

# THE SHORTLIST

Q3 - 2017 | SMPS SFBAC PUBLICATION

## Elevate the Experience

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The shortlist is produced/edited by the Communications Committee of the SMPS San Francisco Bay Area Chapter.

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# President's Quarterly Update

## Elevate Your SMPS Experience

Every moment of every day, we accumulate experiences. They're shaped by touchpoints -- the people, things, and processes we interact with. One bad touchpoint can ruin an entire experience. An unexpectedly great touchpoint can elevate it. Marketing has always been about shaping people's interactions and perceptions, but we've limited ourselves to a small part of the experience: a proposal here, a brochure there.

About a year ago, the leadership at TEECOM asked me to branch out from my Marketing Manager role and take over recruiting. The firm was busy, and our most urgent need was finding the right people to help us do the best work, people who really fit in with our culture and brought the same values to their interaction with our clients.

At first, I was hesitant because I had built my entire career in marketing and not recruiting, but, after some research, I realized that recruiting was a natural fit with marketing. Recruiting is really just marketing for people. As Experience Director, it's my job to make sure that everyone who interacts with TEECOM has a great experience -- whether they're a potential talent hire, a current employee, an existing client, or a potential client. (You can learn more about marketing tactics for recruiting at our October 26 program, "The Art of War (for AEC Talent)," with speaker Josh Miles!)

**"I REALIZED THAT RECRUITING WAS A NATURAL FIT WITH MARKETING. RECRUITING IS REALLY JUST MARKETING FOR PEOPLE."**

Experience marketing looks at the whole journey, from first brand impression through to final project occupancy and beyond, in order to create a great experience. As your Chapter President for 2017-18, I've made it my goal "to

elevate the SMPS member experience through personalized and thoughtful touchpoints.” I hope to create a fulfilling experience for every member, and to make a difference in shaping their careers.

I think people sometimes assume that experience marketing is a big thing. It’s really the small things, the small touchpoints that make a big difference. Experience doesn’t have to mean a member had fun at an event (although that’s always nice). Experience might mean they’re not getting 20 emails a week because we’ve implemented Slack. It’s improving processes.

The Board aspires to make our processes and goals transparent, and to elevate our interactions with members. Success to us means getting more of our members engaged: going to programs, volunteering at events. You can check out our Strategic Plan and keep us accountable for our Key Performance Indicators. We’ve created workflow diagrams to clarify steps for our amazing volunteers.

If you’d like to learn more about experience marketing, stay tuned for our program about Experience Mapping in the spring. We have a [full calendar](#) of programs this year with topics that Chapter members developed at our Programs Strategy Session in August.

In addition, the Chapter will be taking on a new charity this year: Rooms that Rock 4 Chemo, a nonprofit devoted to creating beautiful treatment rooms for patients battling cancer. Not only does Rooms that Rock 4 Chemo align with our industry’s design focus, but it reflects and honors the courage of friends and peers who have battled cancer and whose stories inspire us. We look forward to raising funds and awareness for this great organization.

The Board works for you. Each of us volunteers because we want to give back to an organization that has meant so much to us. Let me know how you think the experience might be improved. Or, volunteer to improve the experience for someone else!

Sincerely,



Nicole La

Experience Director

TEECOM

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# Meet Your 2017 - 2018 Board of Directors

We are pleased to announce our new board members for 2017-2018. As the only professional organization dedicated exclusively to advancing the practice of marketing in the architecture, engineering, and construction (A/E/C) industries, SMPS SFBAC serves more than 300 members consisting of marketing and business development leadership from throughout the Bay Area.

Nicole La, Associate and Experience Director at integrated technology design and engineering firm TEECOM, leads the 2017-18 SMPS SFBAC Board of Directors as President.

“SMPS has been enormously beneficial to my own personal career development, and I’m excited about giving back as president,” says La, “We have an amazing year planned, centered around creating a meaningful and transformative experience for our members.”

The theme of experience marketing will drive the Chapter’s educational, networking, philanthropic, and membership efforts for the year.

“As A/E/C marketers we know that simply selling services is no longer enough,” says La, “Clients seek out experiences that add value to their professional and personal lives. It’s the Board’s goal to treat our members like clients.”

**“THE THEME  
OF EXPERIENCE  
MARKETING  
WILL DRIVE  
THE CHAPTER’S  
EFFORTS FOR THE  
YEAR.”**

## 2017-18 SMPS SFBAC Board of Directors:

### **President: Nicole La, Associate, Experience Director, TEECOM**



Nicole La, Experience Director at international integrated technology firm TEECOM, purpose-builds remarkable experiences for talent and clients. Her strategic leadership at TEECOM sets the standard for the firm's unified culture, brand, and communications, from recruitment through the user experience of TEECOM buildings. Nicole has been a member of SMPS since 2011, serving as SFBAC President-Elect and as Director of the

Outreach & Development Committee, where she raised awareness of the professional services marketing sector by improving higher education student outreach. She is committed to a collaborative year of elevating the member experience through enhanced processes, increased transparency, and succession through mentorship.

### **President-Elect: Michelle Martin, Associate, Higher Education Corporate Practice Manager, SmithGroupJJR**

A strategic marketer and experienced professional in the A/E/C industry, Michelle brings a focus on teamwork and communications to all aspects of marketing. As SmithGroupJJR's Higher Education Practice Manager, Michelle is responsible for overseeing the Practice's strategic and tactical activities encompassing research and knowledge management, marketing and communications, staff and client development, and public relations to



ensure market leadership and practice growth. Michelle's experience spans from the east coast to the west coast directing marketing, communications, and business development, while also serving in various leadership roles for the Maryland and San Francisco SMPS Chapters. Michelle obtained her Bachelor of Arts from Occidental College in Los Angeles, California.

## **Past-President: Vanessa Pelletier, CPSM, Brand Manager, FORGE**



As Brand Manager for FORGE, Vanessa leads the firm's marketing and business development strategy with an emphasis on brand positioning, communications, and client relations. She managed the firm's rebrand from FME Architecture + Design to FORGE in early 2017, including the launch of a new corporate identity, website, video, public relations campaign, and stakeholder feedback program. Vanessa has been an active

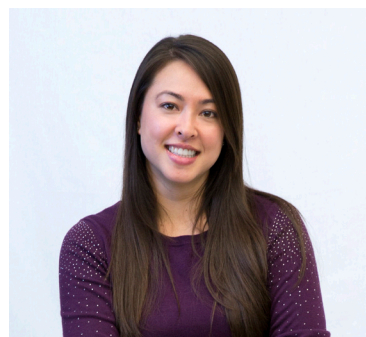
member of SMPS since she began working with A/E/C firms in 2006. Most recently, she served on the board as SFBAC President, President-Elect, and Co-Director for the Outreach & Development and Communications committees. Vanessa has presented educational programs on branding, women in leadership, social media and technical writing, contributed articles to the Shortlist, and provided in-kind photography for various events. Additionally, she earned her CPSM certification in 2015.

## **Treasurer: Justin Nagy, CPSM, Marketing Manager, Enovity**

Justin Nagy is the Marketing Manager for Enovity, a firm of engineers who operate, maintain, and optimize facilities to assure higher performance places. In this role he oversees marketing, communication, and proposal efforts for Enovity's business in California, which includes energy efficiency, commissioning, and facilities engineering services. His nine years of experience in the industry have focused around communicating the benefits of energy-efficient, sustainable buildings for the people and organizations who occupy them. Justin has been a member of SFBAC for five years and recently served as co-chair of the Communications Committee. This will be his first year as Treasurer.



## **Secretary: Samantha Stettler, Associate, Business Operations + Marketing Manager, Cammisa + Wipf Consulting Engineers**



As the Business Operations + Marketing Manager at Cammisa + Wipf Consulting Engineers, a mechanical, electrical, and plumbing engineering design firm founded in 1958, Samantha divides her time between marketing, business operations, HR, and accounting. She appreciates the opportunity to work on an array of projects because it fosters and enables her continuous growth. A member

of SMPS SFBAC since 2012, Samantha has held a number of positions over the years that have prepared her for her most current role as Chapter Secretary. Upon joining the Chapter, she joined the Programs Committee as the committee secretary and Holiday Party planner. The following year, she took on the Registration Affiliate role and stayed on board as the Holiday Party planner. In addition to her involvement as a committee member, Samantha has served as Programs Director for two years and more recently was the Membership Committee Director. Her participation and collaboration with multiple committees gives her historical insight and knowledge that she hopes will benefit the new Board Members and Chapter as a whole. In 2013, she was awarded the SMPS SFBAC Rising Star Award.

## **Financial Development Director: Daniel Carfora, CPSM, LEED AP, Director of Business Development, SmithGroupJJR**

As director of business development for SmithGroupJJR in San Francisco, Daniel supports the firm's Science & Technology, Higher Education, and Workplace studios to develop and foster client relationships, identify project opportunities, and create tailored experience programs within those markets. He brings 22 years of experience in strategic marketing in the architecture, interior design, and engineering professions. Daniel has been an active member of SMPS SFBAC for 20 years and served as the chapter president during 2008-09. In addition, he developed the SMPS award-winning Business Leaders



Forum in 2010, served on the task force to start the SMPS Pacific Regional Conference, and has worked more recently with the SMPS Foundation on white paper research efforts. While not obsessing about SMPS and marketing, he geeks out over food and cooking, wine, gardening, DIY construction projects, exploring out of the country, and pretty much anything related to dogs.

## **Financial Development Co-Director: Lily Golabchi, Marketing Coordinator, STUDIOS Architecture**



Lily has been a Marketing Coordinator at STUDIOS Architecture for almost two years. She studied Visual Communication Design at UC Davis and has always had a passion for architecture, leading to her evolution into marketing for the industry. Lily joined SMPS over a year ago and has been an active member ever since, serving on multiple committees, including Founders, Programs, and Communications.

## **Outreach & Development Director: Susie Smith, Associate, Marketing Director, KPFF Consulting Engineers**

Susie is the Marketing Director and an Associate and leads the advancement of KPFF's Bay Area office. She joined KPFF in 2013 with a strong background in marketing and business development in the A/E/C industry as well as marketing and branding consumer products. Susie is committed to strategic thinking and hands-on mentorship, encouraging new marketing and business development leaders.



## **Outreach & Development Co-Director: Bridgett McGrath, Director of Communications, Design Blitz**



Bridgett is the Director of Communications at Design Blitz, a San Francisco and Los Angeles-based Architecture and Interior Design firm specializing in commercial workplace, hospitality, and retail design. With ten years of experience in marketing and communications, Bridgett's expertise includes brand development, graphics design, business development, and public relations. She is committed to clear and honest language and stunning visuals. Previous to Blitz she has worked for a number of Bay Area firms,

including SmithGroupJJR and STUDIOS. Her SMPS involvement includes three years on the Programs committee. After a brief hiatus, Bridgett is excited to rejoin the San Francisco SMPS community as co-director of the Outreach and Development committee. Bridgett holds a Bachelor of Arts from the University of California Santa Cruz.

## **Programs Director: Ali Bedwell, CPSM, Director of Brand Strategy, Skyline Construction**

As a member of Skyline's executive leadership team, Ali is responsible for all branding, marketing, and corporate communications strategies. She has been instrumental in positioning the firm for growth through long-range planning, systems to provide measurable analytics, managing external communications, building brand ambassadors, and leading the professional development of staff.

Ali holds degrees in graphic design and interior architecture from UC Davis and received her Certified Professional Services Marketer (CPSM) designation in 2009. Ali has been an active member of SMPS SFBAC since 2007, serving as chapter President from 2013-2014 as well as the Financial Development Director, Secretary, CPSM Group Leader, and many other roles within the chapter. She is passionate about mentoring future leaders and staying in tune with emerging marketing trends. Most of all she is excited to help provide the organization with powerful educational programming for all levels of A/E/C marketers.



## **Programs Co-Director: Linnea King, Marketing Coordinator, TEECOM**

Linnea's perpetual drive to learn new aspects of the A/E/C industry and marketing drives her to excel at the innovative marketing practices that define TEECOM. As Marketing Coordinator, Linnea is continuously advancing her skill set in client relations, proposal production, inbound and digital marketing, recruiting, and creative thought leadership. Throughout the past three years as an SMPS SFBAC member, Linnea has volunteered as the SFSU Student Outreach Liaison, Job Bank Affiliate, and Mentoring Pathways Co-Director. Heading into her fourth year of volunteering, Linnea is grateful for the opportunity to step in as the Programs Co-Director and is committed to ensuring a year full of valuable educational programs. She is excited to provide a year of valuable educational programs for our SMPS SFBAC members and foster an environment to share knowledge, ideas, and feedback within the Programs Committee.



## **Membership Director: Heather Perez, Director, Marketing & Transactions, The Dhillon Team**

As a member of SMPS SFBAC since 2006, Heather has served on various committees, including Communications, Outreach & Development, and most recently on the Executive Board as Secretary. Through her involvement, she has made lasting professional and personal relationships that have served as invaluable resources for knowledge-sharing, mentorship, career advancement, and so much more. As the new board year commences, Heather is also embarking on a new chapter, as Director of Marketing & Transactions for an East Bay residential real estate firm, The Dhillon Team. Residential real estate is a new language for Heather, as she has spent the past 12 years with MEP design consulting engineering and HVAC manufacturing firms, and she is excited to work with a firm that has the reputation of making this process an enjoyable one (an amazing feat for the Bay Area).



## **Membership Co-Director: Allison Halvorson, Associate, Business Development Manager, AE3 Partners**

Allison Halvorson is an Associate and Business Development Manager at AE3 Partners, an architecture and project management firm. With over 10 years of experience in the A/E/C industry, she is responsible for managing



marketing and business development activities and creating innovative and effective marketing programs for AE3's offices in San Francisco, Oakland and Los Angeles. A member of SMPS since 2007, she has previously served as Outreach and Development Committee Director and San Francisco CHAT Leader (now known as Market Share). She earned her B.F.A. in graphic design from the Savannah College of Art & Design.

## **Communications Director: Traci Vogel, Content Manager, TEECOM**

After working in arts and science journalism for a decade, Traci found her niche in A/E/C marketing's unique blend of research, creativity, and relationship-building. She has managed winning pursuits on both architecture and engineering design teams. At integrated technology design firm TEECOM, Traci enacts inbound acquisition strategy through execution and measurement of marketing content, overseeing the firm's website, blog, social media channels, and other marketing content. She joined SMPS in 2009, and has served as Communications Director and Programs Co-Director. Rejoining the Communications Committee for 2017-18, she looks forward to a year of helping to communicate the outstanding value that SMPS SFBAC members bring to their firms.



## **Communications Co-Director: Hannah Mobarekeh, Senior Marketing & Business Development Coordinator, Mazzetti+GBA**



Hannah Mobarekeh brings nearly a decade of journalism experience and five years of marketing experience to her role at Mazzetti, where she leads regional business development and marketing efforts throughout Mazzetti's three California offices. In addition to coordinating the full lifecycle of

competitive MEP project pursuits, Hannah curates knowledge-sharing pieces company-wide (blog posts and social media posts), coordinates conferences and regional events, and works to gain client intelligence along the way. She has marketed technical services in the built environment for five years, when she began her career at a San Francisco-based consulting engineering firm. While in this role, she learned business development and marketing basics at the ground floor of a small team. From there, she worked within the marketing department of a large general contracting firm to coordinate proposals and qualifications packages in a fast-paced environment. She has been a member of SMPS for a little over two years. In this time, she has enjoyed the peer-to-peer aspects of developing relationships that extend far beyond projects pursuits into valuable friendships. She looks forward to serving as a Director on the 2018 Communications Board to be able to usher in a user-driven editorial strategy to delight—and maybe even surprise—members throughout the year.

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# 2018 SMPS

# SFBAC Calendar

## Program Titles and Descriptions

January 2018

### **Market Research for Transformative Business Insights**

Market research is the key to answering the most important question you can ask as a marketer and business developer: Who are your clients and why would they choose you as a service provider? Without the necessary research, you have no idea if what you're offering is needed, wanted, or has the potential to sell.

Learning Objective: Learn how to conduct research that will yield insights into your firm's market position, differentiators, client pain points, your competitors, and the effectiveness of your current practices.

March 2018

### **Building Relationships Through Client Experience Mapping**

Each and every client interaction impacts satisfaction, loyalty, and the bottom line. How do clients find you? How many touchpoints do they go through before engaging your services, and what most influences their final impression of your firm? In this program, you'll plot a client's emotional landscape by way of a Client Journey Map, or Experience Map. Experience Maps build knowledge and consensus across your organization about who you are and what you do, and can be a powerful way to gain insight into your clients' perspectives.

Learning Objective: Obtain hands-on techniques for Experience Mapping, and take your client retention to the next level.

April 2018

## **How to Structure and Manage Today's High-Performing Marketing Team**

Today's A/E/C marketing teams do more with less, flex to support every department, and arguably have a bigger influence on a business' success than ever before. What's the best structure for your department? How many people do you need? Should you be incorporating new roles to support modern marketing? We'll look at the steps to success for high-performance teams, including styles and hierarchies of management, and tools for communication.

Learning Objective: Turn your marketing team into a powerhouse through role definition and leadership acumen.

May 2018

## **1 + 1 = 10! A Marketing Coordinators + Digital Marketing Bootcamp**

This dynamic one-day bootcamp brings together expert instructors for valuable hands-on training in two key areas: marketing coordination and digital marketing. In the morning, we'll give those new to the industry -- and those who want a refresher -- a review of best practices for A/E/C marketing coordination, including proposal creation, business development basics, data management, and collaboration with technical staff. In the afternoon, we'll take it digital, covering the latest approaches for establishing and maintaining an online presence, content marketing, social media, and transforming BD with inbound strategies. Register for both halves, or just one, but don't miss this inspiring two-in-one symposium.

June 2018

## **Negotiate to Win: Persuasion Skills for Career & Salary Advancement**

Being able to negotiate well is an essential skill in every area of your career. We negotiate for our jobs and salaries, for promotions and resources, with clients and vendors, and in sales. Negotiation provokes emotional responses in those who aren't comfortable with it. What if there was a better way to approach these delicate conversations? We'll walk through the phases of negotiation, look at methods for defusing potentially awkward conflicts, and engage with the most important element: the close.

Learning Objective: Free yourself from fear of negotiation and learn techniques for obtaining the results you deserve.

July 2018

## **Mini-MBA: Understand Your Business, Empower Yourself**

Do you know the difference between sales and revenue? How do overhead costs factor into your hourly rates? Having an understanding of your firm's business operations strengthens your sales and marketing strategy. If you want to influence the decision makers, show them the money. We'll show you how.

Learning Objective: Understand the strategies underpinning business management, including finances and accounting, in order to effect change at a higher level in your organization.

October 2018

## **Client Roundtable**

This is a rare opportunity to meet with key client representatives in an intimate setting and in a program format that allows for direct, focused interaction. Attendees will learn about the structure of the different organizations, their process for selecting A/E/C teams, as well as what's on the horizon in terms of future work. Each roundtable session will also allow time for attendees to ask specific questions. Roundtables will be in 15-minute intervals.

# The War For Talent: Talent Warrior Josh Miles

By Melissa Moulton

Josh Miles is Principal and Founder of [MilesHerndon](#), a branding agency located in Indianapolis, Indiana. Josh will present at the upcoming October SMPS Program Recruitment Marketing: The Art of War for A/E/C Talent, and I had a chance to connect with Josh and chat about why this is such a hot topic in the current industry climate.



**Tell me a little bit about your background and how you got into marketing.**

I'm one of those strange cases where I decided at a pretty young age that I wanted to be involved in the visual side of marketing. I went to school to study graphic design and advertising. I took on some internships and full-time positions in the industry, and eventually started my own company in 2002. [Laughs] It's definitely been a committed professional career path.

**Have you always worked with A/E/C firms, or have you worked with other professional services firms or other industries as well?**

As I always say, in the early days of the business, when the phone rang, we said, "yes." By chance, the work we did led us to working with professional services firms.

We started working with A/E/C firms in 2005, and by about 2008 we had really ramped up, working with larger firms and out of state clients as well. We don't work exclusively with A/E/C firms, but they do represent a large portion of our clients.

## Why is the topic of attracting and retaining top talent so important?

What's really interesting to me is the shift I've noticed in the industry. Over the past couple of years, client after client has said that while it's interesting to get their message out there, or work on a better website, they wouldn't be doing any of that anyway if it weren't for the talent war. The number one audience for a lot of firms today is the talent pool. They want to be able to attract and retain the right kind of talent to help them win the best projects and provide top service to clients to win repeat work. If firms can't attract and keep talent, all the projects in the world won't save them. Talent has really become a driver for why firms hire marketing and branding consultants.

## What can attendees look forward to when they come to your program in October?

Well, without giving too much away, a sneak peek I can offer is I've recently put together this idea of SWORD. Each letter in SWORD stands

**“TALENT HAS  
REALLY BECOME  
A DRIVER FOR  
WHY FIRMS HIRE  
MARKETING  
AND BRANDING  
CONSULTANTS.”**

for a step or process to help Marketing and HR departments to work together to leverage their brand to attract the right kinds of people, and to also plan the right kinds of activities to make employees feel welcome and to keep them engaged. Managers of technical staff are not the only ones that can help technical staff to feel fulfilled at work. There are a lot of interesting things Marketing can do to really help to improve culture in the firm as well.

## Some of our chapter members attended your presentation on this topic at the SMPS Pacific Regional Conference. What new things will those members be able to take away from the October program?

Well first of all, they get to see me again, so that's a bonus [laughs]. We will be sharing some fresh stories as well as new examples I've collected since the original presentation at PRC, so the presentation has definitely evolved since then. I've also written an entire chapter on this topic for my new book, so attendees will have a chance to learn about that as well.

**Is there a benefit for HR professionals or others to attend your program, or is it specifically geared toward marketing professionals?**

This is actually a really great session for Principals who have a role in hiring and talent initiatives. It's a good session for marketers who want to learn how to build culture, and content for HR professionals involved with recruiting and retention as well.

And I'll have a handful of books on hand, so get there early if you want an advance copy!

Join us on October 26th for Recruitment Marketing: The Art of War for A/E/C Talent.

Josh's new book, Bold Brand 2.0 , will be available in October.

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**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.

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# How Do You Do Client Care?

By Katelyn Suprenant

This quarter we took some time to interview local industry professionals to get their take on client relationship management in the A/E/C world. With 80% of work coming from existing client relationships, it is more important than ever to have strong tools in place to nurture our clients. After interviewing professionals across structural, mechanical, electrical, plumbing engineering, architecture, and the construction fields, we've compiled trends, tips, and tricks for client care in 2017.

While the most familiar client relationship management structure for a firm is to have your Principals and Business Development (BD) professionals maintain and track all relationships, the marketers we spoke with consider every employee to be a part of the client care team.

"Everyone at Build Group plays a role in developing relationships with our clients – every interaction is creating a perception of Build Group as a company," says Laura Ellington, Business Development Director with Build Group.

From top to bottom, whether it's the administrator that answers the phone, the Project Manager in the midst of a project, or the BD professional at an SMPS event, every member of a firm is a part of the client care process. This holistic view complicates the process for client care by adding a significant number of key players. However, our marketers are keeping up, by prioritizing two main strategies: training and education for their employees, and formalized feedback for major client relationships.

**"ADDRESS AND  
OPTIMIZE THE ENTIRE  
JOURNEY OF A CLIENT.  
IT IS A LIFE CYCLE,  
BEFORE, DURING, AND  
AFTER A PROJECT."**

Laura Guzman  
Vice President and Director  
of Development for WSP

## BD Skills Training

Establishing a training or mentorship program for employees to develop and sustain business development and communication skills is key for every firm.

“Internal and small networking events have been helpful for our staff. We also recently tested out hosting a six-week-long networking and training class for our younger design staff with an architecture firm. They meet once a week and focus on business development techniques and start to form these skills and relationships early in their careers,” says Aliza Skolnik, Vice President and Director of the San Francisco office for ESD.

Additionally, firms are strengthening the skills of their client relationship managers.

“Our team started Leadership Training classes for a select group of our Associates and higher level employees. So far, it’s been a very beneficial way to build our skill set and further improve our services to our clients,” says Angie Sommer, Associate at ZFA Structural Engineers.

Other popular strategies are lunch-time training seminars, developing individual employee BD plans, and providing designated time for each employee to have marketing utilization opportunities.

## Embracing the Brand

Beyond learning the soft skills required to successfully network and build relationships, marketers are looking to find ways to engage employees with the firm brand.

“We work with our team to help them find the meaning of our brand. Rather than teach them an elevator pitch to memorize, we try to reinforce what it means to each individual in our firm and their experience with our brand,” says Vanessa Pelletier, Brand Manager at Forge.

**“THE KEY IS TO BE PROACTIVE AND AUTHENTIC RATHER THAN REACTIVE, SIMILAR TO HOW YOU WOULD THINK OF A FRIENDSHIP; YOU DON’T ONLY TALK TO YOUR FRIEND WHEN YOU NEED SOMETHING FROM THEM OR THEY NEED SOMETHING FROM YOU. INSTEAD, YOU CHECK IN REGULARLY.”**

Aliza Skolnik  
Vice President and Director  
of the San Francisco  
office for ESD.

To provide their employees with strategic goals and a larger investment in the firm brand, ESD has every employee establish business goals at the onset of their hire. These goals align with the firm business plan and the goals are followed up quarterly to review progress. Marketers agree that employees must be engaged with the brand. These tools are helping to ensure that employees create and maintain a meaningful experience with the firm brand for every client.

## Formalized Feedback

To provide quality feedback to employees and track the success of these trainings and goal systems, as well as to give the client a forum to express their needs, firms are embracing formalized feedback. Formalized client feedback programs, including project milestone check-ins, were popular among interviewees. Survey platforms such as Survey Monkey, traditional review forms, and standard phone call check-ins were utilized across firms.

“It’s important to have someone outside of the direct person interacting with the client to be the one to check-in on the client. It’s often challenging for a client to share any negative feedback directly with the person they’re working with on the project,” says Vanessa Pelletier.

Maintaining good client relationships is nothing new to our industry, but, as marketing professionals, we are always looking for a way to improve our process. Whether you begin to have employees develop personal business goals, establish internal training seminars, or start formal client care processes, we hope our experts have encouraged some new strategies to maintain a meaningful experience with the firm brand for your clients.

Thank you to Vanessa Pelletier, Brand Manager at Forge; Angie Sommer, Associate at ZFA Structural Engineers; Laura Ellington, Business Development Director at Build Group; Aliza Skolnik, Vice President and Director of the San Francisco office for ESD; and Laura Guzman, Vice President and Director of Development for WSP for sharing your insights.

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### About the Author:



As Marketing Coordinator at RIM, Katelyn works to uncover RIM’s creative strategies and innovations on each unique project 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 Financial Development Committees. She can be reached at [ksuprenant@rimarchitects.com](mailto:ksuprenant@rimarchitects.com).

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# Attending the AIASF Next Conference

By Erin Clinch

How is design changing as the world evolves, and how can human-centered design help improve our world's future?

These were the two big topics addressed at the 2017 AIA San Francisco NEXT Conference. In a time of particular turbulence and unknowns, the NEXT conference addressed some of our City's most pressing issues: homelessness, resiliency, sustainability, and education.

The NEXT Conference took place over two days, June 1 and 2, at the California College of the Arts (CCA) and San Francisco Art Institute (SFAI) campuses in San Francisco. The first day was a symposium focusing solely on homelessness, while the second day featured three different lecture tracks: business, design, and technology.

**“THE MOST IMPORTANT THING WE AS EVERYDAY CITIZENS CAN DO IS TO EDUCATE EACH OTHER.”**

The homelessness symposium, “Many Paths Home,” took place at the CCA campus in Potrero Hill and featured speakers with the Mayor's Office of Housing, homeless care advocates, and design professionals to educate attendees on the state of homelessness in San Francisco and the role human-centered design has played, and can continue to play, in solving one of our City's biggest challenges. In San Francisco, we have 6,200 units of formerly homeless housing, with approximately 2,400 being supportive. We have 7,000 homeless living on the streets and shelters currently have one bed for every six people who need one.

The speakers, personnel from the Anti-Eviction Mapping Project, San Francisco Coalition on Homelessness, Academy of Art University School of Architecture, San Francisco Public Works, and Leddy Maytum Stacy Architects, outlined some of the steps currently being taken to address this complex challenge.

Over the last year or so, navigation centers have begun gradually popping up around the City, with one at 16th and Mission and another at Market

and 12th, and the newest one in the Dogpatch near AT&T Park; three more are planned over the coming year. Navigation centers are run by non-profits and differ from shelters in a number of ways: shelters do not allow pets, which for many homeless individuals are forms of emotional support, and navigation centers are designed to be more welcoming than shelters

**“HUMAN-CENTERED DESIGN IS ONE STEP IN ENDING HOMELESSNESS. WHEN WE BUILD, WE ARE BUILDING FOR PEOPLE, AND FOR EACH OTHER.”**

(furniture in shelters is often the same furniture used in jails). Navigation centers are meant to serve as a bridge from the street to permanent housing, which for many homeless can be a tough transition. The Dogpatch navigation center is modular so it can be moved after three years, with the goal being to move it to other neighborhoods in need over time. It required a year and \$3M to build and will cost \$1.5M a year to run.

Leddy Maytum Stacy Architects, who specialize in affordable and supportive housing, have designed two successful housing projects for the formerly homeless: Plaza Apartments on 6th and Howard, and Rene Cazenave Apartments on Essex and Folsom. Both projects include on-site supportive services. Some features that have made these projects successful include ground floor retail space, which helps make the building a positive asset to their neighbors and community, and plenty of outdoor spaces and natural lighting. The buildings are designed to be friendly and secure and do away with the public housing look that was normalized over the last few decades.

In closing out the symposium, the speakers outlined the eventual “90 day goal”: that one day, no one person will be on the streets for more than 90 days. The most important thing we as everyday citizens can do is to educate each other. There are a wealth of misconceptions and untruths that circulate about homelessness, and it is our duty to teach and dispel rumors as often as we can. For example, 71% of our homeless became homeless by living in San Francisco—they did not come to San Francisco because they were homeless, but became homeless in San Francisco because of its colossal cost-of-living. It is more cost-effective in the long run to provide navigations center and permanent housing for the homeless, and safer for everyone to have our homeless off the streets and in supportive spaces.

The second day of the conference, at the SFAI campus in Russian Hill, offered a range of sessions dealing with design in an ever-changing world. The keynote speaker, John Cary, is a former architect who now works as

a connector, curator, writer, and speaker with focuses on philanthropy and social change, and design for the public good. His keynote explored themes that will be included in his upcoming book, *Design for Good: A New Era of Architecture for Everyone*, which focuses on the dignifying power of design. He traveled the world to research his book and shared many examples of projects he explored, including a formerly homeless community housing project in Dallas, a health center in rural China, and a hospital in Rwanda.

One of the most poignant examples of this concept are the maternal waiting homes in Malawi. In Malawi, which has one of the worst infant mortality rates in the world, the government provides birthing centers close to health clinics in rural areas where expectant mothers can receive care during their delivery period. Previous centers have lacked places to sleep, as well as ventilation, sanitation, and natural light, so a new prototype village-like center designed by MASS Design Group puts into practice human-centered design, by focusing primarily on what these women really need. The MASS Design Group's center was built in conjunction with a government model and both cost around the same to build in a similar amount of time.

For the remainder of day two, attendees had the opportunity to attend four sessions on one of three different topics: design, business, and technology. While each session focused on unique topics, the overall message throughout the conference was the same: design plays a greater role in our communities and society as a whole that is bigger than aesthetically-pleasing buildings. John Cary showed us that human-centered design can help provide comforting and safe spaces for women in rural Malawi to bring new life into the world. Human-centered design can help save lives in earthquakes and provide children with a school that they enjoy attending, and that educates them as much as their teachers do. Human-centered design is one step in ending homelessness. When we build, we are building for people, and for each other—at the end of the day, this is the most important thing to focus on. The more we are able to spread this message around our communities, country, and the world, the closer we become to improving our future.

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### 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](mailto:eclinch@lmsarch.com).

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# The Network

The Network SFBAC is always excited to hear about member news about job changes, promotions, firm anniversaries, and office openings or relocations. Keep the Network informed at: [SMPSSF@gmail.com](mailto:SMPSSF@gmail.com).

Join us in congratulating these Chapter members on their new positions:

## Moves & Promotions

- Erin Lopez has been promoted to Senior Marketing Coordinator at Charles M. Salter Associates in San Francisco.
- Heather Perez joins The Dhillon Team, RE Realty Experts as Director, Marketing & Transactions.
- Penny Desatnik was promoted to Vice President at Blattel Communications in July.
- Denise Youmans has joined LCA Architects as Director of Marketing.
- Tina Barni has joined RHAA Landscape Architecture + Planning as Marketing Manager.

## Other News

- Fehr & Peers recently opened a new office in Portland!
- Integral Group opened their first Australia office in Sydney on September 1st.

# New Members

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- **Rachel Diaz**  
Marketing/Admin. Assistant  
BKF Engineers
- **Scott Leary**  
Executive Director  
Bay Area Builders Exchange
- **Marissa Clark**  
Digital Marketing Coordinator  
CSW/Stuber-Stroeh Engineering  
Group
- **Judy Furukawa**  
Senior Marketing Coordinator  
Degenkolb Engineers
- **Christina Morrison**  
Corporate Marketing Coordinator  
Swinerton Builders

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# Committee Member Spotlight: Amanda Burke

By Tina Barni



During the Taste of SMPS, Amanda Burke was inspired to join the Programs Committee. A member since 2016, Amanda was introduced to the committees and wanted to volunteer her time to help plan educational events.

“I really wanted to make the most of my membership with SMPS,” says Amanda, “After attending the Taste of SMPS event, it seemed like there were a lot of great opportunities to help the chapter

that would also benefit my own career growth.”

Before officially joining the committee, Amanda met with the committee directors to hear more about the role of the committee, and what the commitment level looks like, and for the directors to gain an understanding of what she wanted to be involved in. In that first meeting, Amanda was offered the opportunity to co-lead the event coming up in October (Recruitment Marketing: The Art of War for A/E/C Talent).

“I truly enjoy that the saying ‘you get out what you put in’ really resonates with this group,” says Amanda, “I feel like I’m still very much a new member, yet I already feel comfortable connecting with individuals throughout the chapter.”



## Fun Facts About Amanda

A fan of the Oakland A’s and country music, Amanda also enjoys going to her fiancé’s family cabin in Twain Harte on the weekends.

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# New Member Spotlight: Christina Morrison

By Tina Barni



With an eagerness and to grow personally and professionally, Christina Morrison joined SMPS to expand her skills and make new friends in the construction industry. Christina is the Corporate Marketing Coordinator for Swinerton, and she first learned about SMPS during her final year at Sacramento State.

“In my short amount of time at SMPS I have made some great connections,” says Christina, “SMPS has increased my confidence and has really pushed me outside my comfort zone of

not being afraid to meet, talk to, and introduce myself to people I don’t know.”

Christina entered into the A/E/C industry three years ago, when she joined Swinerton’s Corporate Marketing team. Prior to her time at Swinerton, she worked in public affairs at a water company in Sacramento.

“There are so many opportunities and resources available,” says Christina, “If you want to join a committee, or help with an event, all you have to do is ask and people are always very welcoming and receptive of your help and ideas.”

## Fun Facts About Christina

Christina loves animals and enjoys going on walks with her dog Louie, who she adopted from the SPCA.

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### About the Author:



Tina Barni is the Marketing Manager for RHAA Landscape Architecture + Planning. She writes for the Shortlist and is on the SMPS SF Communications Committee. She can be reached at [barni.tina@gmail.com](mailto:barni.tina@gmail.com).



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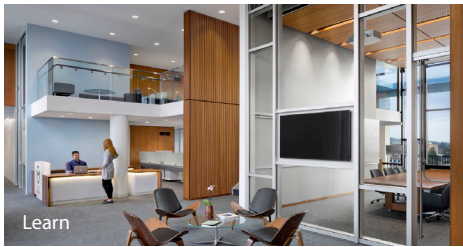
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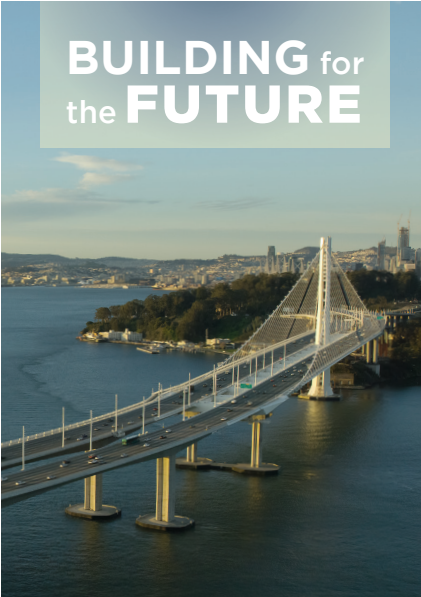
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