



AUGUST 2005

IN Touch

Society for
Marketing Professional Services

SMPS

Wisconsin

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PRESIDENT'S MESSAGE *Welcome Back!*

After a few months off, I am excited to officially kick-off the 2005-2006 program year which will include great programs, networking and educational opportunities!

This year's program calendar is absolutely incredible beginning with our first program on September 29 – Flying with Eagles.

Panelists Ken Graham (HNTB Corporation), John Hunzinger (Hunzinger Construction), Greg Uhen (Eppstein Uhen Architects, Inc.), Mark Sherry (M. A. Mortenson Company), and Gary Grunau (GPD | Gilbane) – some of the Milwaukee area's most eminent figures in our profession – will offer their insight on leadership, marketing and the industry. I invite you to take a look at our program listing on page five and take advantage

of the special discount we are offering to those who sign up now for the entire program year.

In addition, we have a few things “under construction” this year, including updating our chapter's Web site to offer on-line registration, re-invigorating the newsletter, and celebrating the SMPS Wisconsin Chapter's 15-year anniversary. Stay tuned for more details.



As always, I want to hear from you! If you want to learn more about how you can become involved in chapter activities, pass on an idea or provide feedback, please contact me at (414) 359-2300 or mlucka@hntb.com.

Thank you for your continued support and I look forward to seeing you at our September 29th lunch program.

*Mary Jo Lucka, CPSM
SMPS Wisconsin
Chapter President*

Flying with Eagles

Another SMPS year is upon us, and it is shaping up to be quite a year of events. The monthly programs will start off on September 29th with “Flying with Eagles”, a program which was held approximately five years ago, and is back again due to its success. Five industry-leading professionals will share their perspectives and views on the trends of the A/E/C industry and where it is headed. These professionals include: Ken Graham, P.E.; Gary Grunau; John Hunzinger, P.E.; Mark Sherry and Greg Uhen, AIA.

Ken Graham, P.E., is the CEO of HNTB Corporation. With more than 27 years of experience with HNTB, Mr. Graham’s extensive background in transportation planning and engineering aid him in providing oversight for the firm’s more than 60 offices around the country. Under his leadership, HNTB increased their share of the toll market more than 50 percent in 2004, and was ranked the third largest aviation consulting firm and the sixth largest transportation design firm in 2004 by *Engineering News-Record*.

Gary P. Grunau, P.E., is the Principal-in-charge at Gilbane. With more than 42 years of construction experience, Mr. Grunau’s ability to analyze the feasibility of a project and create the strategy for acceptance is invaluable. Gary has been instrumental in the concept and creation of many successful urban projects in Milwaukee.

John Hunzinger, P.E., is the president and owner of Hunzinger Builders and has more than 25 years of extensive construction ex-

perience. Mr. Hunzinger has been involved in numerous projects with the role of project executive, and on a daily basis provides his project teams the resources necessary to effectively meet and exceed project goals.

Mark Sherry is the vice president/general manager of M.A. Mortenson Company. Mr. Sherry, an 18-year veteran of the company, brings a unique perspective to today’s changing marketplace. Mark is responsible for overall management of the state’s operations and personnel, development of new relationships, and delivery of all construction services.

Greg Uhen, AIA, is the president and CEO of Eppstein Uhen Architects, Inc. Since he assumed this role in 1996, he has more than doubled the firm’s size and most recently opened a Madison branch office. Mr. Uhen has built his firm on the belief that going beyond the norm to forge a relationship guarantees the success of a project long after it has become a reality.

SMPS Wisconsin is proud to present this outstanding program as the first of its 2005-2006 season. Please mark your calendars for September 29th, and let your colleagues know about this exciting program. More information on the time and location will be available soon.

MEMBERSHIP BENEFITS

The Society of Marketing Professional Services (SMPS) is a national organization dedicated to the development of marketing professionals in the architecture/engineering/construction industry. The organization's educational programs and networking events have played a key role in promoting the careers of individuals within the A/E/C industry and in nurturing stronger working relationships among its member firms.

SMPS is a network of more than 5,300 members across the United States and offers professional certification, an awards program, a premier national conference and many other educational opportunities. In addition to the many benefits of membership at the national level, the Wisconsin Chapter of SMPS offers discounted registration to locally-focused programming and networking events.

COME TO NETWORK

The Wisconsin Chapter of SMPS is an active group of nearly 60 professionals from more than 45 businesses. With nine events offered throughout the year, SMPS members have numerous opportunities to meet with professional peers, establish new contacts and exchange ideas.

STAY TO GET INFORMED

Educational programs offer SMPS members access to industry leaders and educators. These events, offered in convenient locations for our members throughout the state, introduce participants to new concepts or approaches to your marketing program, and revisit time-tested strategies and techniques.

PREPARE TO TAKE ACTION

As a member of the Wisconsin Chapter of SMPS, you will return to your job after each event ready to take action. Whether you tap into your expanded network of contacts or try a new approach to building your business, your local membership in SMPS will provide you with the resources needed to succeed.

To become better acquainted with the benefits of membership, you can visit the Web site of the national organization at www.smeps.org/members/benefits.htm, where you will find more membership information and an online membership application. Highlights of membership benefit include:

Awards Program - The annual awards program recognizes outstanding performance by marketing professional in the A/E/C industry.

Certification - SMPS offers certification to measure candidate's proficiency in marketing and business development, as well as the ability to earn the CPSM designation, which recognizes professionals as having the knowledge and skills to generate profitable business.

Education - SMPS offers a premier educational forum for marketers and business developers in the design and building industry, bringing together business owners, developers, and clients.

Educational Resources - Resources include the SMPS Bookstore, the SMPS Marketing Resource Center, the SMPS Foundation, and the bimonthly journal *Marketer*.

Employment Opportunities - The SMPS Job Bank allows members to locate opportunities by title and city.

SMPS BOARD

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Recognition - The SMPS Fellows Recognition Program recognizes certified, long-standing members who have made significant contributions to the field of professional services marketing and to the Society.

SCIENTIST STUDY THE SMALL-WORLD EFFECT

by Tom Sobczak

Anyone who has been to Disney's Magic Kingdom knows "it's a small world after all." Since the park first opened, the catchy little tune has played in the heads of everyone who has drifted along in the attraction's pastel colored boats.

However, did you know that scholars are actually studying the aptly named small-world effect? The small-world effect is a theory of interconnectivity and implies that any two elements within a network, regardless of size, can apparently be linked via a series of only a few connections.

Researchers are applying this theory to several diverse types of networks ranging from the human nervous system to electronic circuits. The Center for Disease Control in Atlanta is even studying the small world effect as it relates to the spread of diseases.

In the American culture, the small-world effect has been popularized through the Kevin Bacon Game, linking the actor to more than 446,000 actors in an average of three steps. Even the lonely castaways on Gilligan's Island are linked in as little as two steps. For instance, Bob Denver (Gilligan) appeared in "Back to the Beach" with David Bowie, who appeared in "A Few Good Men" with Kevin Bacon. Alan Hale, Jr. (the Skipper) appeared in "Johnny Dangerously" with Mike Bacarella, who appeared with Bacon in "Stir of Echoes."

Relating this small world effect to day-to-day business activities suggests we may all be linked to the very decision makers who hire engineers, architects, scientists and contractors; each and every one of us, connected to a potentially large network of clients. To test the theory only requires making the first link with neighbors, friends, relatives, and business associates, who ultimately will connect us to an ever expanding network of people. Try it out. Take a friend to lunch and suggest they bring along a colleague. Ask your current clients for a referral or an introduction to a new prospect. See if you can establish the links that will connect you with the clients who have the projects you aspire to. It may be easier than you think.

Kudos

Tom Sobczak, our chapter's past president, received a certificate of recognition for his leadership efforts at the SMPS National Conference held in New Orleans earlier this month. ***Congratulations, Tom!***

PAST PRESIDENT'S POST

Throughout this summer as I have prepared to pass the leadership gavel to Mary Jo Lucka of HNTB, I have reflected upon my many experiences as the Chapter President of SMPS Wisconsin. When I accepted the nomination to serve as your president, I had no idea what to expect. At the time, I had been working in the A/E/C industry for about five years. I had been attending SMPS meetings fairly regularly, to network with other individuals in the industry and to polish my marketing and business development skills. But it wasn't until I joined the Chapter leadership that I understood how much more the organization had to offer. I encourage each of you to seek out those opportunities for yourself. Start small if you wish by serving on a committee. It shouldn't take long before you'll want more.

Thank you to everyone who has served with me during the past two years. Through teamwork, we've achieved more than was expected of us and have set the stage for even greater accomplishments in the coming years.

CONTACT

We welcome your comments or article ideas for future editions by contacting:

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Job Bank

Use SMPS the next time you're hiring!

SMPS-Wisconsin's Job Bank service is an excellent way to link job openings in our industry with job seekers. For a nominal fee, your firm's Marketing/Business Development position opening can be posted on our

MARK YOUR CALENDARS

September 29 Flying with Eagles
 October 18.....Media Myths
 November 17.....Biggest Mistakes
 that Design Professionals Make
 DecemberHoliday Celebration
 February 22 Neuro Linguistics Profiling
 March Developer Eight on Eight
 April Strategic Marketing
 May The Essentials
 June 8-9 Regional Conference
 and Golf Outing

Web site at www.smpswisconsin.org. Firms that have at least one SMPS-Wisconsin Chapter member receive a discount on the posting fee compared to non-member firms in our industry. The posting period is 45 business days, and firms have the option of posting their positions for consecutive posting periods at a reduced rate.

Please contact Janette Kamholtz, SMPS Secretary/Historian, for more information at KamholtzJ@crispell-snyder.com. We will continue to update you on the SMPS WI Job Bank services throughout the year.

Current Opening:

Business Development Professional Opening at Affiliated Engineers - This position is based out of the Madison, WI, office and requires someone with 10-plus years of strong BD skills in the AEC industry. Contact Julie Bauer, Director of Marketing, Affiliated Engineers, Inc., (608) 236-1187