



A Note from the President



Welcome to the 2009-2010 membership year! I am very excited to be stepping into the role of President of the Upstate NY chapter. We have an energized new chapter board and several new committees that are full of fresh ideas and ready to get started. As we kick off this year I would like to tell you about the areas we are planning to focus on as a chapter:

1. **Member Benefits** – we’re making a concerted effort to bring added value to your membership. We understand that in these tough economic times there may be firms who need to justify or cut back on their professional organization commitments. Because of that, we are doing all we can to enhance your membership – we’ll be providing additional networking events, low cost (or free) webinars across the state, specific programming for both “junior” and “senior” marketers, a webinar library and CPSM resources.
2. **Communication** – look for a new and improved website, a new e-blast format and on-line registration for educational programs.
3. **Marketing Bootcamp** – a full-day educational session for both junior and senior level marketers with education sessions geared to both levels and a mentoring luncheon.

SMPS offers members professional development, leadership opportunities, and marketing resources to advance your career and benefit your employer. In 2009-2010 these items are just a few of the ideas we are planning to implement and hope that you will join us as we move ahead with creating a community of marketing and business development professionals working to secure profitable business relationships.

Also, I would like to thank Shara Balantic for her past year’s service as president. Shara is moving on - literally from Syracuse to Rochester. We wish her the best in this new phase of her life and will keep in touch with her through her position as immediate past president.

Look for our educational program calendar and some upcoming member surveys. We are very interested in hearing from and gathering your input as to how we can make this one of the best years yet!

*Lisa Fingar, CPSM
President
Upstate NY Chapter SMPS*

Program Updates



On October 1, 2009, the Upstate SMPS New York was proud to host “Sell From Your Strength – Design & Build Your Brand” featuring Theresa Marshall, Partner & Brand Strategist at Allegory Studios. Through an interactive workshop attendees learned how to firms can develop a unique and memorable message that speaks more effectively than the bottom line on a fee proposal; how the most recognizable and successful brands apply the power of archetypes to build awareness and loyalty; how to apply those principles to their own marketing strategies to create highly memorable stories and messages about their organization that truly differentiates them from competitors; how to apply a creative blueprint that makes writing proposals, websites and promotional materials consistent, compelling and easy; and how to motivate everyone at their organization to truly understand their story and tell it with passion – at interviews, trade events, social gatherings and even on elevators.

Upcoming Programs

On October 28, 2009, Upstate SMPS New York presents “Maximizing Your Effectiveness in the current Economy”, a full day of interactive programming, panel discussions and networking to prepare Architecture/Engineering/Construction marketers for the future. A full day program with separate education tracks for the Marketing Coordinator and Marketing Manager/Director and panel discussion at the end. Morning sessions are followed by a luncheon featuring keynote speaker Steve Einhorn, former Director of Business Strategy and Integration, for EYP Mission Critical Facilities. Lunch is followed by a Senior Marketers Panel Discussion of trends impacting our future, where to focus your efforts and resources for maximum ROI in the current economy and the future.

Timely Tidbits: Marketing on a Budget

The last year has been tough on A/E/C firms regionally financially. While many firms are seeing marketing and general overhead costs being cut, competition for every project is getting tougher. There is an increasing need for firms to increase public relations and firm visibility at minimal cost. Here are three low-cost marketing strategies that local A/E/C firms have adopted:

1. Press Releases

Writing and distributing a press release about recent employee hires, project completion, or even award of a project is a completely free way to get your company name out to the local media. To maximize your results, follow up on your press release by calling your local newspaper editor to ensure that they received the news.

2. Client Surveys

Client satisfaction surveys are extremely beneficial for more than one reason: they allow you to put your company name in front of the client; they allow you to get feedback on the quality of work your technical staff is providing; and they allow your marketing department to obtain valuable quotes that you can use in future marketing efforts. Some companies send client surveys out the old-fashioned “snail mail” method, which costs \$0.44 per mailing. Others are using an online survey to save time and money. Survey Monkey (www.surveymonkey.com) allows you to send a ten-question survey completely for free. Plus, you can direct your client to your company website upon completion of the survey for added marketing value.

3. Email Newsletters

You can save on newsletter printing costs and start sending company news to your clients digitally. Mail Chimp (www.mailchimp.com) is a great resource. The service is completely free for a distribution list of 500 or less (great for targeted emails in a select market sector) or a mere \$30 per month for up to 2,500 emails per mailing.

A helpful hint: When sending your email newsletters, try sending valuable information that your clients care about – such as market trends, grant money, or updates to legislation or building codes. While employee news and project features are nice, your clients are more apt to read your newsletter if you can teach them something new.

*Christine Kingery
Secretary
Upstate NY Chapter SMPS*

THANK YOU TO EVERYONE WHO TURNED OUT FOR OUR EVENTS LAST YEAR AND HELPED US MAKE THEM SUCCESSFUL! PLEASE REMEMBER TO CHECK OUT OUR WEBSITE @ WWW.SMPSUPSTATENY.ORG FOR MORE INFORMATION ON PROGRAMS AND EVENTS.