AGENDA

Thursday, November 12

6 – 7:30 pm  Networking Reception  
The Terrace Club, 25 West 51st Street, New York, NY

Friday, November 13

7:30 – 8:30 am  Registration/Continental Breakfast  
McGraw Hall, 50th Floor, McGraw-Hill Companies,  
1221 Avenue of the Americas, New York, NY

8:30 – 8:45 am  Welcome

8:45 – 11:45 am  Panel Discussion: Recalibrating the Relationship Between  
Marketing and Business Development

Noon – 1:30 pm  Lunch and Roundtable Discussions

1:30 – 4:15 pm  Panel Discussion: Differentiating Your Firm in a Commoditized  
World and Getting Paid What Your Services Are Worth

4:15 – 4:30 pm  Wrap-Up

The SMPS Foundation provides the tools today to help you and your business to be more successful tomorrow including:

- Industry research and white papers
- Trends analyses
- Salary surveys
- Insight and recommendations from industry leaders
- Think Tank

The SMPS Foundation relies on your financial support to make these projects possible. Now we invite you to Invest 2 Thrive. All donations are tax deductible.

Visit our Web site at www.smpsfoundation.org to learn more about the SMPS Foundation’s projects, access relevant industry research, and download a copy of our donor support form.
Think Tank Moderators

Diane C. Creel, FSMPS
Chairman and Chief Executive Officer (Retired), Ecovation

Diane C. Creel is the recently retired Chairman, Chief Executive Officer, and President of Ecovation, Inc. Based in Rochester, NY, Ecovation is a provider of proprietary treatment technologies that convert waste to energy, serving Fortune 1000 companies including Kraft Foods, Coca Cola, Constellation Wines, Dannon, Pepsico, and Unilever. Under her leadership, the company expanded its technology offerings through acquisitions and exclusive licensing agreements and grew annual revenue more than 25x in 4 years. In 2007, Ecovation was listed on the Inc. 500 as one the nation’s fastest-growing private companies. In February 2008, the company was acquired by Ecolab Inc.

Prior to Ecovation, Diane was Chairman, CEO, and President of Earth Tech, Inc.—the first woman to hold the chief executive position of a publicly-held engineering firm in the United States. After Diane came on board in January 1992, the company’s revenues grew from $50 million to $1.6 billion including 27 acquisitions. In 1996, Diane led the sale of Earth Tech to Tyco International.

Before joining Earth Tech, Diane was the director of business development and communications for CH2M Hill in Seattle and Denver, manager of marketing communications for Caudill Rowlett Scott in Houston, and director of public relations and business development for LBC&W, Architects–Engineers–Planners, based in Columbia, SC.

Diane currently serves on the Board of Directors of Allegheny Technologies Inc. and Goodrich Corporation. She is a member of the Women’s Leadership Board of the Kennedy School at Harvard University. She previously served on the boards of Capital Research Management American Funds, Teledyne, Foster Wheeler, and Glendale Federal Bank. Diane is a trustee of the SMPS Foundation.

Nancy Egan, FSMPS
Principal, New Voodou

Nancy Egan heads her own consulting firm, New Voodou, that provides marketing strategy, image and content development, and media relations to the real estate and design community. Prior to establishing her independent practice in 1992, Nancy held senior marketing and management positions with several international design firms. Through her work as an advisor and author, she addresses issues of professional practice, authenticity and identity, firm culture, and capital. Nancy works with architects and designers, investment developers, and community agencies across the United States and internationally.

Distinguished Panelists

Gerard F.X. (Guy) Geier, FAIA, FIIDA, LEED
Senior Partner, FXFOWLE Architects

Guy Geier leads the Interiors Studio at FXFOWLE Architects. As an architect and interior designer with over 25 years of experience in the design and management of corporate and institutional projects, he is a strong proponent of the value design plays in creating a healthy and productive workplace. Guy focuses on developing spaces that reflect a client’s mission and current program, while anticipating future needs.

Guy is on the Board of Interior Designers for Legislation in New York and an active member of the New York Chapter of the American Institute of Architects, the International Facilities
Management Association, and the New York Building Congress. He sits on the Editorial Advisory Board for *Contract* magazine and has taught Professional Practice at Parsons, The New School for Design. In 2007, he was named Marketing Champion by SMPS New York. In 2008 he was named a Fellow of the American Institute of Architects. In 2009 he was elevated to a Fellow of the International Interior Design Association.

His current projects include the LEED Platinum headquarters for the National Audubon Society in New York City and a new LEED Platinum corporate headquarters for SAP Americas in Pennsylvania, as well as several other LEED interiors projects in New York City, including the José E. Serrano Center for Global Conservation at the Bronx Zoo, new offices for the Rockefeller Brothers Fund, and the expansion and renovation of the Jacob K. Javits Convention Center.

Guy received both his Bachelor of Science in Architecture and Masters of Architecture from the University of Virginia, where he also sits on the Dean’s Advisory Board. He lives in Cranbury, NJ, with his family and is a trustee at The American Boychoir School in Princeton.

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**David Harkleroad**  
**CMO and Managing Director, Global Marketing, Hay Group**

David is currently driving competitive marketing and brand strategies as CMO of Hay Group, following a stint as VP of Brand and Marketing Strategy at IBM, now the world’s second most valuable brand. He has had P&L responsibility as COO of The Futures Group, opened and ran Textron Lycoming’s China Operations, and even branded aircraft tires at BF Goodrich. His experience includes brand strategy, strategic and marketing planning, new product introductions, media strategies, industry and competitor analysis, consulting, direction of market research, contract negotiations, and executive management.

David is a Fellow and served as a board member of the Society of Competitive Intelligence Professionals, was a Trustee of the Marketing Sciences Institute, and has taught MBAs and executives. His education includes an MBA from INSEAD and a BA and a BS from the University of Colorado. David speaks reasonably fluent French but has forgotten most of his German and Chinese.

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**Ben Kaplan**  
**Vice President and General Manager, Turner Logistics**

As vice president and general manager, Ben is responsible for the overall management of Turner Logistics, Turner Construction Company’s sourcing and supply chain management company. Under Ben’s leadership, Turner Logistics has partnered with clients to develop sourcing opportunities for mechanical, electrical equipment both domestically and globally. Turner Logistics procures over $450 million in equipment volume annually with 160 professional staff. His experience prior to this current position includes 10 years as the purchasing manager for the Philadelphia and New York City offices of Turner.

Ben holds a master’s degree in real estate development from New York University and a bachelor’s degree in civil engineering from Drexel University.

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**Suzanne Lowe**  
**President, Expertise Marketing LLC**


Lowe speaks for leading trade associations and in-house audiences and writes for premier publications, including the *Harvard Business Review* and *BusinessWeek*. She facilitates roundtables of chief marketing officers from some of the world’s most prestigious professional service firms.
Sheryl Maibach, FSMPS  
Chief Marketing Officer, Barton Malow Company

Sheryl Maibach, FSMPS, is responsible for corporate marketing and sales for Barton Malow, a national construction services firm with 13 regional offices and annual firm revenues over $1.4 billion. Sheryl serves as the Barton Malow Company spokesperson. As a female executive and major stockholder in an industry that has less than 6% women, Sheryl is a rare enough bird to be on the endangered species list.

She is a graduate of the University of Michigan Dearborn with triple majors in business, communications, and history. She is also a graduate of the University of Michigan Executive Management Program. Sheryl has 25+ years of business planning, marketing, and public relations experience in the built environment. As the seventh child in a family of eight, she had great training to prepare her for a chaotic career in marketing.

Sheryl is a past president of the SMPS Foundation Board of Directors and served two terms on the Society’s National Board of Directors. She is also a past president of SMPS Michigan, and she has served on charity and community boards. She once saw a pillow while shopping in Chicago that read, “Stop me from volunteering,” which she should have bought.

Sheryl has published over 30 marketing-related articles. Published material includes the books *Tell the World! Results-Oriented Public Relations*, co-authored with Dianne Ludman Frank, and *Marketing Handbook for the Design and Construction Professional*, in which she authored the chapter on “Proposals and Qualifications.”

A frequent guest speaker on marketing, strategy, branding, and crisis management-related topics, Sheryl has presented over 45 seminars for the American Institute of Architects, SMPS, Associated General Contractors, National Association of Women in Construction, Commercial Real Estate Woman, and universities.

Jacqueline Rast, P.E., LEED AP  
President, Major Programs, CH2M HILL

Jacqueline Rast has 25 years’ experience in the engineering and construction industry and has held key management, operations, and technical roles in the fields of sport, transportation, buildings, military facilities, environmental cleanup, water/wastewater, utilities, and industrial facilities.

She currently serves as president of CH2M HILL’s Major Programs Group, which manages the delivery of large engineering, construction, and operations programs worldwide, including the London 2012 Olympic and Paralympic Games, the MASDAR sustainable city in Abu Dhabi, and the London Crossrail Transit Program. Jacque also manages the company’s sport/events and major developments practice. She is a member of CH2M HILL’s Board of Directors and Leadership Council and chairman of the Board’s Workforce and Diversity Committee.

Jacque oversees the Center for Project Excellence, the central group responsible for development of the company’s innovative processes, tools, and standards for worldwide consulting, design, construction, operations, and management programs. She also serves as president of CH2M HILL Constructors. Prior to these positions, Jacque was CH2M HILL’s senior vice president for international development. In that capacity she was responsible for development, capture, and mobilization of strategic opportunities internationally such as the London 2012 Olympic Games, Panama Canal Expansion, and Mumbai International Airport Expansion.

She is a member of the Advisory Board of the Design Futures Council and the Board of Directors of the Metro Denver Sports Commission. Jacque has a bachelor’s degree in civil engineering from Pennsylvania State University.

Kirsten Sibilia, Assoc. AIA  
Chief Marketing Officer, JCJ Architecture

Trained in product design at Parsons, Kirsten was one of the first students to be included in the New School’s BA/BFA program. After graduating, she worked with Andrea Aranow Textile Documents, sourcing antique fabrics from all over the world and selling them as inspiration for new textile designs to the home furnishings and apparel industries. Her first job in architecture was as the marketing coordinator for Mitchell/Giurgola Architects. From there she joined Fox & Fowle Architects as marketing director. Her efforts during her 10-year tenure contributed to
the firm’s steady growth, diversification, and evolution. The firm’s leadership transition included rebranding and a name change (to FXFOWLE Architects), and Kirsten was promoted to the Principals Group.

Always looking for new challenges, in 2008 Kirsten became chief marketing officer at JCJ Architecture. She works with each of the company’s five offices on strategic marketing and communication efforts. In the past year that has included a rebranding, the establishment of a PR program, and the development of a five-year strategic plan and a one-year action plan. She is a member of the JCJ Management Committee and helps run the New York office.

Kirsten serves as the director of publications for the New York Chapter of the AIA, overseeing the chapter’s principal publications: *Oculus*, *e-Oculus*, and the web site. She wrote the chapter on public relations for the 2008 edition of *The Architect’s Handbook of Professional Practice* for AIA National.

Kirsten was on the Board of Directors of SMPS New York from 2005 to 2007.

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**William Viehman, AIA, LEED AP**  
**Principal, Perkins + Will**

After receiving his architectural degree from the Georgia Institute of Technology, Bill had a traditional professional “upbringing” in the Heery organization. He became focused on business development and marketing, becoming the director of marketing for Heery International. Bill formed Nix Mann Viehman Architects as an extended partnership of Nix Mann & Associates in 1986. The partnerships were acquired by Perkins + Will in 1996. As CMO of Perkins + Will, Bill leads the strategic planning process and is responsible for firmwide communication, both internal and external. Internal communication includes marketing data and reporting systems; external communication includes collateral marketing materials, web site development, brand management, and public relations. Bill sits on the Board of Directors.

An active community advocate, Bill was recognized by the Atlanta Chapter of the AIA with the distinguished Ivan Allen Award for Community Service. He serves on the Metro YMCA Board of Directors and Georgia Tech’s College of Architecture Development Council. A trustee of the SMPS Foundation, Bill has been active in the Society for Marketing Professional Services at the local, regional, and national levels. He is a frequent speaker and panelist. He also has been involved in Leadership Atlanta, the Midtown Business Alliance, the High Museum, the Atlanta Botanical Garden, and numerous organizations that serve homeless families and mentor women in business.

Bill resides in Atlanta but looks for every opportunity to spend time in Maine with his one-owner ’71 VW convertible and his Seaway boat.

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**Paul Zofnass**  
**President and Founder, Environmental Financial Consulting Group**

Paul is a magna cum laude graduate of Harvard College and an alumni of both Harvard Law School and Harvard Business School. Prior to founding Environmental Financial Consulting Group in 1990, he spent 17 years in finance. He began his career with four years at Citibank, where he was in charge of a unit specializing in acquisition financing. He spent 13 years with Oppenheimer, a major Wall Street investment banking firm, where he was a managing director in investment banking. There he created and ran the “public equity” group in Corporate Finance, was actively involved in financing and mergers and acquisitions, and initiated the Environmental Services Group.

He is married to Renee Ring, a finance attorney, and has two grown daughters.
2009 Marketing Salary and Expense Survey

Option 1: The Full Salary and Expense Report*

The full report includes:
- A survey sample of 1,533 respondents representing 774 offices
- Compensation tables for the following job functions: Owner/Principal, Vice President/Chief Marketing Officer, Marketing Management, Business Development Management, PR/Marketing Communications Management, Business Development/Sales, and Marketing/Busines Development Coordination
- Compensation tables for 7 job functions that include: mean salary, demographics, education, technical training, years in marketing, number of employees supervised, firm size, office's 2009 gross revenues, percentage of revenue spent on marketing, primary services offered, scope of operations, and region/metro area (for categories with 20 or more responses)
- 30 charts and 35 tables of relevant salary and benefits-related data

SMPS Member Price: $125  Nonmember Price: $250

To access the SMPS member discount, log in using your member number and password at www.smps.org and then visit www.smps.org/shop to purchase the full survey or individual tables today! Nonmembers may proceed directly to purchase at www.smps.org/shop. *Note: These products are downloadable PDF files. After your purchase, you will be presented with a link to the document and password instructions.

Option 2: Individual Compensation Tables*

Do you need quick salary data? Each compensation table below was extracted from the 2009 Marketing Salary and Expense Survey to provide detailed compensation data for the noted job functions:
- Marketing Management (Director and Manager) Compensation Table (PDF)
- Business Development Management (Director and Manager) Compensation Table (PDF)
- Marketing/Busines Development Coordination Compensation Table (PDF)

SMPS Member Price: $50/table  Nonmember Price: $100/table


Marketing Handbook for the Design & Construction Professional is an indispensable resource for those engaged in professional services marketing and dedicated to building business for their companies. Reflecting the remarkable changes in business practices and technology that have developed over the last decade, this third edition encompasses 64 chapters—including nearly 20 new chapters—authored by 72 industry leaders and practitioners with bottom-line accountability for the success of their A/E/C companies.

Chapters are organized into six sections covering all aspects of professional services marketing: market research; strategic, business, and marketing planning; client and business development; qualifications/proposal; promotional activity; and marketing and business performance.

New material addresses metrics for marketing and sales, crisis communication, social media strategies and tools, strategic branding, media relations, building consensus, go/no-go strategies, positioning, sustainability, proposal writing and the SF330, client feedback initiatives, technology, and the evolving role of the chief marketing officer.

New features added in the third edition—a glossary, chapter takeaways, and recommended supplemental reading—help to make this a must-have reference for marketers and business developers as well as principals, CFGs, COOs, CEOs, project managers, graphic designers, HR directors—virtually anyone whose job description includes marketing and business development responsibilities.

The handbook is a primary reference book for SMPS’ Certified Professional Services Marketer (CPSM) Program.
The SMPS Foundation is a not-for-profit 501(c)(3) organization established by the Society for Marketing Professional Services to promote research and education that advances the body of knowledge in the field of professional services marketing and develops a greater understanding of the role and value of marketing in the industries we serve.

The SMPS Foundation actively promotes recognition of professional services marketing as an essential element of the modern A/E/C business model. It seeks to identify and evaluate evolving marketing practices and to provide marketers with information and tools needed to achieve effective results in the changing business environment.

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