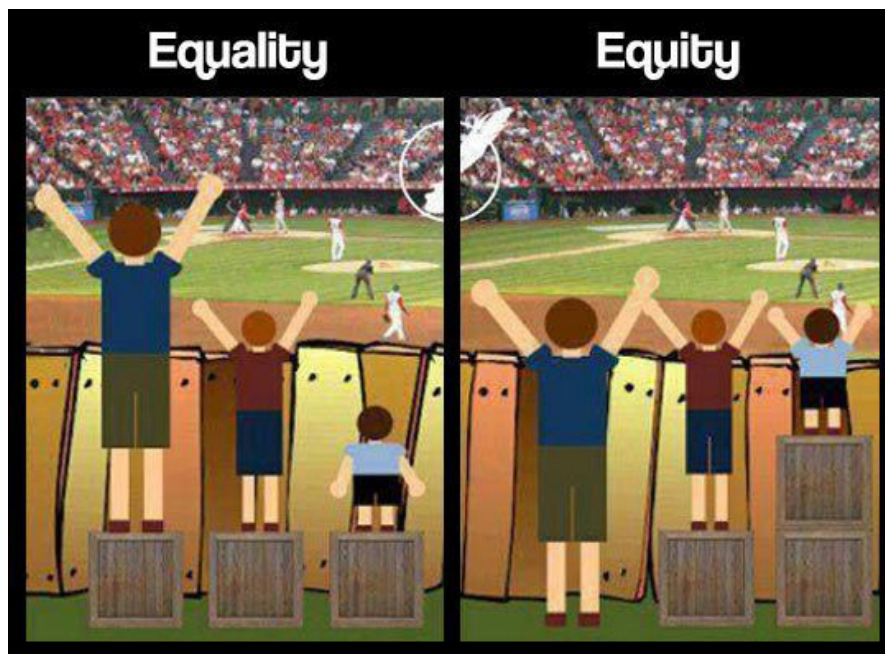
Since joining Degenkolb and SMPS in 2004, Laurie has served in several marketing and business development roles. She was previously the chapter website affiliate, program chair, and Treasurer. Laurie works in Degenkolb's SF and Oakland offices.

Equity by Design

Equity vs. Equality

By Erin Clinch

The first step in understanding the message of the Equity by Design committee is understanding this important difference. Equality is the belief that everyone, no matter their circumstances or situations, should be treated exactly the same. Equity is the understanding that not everyone is equipped with the same opportunities and that sometimes extra effort is needed to level the playing the field.



It is no secret today that people of different genders and races have their own unique struggles. The Equity by Design committee (EQxD), a subset of the AIA San Francisco chapter, evolved and officially formed following the popular 2014 project “The Missing 32%,” which explored why (according to figures compiled a few years previously) 50% of architectural students were women, but women made up only 18% of licensed architects. Currently, women make up 42% of graduates from accredited architecture programs, but only 28% of architecture staff in AIA member-owned firms, 26% of licensed architects, and 17% of principals

and partners (source: http://www.architectmagazine.com/practice/equity-by-design-the-missing-32-project-releases-complete-findings-on-women-in-architecture_o). While women's gains in education continue to grow, this has outpaced gains in professional advancement and recognition.

Rosa Sheng, Chair of the EQxD committee, spoke at a lecture sponsored by the SMPS San Francisco Bay Area chapter on the morning of November 17 to discuss the recently released findings from the most EQxD survey, which explored the differences in the architectural field between men and women.

Nearly 9,000 people from all over the country responded to the survey in March of 2016, and the responses were analyzed by an academic research team between April and July 2016, which were first presented at the Equity by Design Symposium on October 29, 2016.

From the Equity by Design website, the key goals and objectives of the survey include:

- Comparison of the current positions and career experiences of architecture school graduates nationwide, including both current architectural professionals and those who no longer practice architecture
- Identification of career pinch points associated with these experiences and comparison of the impact of career development, advancement, and talent retention for professionals of different background
- Highlights of individual attitudes and behaviors, as well as employer-provided benefits and practices that contribute to success in navigating these pinch points. Conversely, identification of behaviors and practices that correlate with negative outcomes.

Out of the 8,664 respondents, about half identified as male and half as female. The survey, which had 80 questions, was divided into different categories: Finding the Right Fit, Professional Development, Pay Equity, Work-Life Integration, Education, Paying Dues, Licensure, Caregiving, Glass Ceiling, and Beyond Architecture.

There were many findings that came from the survey, which can be viewed in full on the EQxD website: <http://eqxdesign.com/> A few highlights that

Rosa touched on and inspired the most discussion at the SMPS program were:

- Women are on the whole less satisfied with their architecture jobs than men.
- Women are less likely to become a principal than men are.
- Men on average receive a higher pay than women at the same level of experience and with the same title.
- On average, more women negotiated their salary but were less satisfied with their salary.
- Men with children make more money than men without children, whereas women with children earn less money than women without children.
- While more women have advanced degrees in architecture, they still earn less than their male counterparts with the same degrees and levels of experience.
- Women are more likely to leave the architecture field in their first 5-10 years in the workforce, while men are more likely to leave after 11+ years.
- More women reported encountering obstacles to licensure than men.
- Men on average took 1-3 days off following the birth of a child, while women took three months off.
- Mothers were far more likely to experience work-life challenges than fathers.
- More than 50% of fathers reported that their partners took on more childcare responsibilities than them.
- More than 50% of men and women reported that their firm's leadership was mostly male.

These findings highlight a very important discrepancy in the way men and women are being treated in the architecture world, especially when it comes to representation in leadership. In many ways, these findings are sobering—while not all of us may actually see any or all of these things

occurring in our day-to-day, there is no denying that the differences exist.

While the majority of the survey questions compared experiences of men and women, there were a few that also compared people of different ethnicities, which is also an equity issue in itself. The EQxD committee is hoping to address these discrepancies in future surveys, and one day aim to improving equity for all.



The EQxD committee, and their findings, are all new statistics. No solutions to these issues have been officially put forward, and correcting these equity problems is not going to happen overnight. Part of our discussion after Rosa's presentation focused on what marketers can do to help and how we can bring these findings back to our own firms for improvement. Though no concrete answers were reached, the conclusions reached by the EQxD open the floor to a more transparent dialogue; this is just the first step in addressing equity in the A/E/C industry.

About the Author:



Erin Clinch serves at the Marketing Coordinator for Leddy Maytum Stacy Architects and has been involved with SMPS since the beginning of her marketing career; she is an Assignment Editor for the Shortlist newsletter. She can be reached at 415-495-1700 ext. 301 or eclinch@lmsarch.com.

The Society Page

By Daniel Carfora

For many of you, when you read the words Domains of Practice, I imagine that memories of absorbing vast quantities of marketing information, decks of flash cards, and late night study groups in preparation for the CPSM exam come rushing to mind. Well, in the spirit of going back to basics, it is rather opportune that we highlight The Society's recent overhaul to its member resources for A/E/C marketing: MARKENDIUM. And, as the name suggests, MARKENDIUM is a compendium of marketing resources based on the SMPS Body of Knowledge and further defines those six domains that comprise professional services marketing.

**“...MARKENDIUM IS
A COMPENDIUM OF
MARKETING RESOURCES
BASED ON THE SMPS
BODY OF KNOWLEDGE”**

A major part of the new program includes a robust book series based on the domains:

- Marketing Research
- Marketing Planning
- Client & Business Development
- Proposals
- Promotional Activity
- Management

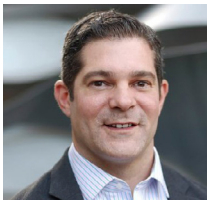
Issued in August, the books are available in both EPUB and print formats. Paperback versions are available at Amazon.com (https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=MARKENDIUM) for \$26.50 each, a slight discount compared to the published rates at smps.org. In addition to the books, there are online training courses associated with the domains. Each online module is 25

minutes and provides interactive content that members can view at their own pace (<https://onlinelearning.smeps.org/products/markendium-labs-online-course>). The courses cover a host of knowledge areas ranging from conducting market data-gathering to principles behind building project teams to creating business development strategies to personnel management. At this time, the online courses are priced at a bundle of \$250; the MARKENDIUM introductory overview mentions that this includes hardcopies of the book series as well, so, if you are interested, make sure to contact SMPS to reference the package offer.

Coming soon, virtual town hall meetings will be available for members to connect with marketing experts and SMPS staff on how to leverage MARKENDIUM per individual, SMPS chapter, and even firm objectives. And for those planning to take the CPSM certification exam next year, it's reported that the MARKENDIUM books will replace the Marketing Handbook in the fall of 2017. The year transition period will provide members time to adjust to the new content, as well as budget for the six books and online modules.

For more information on materials, online courses, and other details of this educational program, you can reach Marci Thompson, Senior Director of Education at marci@smeps.org.

About the Author:



Daniel Carfora, CPSM LEED AP, is a Director of Business Development for SmithGroupJJR. In addition to serving as Society Liaison for our SMPS chapter, he's co-founder of the award-winning Business Leaders Forum and served as the 2008-09 Chapter President. Reach him at daniel.carfora-hale@smithgroupjjr.com or www.linkedin.com/in/dcarforahale



The Top Six

What you need to know about the **MARKENDIUM: SMPS Body of Knowledge (BOK)**

ONE: DESCRIPTION

MARKENDIUM, also known as the **SMPS Body of Knowledge (BOK)**, is the comprehensive educational resource for the successful practice of marketing and business development in the A/E/C industry. One of the key components of the **MARKENDIUM** is a comprehensive book series that further defines the six Domains of Practice for SMPS and the A/E/C industry. These **MARKENDIUM** books were curated by SMEs and are a collection of existing and newly sourced content. The books serve as the premier go-to learning resource for the successful practice of marketing and business development for A/E/C professionals.

This six-book series is built on the foundation of the six Domains of Practice:



TWO: DELIVERY METHODS

At the launch in August 2016, the following offerings will be available:



- Six Books (EPUB and print formats)
Publications include: Case studies, theory-into-practice tips, reflections, and a glossary of key terms
- Six Online Courses
Each 25-minute, self-paced, interactive course will focus on each of the Domains of Practice
- Virtual town hall meetings to connect participants with SMEs and staff on how to leverage the **MARKENDIUM** as individuals, chapters, and firm owners
- Core components will also be integrated into SMPS educational offerings and publications, such as *Build Business* and the *Marketer*

THREE: CERTIFICATION

The **MARKENDIUM** will serve as a primary source of study materials and educational offerings that SMPS is building upon for those seeking to become certified. The release of the **MARKENDIUM** won't immediately impact the certification process and those preparing for CPSM examination. We anticipate that it will be no earlier than one year from the initial release of the

1 | **MARKENDIUM**



The Network

Welcome to The Network, our regular column mapping SMPS SFBAC members on the move. We want to hear about your notices of promotions, job changes, anniversaries, firm mergers and acquisitions, and office openings or relocations. Please send updates to: SMPSSF@gmail.com

As the year ends, these SMPS SFBAC members have new beginnings to announce. Join us in congratulating the following marketing leaders on their new adventures:

Moves & Promotions

- **Kelly Mayeda**, is now at AECOM, working as a Sr. Proposal Specialist in the firm's Oakland office.
- **Lisa Radigonda** is now Regional Pursuit Manager (Cal-Desert) at Brown and Caldwell, based in the Walnut Creek office.
- **Andrea Niakan** is now Senior Marketer at SmithGroupJJR in San Francisco.
- **Julie Satterwhite** has been promoted to Principal at Rutherford + Chekene Structural and Geotechnical Engineers.

Upcoming Events:

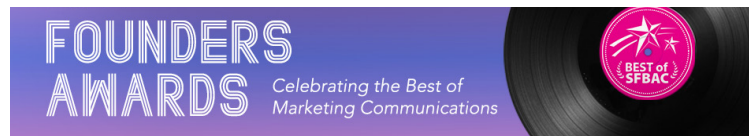
2017 SMPS PACIFIC REGIONAL CONFERENCE

February 15 - 17 | Hotel Captain Cook; Anchorage, Alaska



FOUNDERS AWARD GALA

March 16, 6:00 PM | Hyatt Regency San Francisco



MARKET SHARE

January 17, 18, 19, & 20 | Oakland, Santa Rosa, San Francisco, Sunnyvale

market | **SHARE**

more events: <http://smpssf.org/calendar.php>

New and Transferred Members



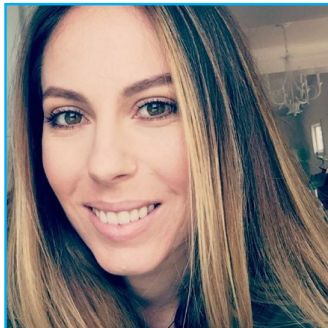
Colette Gonsalves
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Manager
DAHLIN



Alison Berger
Business Development &
Marketing Coordinator
Guidepost Solutions



Hilary Fowler
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Charles M. Salter Associates



Stacey Gadus
Marketing Coordinator
Rosendin Electric Inc



Alan Kawasaki
Principal
Shah Kawasaki Architects



Renée Sazci
Marketing & Communications
Manager
AIA San Francisco



Catherine Young
Marketing Communications
Coordinator
Nibbi Brothers General
Contractors



Jon Dizon
Marketing Coordinator
Interface Engineering



Arthnie Manlangit
Business Development
Specialist
Coffman Engineers

New Member Spotlight: **Arthnie Manlangit**

By Tina Barni



Arthnie Manlangit comes to the A/E/C industry with a strong background in sales and marketing. She is currently the Business Development Specialist at Coffman Engineers.

“My co-worker mentioned this would be a great organization to meet professionals within the A/E/C industry,” said Arthnie, “Within a week of starting my job I immediately joined and attended a mixer for SMPS.”

Arthnie is now a member of the Communications Committee and will lead email communications.

“I have always been intrigued by the A/E/C industry,” said Arthnie, “I knew this would be a great way for me to be more informed about the Bay Area’s community and its progressive changes.”

Fun Facts about Arthnie

Arthnie was born in Berlin. A self-proclaimed “military brat” Arthnie lived in various cities growing up. She enjoys traveling and snorkeling.



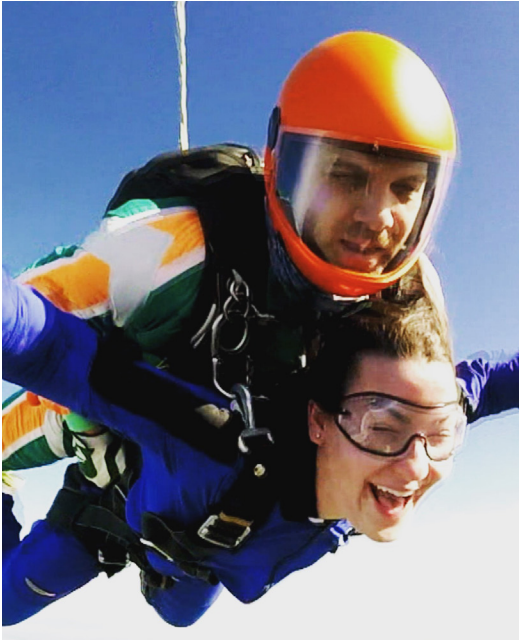
About the Author:



Tina Barni is a Senior Marketing Coordinator at Degenkolb Engineers. She is the Co-Chair of the Communications Committee. Contact her at 415.354.6511 or tbarni@degenkolb.com.

Committee Member Spotlight: **Linnea King**

By Tina Barni



As a member of the Outreach & Development Committee for over two years, Linnea King is co-leading the Mentoring Pathways Program and joined the Founders Awards Committee this year. Linnea entered into SMPS as a campus liaison for San Francisco State University and ran the SMPS Job Bank. Currently, she is the Marketing Coordinator at TEECOM.

“I’m excited to utilize the experience I’ve gained at TEECOM, build my personal brand, and enhance my skill set while co-leading Mentoring Pathways.”

Linnea credits TEECOM’s Experience Director, Nicole La, for introducing her to SMPS and the A/E/C industry. Linnea was the President of the SFSU Marketing Association (SFSUMA) when she was invited to apply for a summer internship at TEECOM that led to her current position.

“I loved it. I was a sponge all summer, got offered a full-time position, and the rest is history,” said Linnea.

Linnea enjoys the networking and learning opportunities that SMPS provides.

Committee Member Spotlight (Cont.)

“It’s comforting knowing that you have a community within the industry that extends beyond your office,” said Linnea. “I have made a lot of friends that have mentored me through my first two years within the industry and I am extremely grateful to SMPS for that.”



Fun Facts about Linnea

Linnea enjoys food and travel. If Linnea was not in the A/E/C industry, she would strive to be the female version of Anthony Bourdain, traveling the world and immersing herself in food cultures.

About the Author:



Tina Barni is a Senior Marketing Coordinator at Degenkolb Engineers. She is the Co-Chair of the Communications Committee. Contact her at 415.354.6511 or tbarni@degenkolb.com.

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The logo for Degenkolb, featuring a stylized triangle icon to the left of the text "Degenkolb".

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An advertisement for Nespresso Business Solutions. It features a large, clear glass cup filled with coffee, with a splash of coffee rising from the surface. In the bottom left corner, there is a small image of a Nespresso coffee machine and several coffee capsules in various colors. The Nespresso logo is in the bottom right corner.



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An advertisement for Ty-Lin International. The background is a photograph of the San Francisco-Oakland Bay Bridge, showing the new East Span. The bridge is a long, curved suspension bridge with multiple lanes of traffic. The San Francisco city skyline is visible in the background across the water.

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- Project Management
- Systems Design
- Bid Review & Negotiation
- Construction Administration
- Commissioning



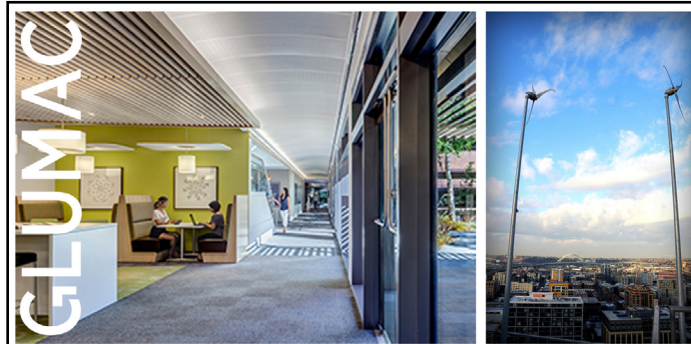



- Civil
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