

THE SHORTLIST

Q2 - 2017 | SMPS SFBAC PUBLICATION

The Founders Awards

[SMPS Founders
Awards 2017](#)

Page 5

[Interview with
Lifetime Achievement
Award Winner
Alethea O'Dell](#)

Page 17

[Committee
Member Spotlight:
Fran Fuller](#)

Page 25



TABLE OF CONTENTS

President's Quarterly Update By Vanessa Pelletier	3
SMPS Founders Awards 2017 By Erin Clinch	5
Founders Awards Thank Yous and Highlights By Katelyn Surprenant	9
Interview with Founders Award Winner Alethea O'Dell By Melissa Moulton	17
Interview with Founders Award Winner Bianca Flores By Erin Clinch	19
The Network	21
New and Transferred Members	22
Committee Member Spotlight: Fran Fuller	25
New Member Spotlight: Carlos Velazquez	27
Upcoming Events	28

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
Katelyn Surprenant, RIM Architects
Melissa Moulton, Integral Group

Designer Marci Levine

Communication Committee Directors Justin Nagy, Enovity
Tina Barni

Contact Us at shortlist@smppsf.org



President's Quarterly Update

This issue of the Shortlist is all about the Founders Awards - one of the initiatives I'm most proud of our Chapter for accomplishing this year. Our amazing team of volunteers, led by Committee Co-Directors Michelle Martin and Alethea O'Dell, brought back this special awards program and gala after a 9-year hiatus, which was no small feat. I hope you enjoy reading about the impressive, award-winning marketing communications pieces produced right here in the SF Bay Area by our talented members.

Also of note are the recipients of our distinguished People Awards. The two individuals acknowledged for these prestigious awards exemplify excellence, professionalism, and everything our Chapter stands for. I won't give away all the winners' names here. You'll have to keep reading to learn more about them!

Participating in the Founders Awards as a committee member, award applicant, submittal juror, award winner, or an event sponsor is one way to experience the many benefits of being involved with SMPS at a local level. We are planning to keep Founders Awards alive on a bi-annual basis with the next Northern California awards program taking place in 2019.

At a national level, the SMPS Marketing Communications Awards and Striving for Excellence winners are announced every year at the national Build Business Conference. This year, the award evaluation period has been extended to account for a full calendar year. The next MCA and SFE awards gala will take place at the Build Business 2018 in San Diego. But I hope you don't miss all the excitement at this year's 2017 Build Business Conference in Indianapolis (July 12-14).

**“BE THE CHANGE
YOU WANT TO
SEE.” THIS SIMPLE
CONCEPT HOLDS
TRUE FOR ME
PERSONALLY,
ESPECIALLY WITH
SMPS.**

As President, people often approach me and ask how to get the most from their membership. My response usually includes one of my favorite inspirational quotes, “be the change you want to see.” This simple concept holds true for me personally, especially with SMPS. If not already actively involved on a committee, I encourage members to put their enthusiasm and ideas into action and become a volunteer for our Chapter.

There are so many wonderful opportunities available, with varying levels of responsibility and time commitment. Being part of a committee like the Founders Awards committee is absolutely one of the best ways to get the most from your membership while giving something valuable back to the profession. Please contact me or any of our board members if you are interested at all in joining a committee. We have created a new [volunteer application form](#) to streamline the process and find the best fit for each candidate.

It’s hard to believe that this is the last Shortlist for the 2016-2017 board year. As many of you know, our board year calendar is coming to an end in August. We have been busy wrapping up our educational programming while working to plan for a smooth transition for the new incoming board this September.

Coming up, we have the Premium Wine Experience in Livermore Valley (June 23), our ever-popular Make the Connection mixer (July 20), and our Annual Business Meeting (August 16) at which we’ll introduce the incoming board for 2017-2018 and share our strategic initiatives for the next year. I hope to see you all soon. Enjoy the summer!

#BestOfSFBAC

Regards,



Vanessa Pelletier, CPSM
Brand Manager, FORGE

Vanessa.pelletier@forge-sf.com

SMPS Founders Awards 2017

By Erin Clinch

On the evening of March 16, 2017, at the Hyatt Embarcadero in San Francisco, with views of the sunset over the Bay, the SMPS San Francisco Bay Area chapter held its first Founders Awards ceremony in nine years. Having fallen off the calendar for various reasons, SMPS 2016-2017 President and Brand Manager at FORGE Vanessa Pelletier chose to lead

**“... A FORUM TO
RECOGNIZE EXCELLENCE
IN MARKETING
COMMUNICATIONS IN THE
BUILT ENVIRONMENT AND
TO RECOGNIZE INDIVIDUAL
MEMBERS’ ACHIEVEMENTS
AND EXPERTISE TO THE
INDUSTRY AND THE
CHAPTER..”**

the charge in bringing it back, with Michelle Martin, Higher Education Practice Manager for SmithGroupJJR, and Alethea O’Dell, Global Director of Marketing Communications for Northland Control Systems, Inc., serving as the events Co-Chairs as they first did in 2008.

The Founders Awards, which began in 2001, is a forum to recognize excellence in Marketing Communications in the built environment and to recognize individual members’ achievements and expertise to the industry and the chapter. The

Founders Awards Program is named to pay homage to a group of marketers who came together in the 1970s and called themselves BD Anonymous until the San Francisco Bay Area Chapter of SMPS was incorporated in 1982.

This year, the award submissions were judged by a diverse jury of both A/E/C and non-A/E/C professionals. Each category, aside from the individual ones, offered two possible awards: Award of Excellence and Award of Honor. The jury did not necessarily select a recipient for each category or award.

Emceed by Myrna Wagner, VP of Business Development for Swinerton Builders and Past President of SMPS SFBAC, and Frank Lippert, owner of GO Strategies and past President of the SMPS Sacramento chapter, the night began with a cocktail hour and a showing of each submission for the night on display boards, allowing all attendees to cast their vote for the People's Choice category. A three-course dinner in an events room at the Hyatt followed, offering pristine views of the Embarcadero and Bay beyond, and the awards program kicked off with the most prestigious award of the night, the Lifetime Achievement Award. The award went to O'Dell, recognizing excellence through her nearly 20-year career. At times overcome with emotion during her speech, O'Dell acknowledged several people who have inspired her in her career and stressed the positive impact the SFBAC chapter and its members have had on her life.

Bianca Flores, Marketing Specialist for Turner Construction Company, took home the other individual award of the night, Volunteer of the Year. The People's Choice went to Charles M. Salter Associates for their holiday video. A Best of Show award, chosen by the jury to honor a single submission as marketing communications excellence, went to Enovity for Corporate Identity.

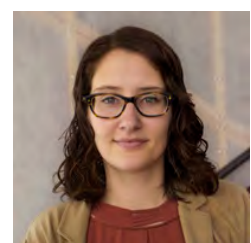
Skyline Construction led the night with four award wins, while Charles M. Salter Associates, Degenkolb Engineers, Enovity, and SmithGroupJJR nabbed three apiece. Other honored firms include: BKF Engineers, DES Architects + Engineers, TEECOM, Leddy Maytum Stacy Architects, Studios Architecture, Swinerton Builders, HLB Lighting Design, Blattel Communications, and Gordon Prill.

2017 Founders Awards Winners

- Lifetime Achievement Award: Alethea O'Dell, Global Director of Marketing Communications for Northland Control Systems, Inc.
- Volunteer of the Year: Bianca Flores, Marketing Specialist for Turner Construction Company
- Best of Show: Enovity for Corporate Identity
- People's Choice: Charles M. Salter Associates for Holiday Piece Digital
- Advertising Program: Award of Honor – DES Architects + Engineers
- Book/Monograph: Award of Honor – Studios Architecture

- Direct-Mail Program Print: Award of Excellence – BKF Engineers; Award of Honor – BKF Engineers
- Direct-Mail Program Digital: Award of Honor – Degenkolb Engineers
- Corporate Identity: Award of Excellence – Enovity; Award of Honor – HLB Lighting Design
- Holiday Piece Print: Award of Excellence – Skyline Construction; Award of Honor – Degenkolb Engineers
- Holiday Piece Digital: Award of Excellence – Charles M. Salter Associates; Award of Honor – HLB Lighting Design
- Inbound Digital Marketing Program: Award of Excellence – Skyline Construction
- Internal Communications: Award of Excellence – SmithGroup JJR; Award of Honor – Degenkolb Engineers
- Media Relations Campaign: Award of Excellence – DES Architects + Engineers; Award of Honor – Blattel Communications
- Mobile App: Award of Honor – TEECOM
- Newsletter: Award of Excellence – Skyline Construction; Award of Honor – Swinerton Builders
- Recruitment Campaign: Award of Honor – Gordon Prill
- Special Event: Award of Excellence – TEECOM; Award of Honor – SmithGroupJJR
- Specific Project Marketing Print/Digital: Award of Excellence – SmithGroupJJR
- Social Media: Award of Honor – Swinerton Builders
- Video Internal/External: Award of Honor – Charles M. Salter Associates
- Website (External): Award of Excellence – Leddy Maytum Stacy Architects; Award of Honor – Enovity
- Website (Internal): Award of Honor – Skyline Construction

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 and is the Programs Campaign Manager. She can be reached at 415-495-1700 ext. 301 or eclinch@lmsarch.com.



Founders Awards Thank Yous and Highlights

By Katelyn Suprenant
(with special thanks to Linnea King and Rebecca Anicich)

The 2017 Founders Awards program was developed over seven months by a dedicated committee of 15 members. A special thank you goes out to the following committee members:

- **Michelle Martin and Alethea O'Dell**
for directing the Founders Awards
- **Erin Lopez and Lily Golabchi**
for reserving the Hyatt Regency San Francisco
- **Rebecca Anicich and Melinda Foster**
for coordinating the Juror's Day
- **Penny Desatnik** for selecting and preparing the emcees
- **Cathy Kohatsu** for sharing her historical knowledge and experience from past Founders Awards committees

Below is a complete list of the Founders Awards committee members engaged in making this event a success:

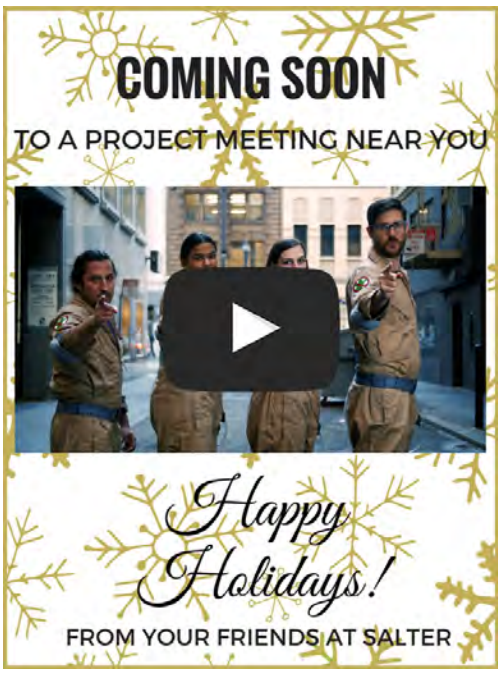
Alethea O'Dell	Cathy Kohatsu	Linnea King
Barbara Speer	Erin Lopez	Melinda Foster
Becky Zegar	Katie Champion	Michelle Martin
Brandon Thrasher	Lana Chan	Penny Desatnik
Camille Majors	Lily Golabchi	Rebecca Anicich

Charles M. Salter Associates

Salter is a consulting firm in San Francisco with a branch in San Jose. Providing services in acoustics, audiovisual, telecommunications, and security, Salter was founded in 1975 and consults on over 900 projects per year worldwide.

Excellence Award | Holiday Piece Digital and People’s Choice

Salter was praised by the Founders Jury members and the A/E/C community alike for their #Noisebusters holiday video featuring Salter employees as they comically conquer the challenges of the acoustic, audiovisual, and telecommunications world. Jurors found that their video forms a creative and engaging message that effectively shares the firm’s strengths, capabilities, and culture all in a memorable holiday piece. Salter’s timely piece appealed to a wide audience earning them both Excellence for the Holiday Piece Digital and the People’s Choice award. After all of their hard work and fun creating this piece, the Salter team, per Marketing Director Katie Spurlock, is “proud of the recognition and thrilled to be recognized among so much marketing talent.”



SmithGroupJJR

Our mission is to create a legacy of inspiring places that enhance the environment and enrich the human experience. That, in a nutshell, is the core purpose of SmithGroupJJR. We work together to create well-thought, well-crafted places that artfully balance beauty with function.



Excellence Award | Specific Project Marketing Print/Digital

SmithGroupJJR won the Excellence Award in the Project Marketing category of the Founders Awards. Their marketing collateral for the Transamerica Pyramid Plaza, Lobby, and Redwood

Park Renovation Design pursuit was not only beautiful but effective in communicating the prospective experience of the redesigned spaces. The jurors felt that SmithGroupJJR's research went above and beyond, which positively influenced the collateral and creative design solutions.

Excellence Award | Internal Communications

The Founders Awards jurors also honored SmithGroupJJR with the Excellence Award in the Internal Communications category. "The Pursuit" booklet demonstrated a well-thought-out plan to bring their marketers and architects together. The jurors applauded that the concept and execution were based on research findings. The undertaking was impressive and clearly benefited the business. Plus, the booklet was superbly designed with engaging, digestible content.



TEECOM | the tech in architecture™

TEECOM's mission is to design information-rich environments that empower the world's most innovative organizations. We work with owners, architects, and design teams to integrate the right technology infrastructure and tools for ubiquitous, unified connectivity. It is our goal to create buildings and spaces that inspire, engage, promote collaboration as well as efficiencies, and ultimately enhance the user experience.

Excellence Award | Special Event

The Founders Awards jurors honored TEECOM with the Excellence Award in the Special Event category. The jurors lauded TEECOM’s Annual Earth Day event for superb branding that was simple yet appropriate. The community outreach event successfully rallied AEC firms to revitalize a park and included fun factors such as DJs and food trucks. All of TEECOM’s Earth Day goals were met, including press coverage, ample sponsorships, and over 150 volunteers.

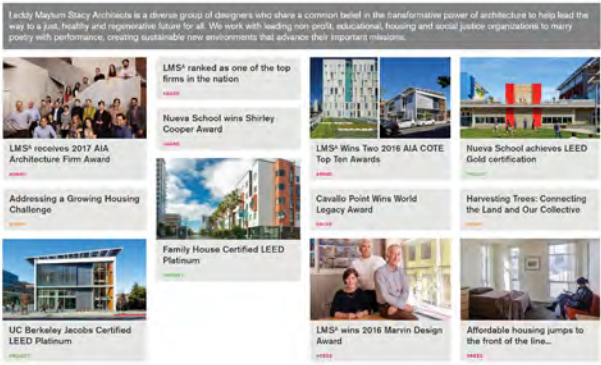


Leddy Maytum Stacy Architects (LMS^A)

LMS^A is a group of 25 designers who share a common belief in the transformative power of architecture to help lead the way to a just, healthy, and regenerative future for all. LMS^A is a nationally recognized model for all architects who would build a positive firm culture around the advancement of environmental and social equity through architectural innovation; the firm works with leading non-profit, educational, housing and social justice organizations to marry poetry with performance, creating sustainable new environments that advance their important missions.

Excellence Award | Website External

LMS^A won the Excellence Award in the External Website category of the Founders Awards. The jurors found that LMS^A created a beautiful, inviting site with a clear emphasis on the firm’s story - environmental responsibility and social consciousness. The design is crisp, easy to navigate, works across mobile platforms, and LMS^A executed effective storytelling throughout.



Skyline Construction

Skyline Construction is a commercial general contractor with five offices throughout the Bay Area. They specialize in building corporate office interiors, mission critical data centers and technical infrastructure projects. They believe in building creative, building sustainable, and building with American-made materials.

Skyline Construction won three Excellence Awards for inbound digital marketing, newsletter, and holiday piece. They chose to select projects that their team felt proud of accomplishing, were complicated to roll out, and unique to the A/E/C industry.

SKYLINE CONSTRUCTION KNOWLEDGE CENTER



Excellence Award | Digital Marketing

Skyline developed an internal online knowledge center with downloadable white papers targeted to specific audiences. Jurors felt that the content was well organized, visually appealing, and was an effective program to develop their expertise and differentiate them from others.

SKYLINE CONSTRUCTION HOLIDAY GIFT SET



Excellence Award | Holiday Piece

Skyline was also honored in the Holiday Piece category for creating a client appreciation Moscow Mule gift package, which included two branded copper mugs, Tito's vodka, and ginger beer. Jurors felt

SKYLINE CONSTRUCTION INTERNAL NEWSLETTER



that it was an excellent balance of company brand, staff engagement, and social interaction.

Excellence Award | Newsletter

The Founders Awards also chose Skyline in the newsletter category for their internal newsletter, SkyLife.

Jurors thought it was engaging, full of positive personality, and the design was friendly and approachable.

DES Architects + Engineers

For 40 years, DES Architects + Engineers has designed working, learning, and healing environments for their clients. As a full-service design firm, DES provides creative and sustainable solutions that serve the needs of companies in life sciences, technology, healthcare, education, municipalities, and the development community.

Excellence Award | Media Relations Campaign

DES was honored with an Excellence Award in the Media Relations Campaign category for their online media campaign. Jurors felt the advertising campaign pieces were well written and received at a low cost and a high return. They also thought they did well running their campaign across multiple media platforms and landing in top notch publications. “Being recognized was a great hooray. As marketers we are faced with crazy deadlines and expectations, so being recognized for such awards motivates the entire team to keep up the fabulous work,” stated Christine Luong, Marketing Manager.



BKF Engineers

For 100+ years BKF has been delivering inspired infrastructure for our clients. With our large network of offices in California we have developed extensive local knowledge that provides us with an understanding of issues relating to feasibility, permitting, and entitlement approvals. We work hard to help you achieve your goals, and get your projects to the finish line.

Excellence Award | Direct-Mail Program Print

BKF celebrated their 100 year anniversary by taking a look back into their history of delivering inspired infrastructure. BKF shared their story creatively by mailing their clients and partners timeline postcards as well as 3D view-master mailers that highlighted various landmarks events and projects, earning them the Excellence Award for a direct-mail program print. The Founders jury praised them for presenting “a refreshing concept! [that] focuses on something other than project completions”.



BKF 100 Year Anniversary Campaign Direct Mail - Print



About the Author:



As Marketing Coordinator at RIM, Katelyn works to uncover RIM’s creative strategies and innovations on each unique project, in order to create winning proposals that address clients’ needs. She has been involved with SMPS San Francisco for 2 years and currently supports the Communications and Sponsorship Committees.

Interview with Lifetime Achievement Award Winner Alethea O'Dell

By Melissa Moulton



Alethea O'Dell was presented with the Lifetime Achievement Award at the 2017 SFBAC Founders Awards Gala on March 17th. We got a chance to catch up with her and discuss her award and her history with SMPS.

First of all, congratulations on the award win! Tell us a little bit about your history with SMPS. How long have you been involved? What committees have you served on?

I never envisioned that I would work in marketing. After I graduated college, I ran a shelter for battered women. I felt like nothing was changing on a larger level so I got a graduate degree in journalism. I wanted to use stories to shed light on big issues and change the world. After journalism school, it didn't have the appeal I thought it would have. I had moved to the west coast and was temping to survive and fell into a marketing opportunity at a high tech company. Eventually I found my way to Degenkolb as their Director of Marketing and Business Development. The firm was committed to lifelong learning and professional development, and the CEO encouraged me to get involved with SMPS. I joined in 2002 and started on the PR committee. I went on to co-chair the Founders Awards with Michelle Martin in 2007. Then I was programs chair, and then after a year off I became President-Elect and then chapter President. After that, I got involved at the national and regional level on a couple of committees, and most recently I was the Chair of the Presidential Leadership Symposium.

What is the most valuable thing you have learned from SMPS?

Good question! It doesn't just come from SMPS, but what SMPS constantly reminds me is to challenge myself, and if you want to see something different, then go make a difference. That's the spirit I've always brought to any role within in SMPS, to try and take things to the next level and really be of service to the members. When you volunteer on any level, I hope you would bring a spirit of service to members and the profession, trying to advance the profession. I am constantly surprised and reminded how powerful the relationships are on a personal and professional level that come as a result of involvement in SMPS.

What is your fondest memory of SMPS?

Working on the Founders Awards with Michelle Martin in 2007. We clicked immediately as co-chairs, even though we hadn't worked together before, and it turned into a lifelong friendship. We were able to take that event and make it one of the most profitable in the history of the chapter. The event gives people a sense of pride in what they do and it's a great celebration of our work—and we had a lot of fun with our committee.

Do you have any advice for younger or newer members of SMPS who may want to get more involved?

Just do it! Just get involved! I know it can be hard, and it's an extra commitment on top of all the things we do for work and in our personal lives. But, if you go into it with a mind of being of service, you'll find the next best thing to do. Bigger doors will open for you, bigger opportunities—

About the Author:



Melissa Moulton is the Marketing + Communications Manager for Integral Group. In this role, she utilizes her 15+ years of experience to promote Integral Group's award-winning projects and thought leadership in deep green engineering and sustainability. She currently serves as the East Bay Market Share Leader and volunteers for the Communications Committee.

Interview with Founders Award Winner Bianca Flores

By Erin Clinch



Bianca Flores was presented with the Volunteer of the Year at the 2017 SFBAC Founders Awards Gala on March 17th. We got a chance to catch up with her and discuss her award and her history with SMPS.

First of all, congratulations on the award win! Tell us a little bit about your history with SMPS. How long have you been involved? What committees have you served on?

Yay! An award win!

I have been involved with SMPS for over three years and enjoyed every bit of it. When I was first told to join SMPS, I had no clue what I was getting into. I figured, “Oh, another organization with a bunch of events and workshops to add to my busy workdays.” Silly me... It ended up being nothing like that. Instead, it has truly become a close network for colleagues to share best practices and help one another. I love that I can pick up the phone to call my SMPS peers and they always understand exactly what I am going through.

I started off volunteering with the Programs Committee where I helped organize some fun events, including the 2015 Holiday Party in Oakland. As a graphic designer, I knew I wanted an outlet to continue practicing my design skills, so I then joined the Communications Committee as a volunteer graphic designer. It has been amazing!

From there, I have been able to plug myself into various efforts, including the opportunity to design our Striving for Excellence submittal, for which (yay!) we won Outstanding Extra Large Chapter! Currently, I have the pleasure of designing all the branding for the upcoming SMPS Pacific Regional Conference that our chapter is hosting in Napa.

What is the most valuable thing you have learned from SMPS?

There are no competitions in SMPS. We all help one another. I find myself in a room with other Marketers from the construction industry and there is no animosity whatsoever. In fact, it's the complete opposite!

What is your fondest memory of SMPS?

When we found out we won Outstanding Extra Large Chapter from our Striving for Excellence submittal. It was my first design gig with the SMPS Communications Committee, and, not only did it go smoothly, it led to such esteemed recognition!

Do you have any advice for younger or newer members of SMPS who may want to get more involved?

Be open to all the opportunities that come from SMPS. The organization offers a lot and it is up to you to pick what will help you advance your career. Most importantly, don't be shy!

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 Network

SFBAC is always excited to hear about members on the move, whether it's job changes, promotions, firm anniversaries, or office openings or relocations. Keep the Network informed at: SMPSSF@gmail.com.

This spring has been blooming with good news in the Bay Area. Join us in recognizing members and member firms for the following:

Ali Wasserman was promoted to Marketing Manager at Dome Construction.

Brooke Bartholomew was promoted to Marketing Manager at TEECOM.

Traci Vogel was promoted to Content Manager at TEECOM.

Clarissa Chiang is now Director of Business Development at Cumming Corporation.

Leddy Maytum Stacy Architects received the 2017 National AIA Architecture Firm Award, the highest honor the institute bestows upon a firm. As a thank-you to the amazing Bay Area design community, they hosted a celebration and preview of the new San Francisco Art Institute Graduate Center at Fort Mason Pier 2.

San Francisco design firm **Kwan Henmi Architecture** joined multi-national design firm **DLR Group**. The addition of Kwan Henmi substantially elevates DLR Group's design capabilities in California and in each of its 27 global locations.

WSP | Parsons Brinckerhoff is now **WSP**, a rebranding which reflects the 36,000-employee global firm's unified vision for solution finding.

SmithGroupJJR opened a new office in San Diego, California, bringing the integrated architecture, planning, and engineering firm's locations to a total of eleven.

New and Transferred Members



Lesley Lighthiser
Project Coordinator
DCI Engineers



Chad Hamilton
Principal
Hamilton & Aitken Architects



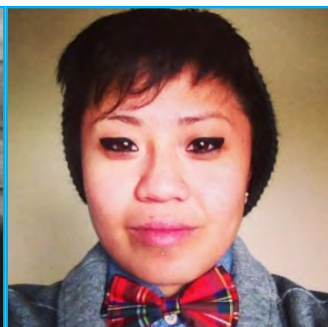
Vanessa Williams
Marketing Coordinator
Skidmore, Owings & Merrill LLP



Danielle Stuart
Saint Mary's Graduate



Sam McGarey
Business Development
Manager
Sherwood Design Engineers



Monique Coquilla
Designer
Pragmatic Professional Engineers



Hollis Heydenreich
Marketing Director
CM Commercial

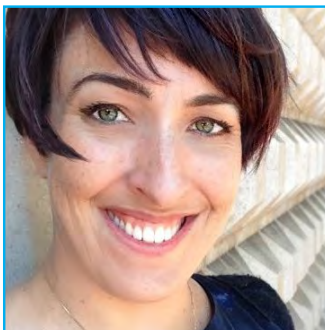


Scott Jacques
Owner & Strategist
NK Interactive



Rachel Legnitto
Marketing & Design
Associate
Gould Evans

New and Transferred Members



Vanessa Luke
Senior Marketing Coordinator
WSP



Christina Watkins
Marketing Manager
C.W. Driver



Loren Nordlund
Marketing Coordinator &
Business Development Associate
Nibbi Brothers GC



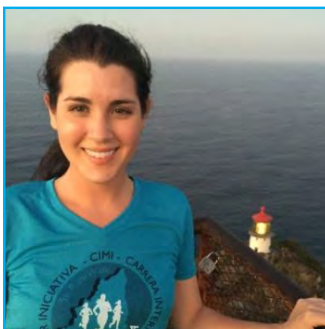
Marci Levine
Marketing Coordinator &
Graphic Designer design
Dome Construction



Jack McCubbin
Managing Principal
Millennium Consulting
Associates



Drew Palmi
Senior Pursuit Leader
GHD



Marissa Clark
Digital Marketing
Coordinator
Integral Group

Additional Members

- **Aran Murray**
Marketing Coordinator
CannonDesign
- **Carla Ludwig**
Marketing
- **Shantell Montuya**
Student
San Francisco State University
- **Alessia Brisbin**
Office Manager &
Associate Project Manager
Craig Communications
- **Mariesa Christian**
Business Manager
CSW/Stuber-Stroeh Engineering Group Inc
- **Stacy Williams**
Deputy Director
AIA San Francisco

Committee Member Spotlight: Fran Fuller

By Tina Barni



Fran Fuller joined SMPS in 2015. Having spent the better part of her career at Cisco Systems, Fran transitioned into the A/E/C field two years ago. She currently works for NUVIS Landscape Architecture. Fran splits her time between business development/marketing and using her landscape design skills.

Fran has always been involved in philanthropic programs.

“Volunteering forces me to lift my head up from my own routine and focus on something greater,” says Fran, “I need that. I applaud SMPS’s commitment to giving back as well.”

Fran has been involved during the last two years working with La Casa de las Madres. She has coordinated events and programs.

“La Casa de las Madres, the philanthropy SMPS SFBAC has supported for the last two years, has a great mission to respond to calls for help from domestic violence victims, to provide transformative tools for survivors, and to educate the community with the goal of preventing domestic violence in the future,” says Fran, “The organization has many dedicated employees and volunteers. It has been a privilege to get to meet some of the key people who make it work!”

Recently, she was invited to join an SMPS Community Engagement Task Force with four other SMPS members from across the country. Over the next few months, she will meet by phone to brainstorm and develop recommendations for the SMPS National Board about how SMPS can support philanthropic and community engagement organizations at the national level.



“I have met many wonderful people in SMPS who have generously shared their time, knowledge, and experience,” says Fran.

Fun Facts About Fran

Fran grew up in Missouri. She lived in Japan for seven years where she attended a semester of Japanese graduate school.

New Member Spotlight: Carlos Velazquez

By Tina Barni



Carlos Velazquez has been in the A/E/C industry for more than 18 years. This year he became a member of the SMPS SFBAC Chapter. Carlos is President of Epic Scan, where he oversees and manages the development of Marketing, Business Development, Operations, and Research & Development programs.

After attending the Making the Connection event last year, he decided that he wanted to be part of the organization.

“This is an incredible group of people representing SMPS San Francisco,” says Carlos. “The genuine support in networking alone was incredible. It was as if everybody (200+) understood the difficulty many of us have in meeting people and made it simple for all.”

He plans to attend the conferences and events held by SMPS and to connect with other members to build lasting relationships.

Fun Facts About Carlos

Carlos grew up in Central Point, OR. When he’s not developing the latest 3D Capture technologies he will probably be traveling in the family RV.

About the Author:



Tina Barni is the Co-Chair of the Communications Committee. Contact her at 707.280.5768 or barni.tina@gmail.com.

Upcoming Events:

BUILD BUSINESS 2017, SMPS NATIONAL CONFERENCE

July 12 – 14, JW Marriott Downtown, Indianapolis, IN

MAKE THE CONNECTION

July 20, 5:00PM to 8:00PM, Autodesk Gallery, San Francisco

ANNUAL BUSINESS MEETING

August 9, 5:00PM to 8:00PM, Press Club, 20 Yerba Buena Lane, San Francisco



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

THANK YOU SPONSORS!



Environments for
Collaborators,
Listeners, and Experts



degenkolb.com
@Degenkolb
415.392.6952

Putting the tech in architecture™

Learn more at tee.com



TEECOM

Oakland | Portland | Dallas | United Kingdom

BUILDING for the FUTURE



San Francisco-Oakland Bay Bridge
Oakland, CA

Highway 4 Widening Project
Contra Costa County, CA

California High Speed Rail PMO, CA

California Incline Bridge and Idaho Ave.
Pedestrian Overcrossing
Santa Monica, CA

TYLININTERNATIONAL

www.tylin.com

rhaa

LANDSCAPE ARCHITECTURE + PLANNING



"Our passion is to create beautiful, enduring and meaningful places that inspire the human spirit"

415.383.7900
mvstudio@rhaa.com
www.rhaa.com



Welcome to FORGE.

Building on FME Architecture + Design's 37-year legacy, FORGE represents our commitment to the evolving client experience.

Learn more at forge-sf.com. #FMEisFORGE

Charles M. Salter ASSOCIATES INC

Acoustics
Audiovisual
Telecommunications
Security

130 Sutter Street
Floor 5
San Francisco, CA
94104
T 415.397.0442
F 415.397.0454
www.cmsalter.com

Just like the Lorax
who spoke for the trees,
we speak for the buildings
and the streets,
if you please.



lowercaseproductions.com

wsp

Question
today
Imagine
tomorrow
Create for
the future

WSP USA
405 Howard Street, Suite 500
San Francisco, CA 94105
wsp.com



Salesforce Tower. Project Architect: Petri, Clark, Petri. Rendering: Courtesy of SteelBlue



odular, Inc.



Society for Marketing
Professional Services
San Francisco

SMPSSF.ORG

ADVOCATE | EDUCATE | CONNECT | ADVANCE

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to advance industry best practices and develop business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.