



Working with New York State Agencies

In the ever-changing world of doing business with New York State Agencies...SMPS Upstate NY has you covered! Please join us in Albany on **Tuesday, November 15**, for *How to do Design and Construction Business with New York State Agencies*.

Our panelists include:

Dawn Lagenbach, Senior Contract Administrator; *Dormitory Authority State of New York (DASNY)*

Bruce Trobridge, Director, Consultant Procurement; *NYS Office of General Services (OGS)*

Arthur Foo, Director of Capital Procurement, *State University Construction Fund (SUCF)*

Lois McLaughlin, Director, Opportunities Program, *State University Construction Fund (SUCF)*

Topics will range from procurement policies and procedures, budgets, and MWBE requirements to term contracts and upcoming work!

Registration/Networking: 11:30 am

Lunch: 12:00 pm

Program: 12:30-2:30 pm

Register online at:

<https://www.123signup.com/register?id=csgbr>

For more information contact Jill Shorter at 518.406.5506 or jshorter@ryanbiggs.com.

Please invite anyone you think would benefit from attending this program.

Programs Remaining for 2012

More details will follow as program and speakers are solidified.

- **February:** Albany, Syracuse, Rochester, Buffalo: Graphic Design Do's and Don'ts
- **March:** Albany and Rochester: Domain Roundtable focusing on trends, issues and tools.
- **April:** Syracuse: MBE/WBE Speed Dating
- **May:** Rochester: Higher Education Panel
- **June:** Albany, Syracuse, Rochester, Buffalo: Social Event

Chapter Buzz

Erin Bullard takes on her new role this program year as the Chapter's first Social Media Coordinator. Her goal is to increase our member's ability to quickly access information when and where you need it.



She is looking at new ways to get information out to our members, as well as feedback in to the Chapter. In addition to our Upstate NY website www.smps-upstateny.org, our Chapter has embraced three social media avenues: *Facebook*, *LinkedIn* and *Twitter* to increase our ability to quickly communicate with one another. We're adding the hyperlink logos to emails, program flyers, newsletters and other avenues of communication for quick access.



Once you're logged into *Facebook*, the Upstate NY Chapter page can be accessed by entering *SMPS Upstate NY* in the search window. Or you can click on the *Facebook* hyperlink logo.

Here you'll find program flyers for upcoming events, photos from previous programs and events, as well as discussions on hot topics. Make sure you "like" us. You can get updates to this page on your mobile phone by selecting "Get Updates via SMS" from our Chapter page.



Erin believes *LinkedIn* is the most valuable avenue for our members as it provides a forum where members can discuss issues as a peer group. You'll need to set up a *LinkedIn* account at www.linkedin.com and then you can join the *SMPS Upstate NY Chapter* group. You'll get emails when new discussions are started and updates as items are posted.

If you're unsure about joining or how to use *LinkedIn*, check out <http://learn.linkedin.com/what-is-linkedin>. Once you sign up, we encourage you to join the Chapter's *LinkedIn* group.



Twitter is a microblogging (only 140 characters) service that allows you to learn real-time information that matters to you from sources you select. If you are a *Twitter* user or follower, we hope you'll add the Chapter to your valued sources. The chapter's *Twitter* ID is @smpls_upstateny (www.twitter.com/smpls_upstateny).

This social media avenue is being used by the Chapter for breaking news, program announcements and reminders, last minute updates, hot topics, great articles to check out, etc.

If you're unsure about using *Twitter*, check out this site for information and *Twitter* basics: <http://support.twitter.com/groups/31-twitter-basics>

Erin comments: "This year promises to be an exciting one as we plan more activity in Buffalo and more interaction across this wide region of ours. We also look forward to more local events and networking opportunities within the individual cities as well, and when we're not face-to-face, let's keep the conversation going online!"
ebullard@bartonandloguidice.com

Social Media Policies

If you are in the process of developing a social media policy for your firm, here are a few resources that were recently posted on the Chapter Leader's list serve by Holly Bolton, CPSM, our Chapter Delegate on the SMPS National Board.

Michelle Yates from the SMPS St. Louis chapter and 2011-2012 chair of the national SMPS technology committee put together a great article in *SMPS Connections* awhile back about some considerations when creating a social media policy: <http://sfmp.informz.net/admin31/content/template.asp?sid=14810&ptid=236&brandid=4092&uid=0&mi=1403895>

Also, in the Marketing Resource Center on mysmps.org, you'll find additional resources, including the transcript from a TweetChat on social media policies that we did back in January and a

sample policy of JDB Engineering's social media policy. Go to mysmps.org and click on Marketing Resource Center (MRC). Then, click on the Technology Resources folder, then the Social Media folder.

What is the Best Use of Social Media?

A recent article in the *Syracuse Post Standard* referenced a social media site that you might want to check out. Julie Briggs, owner of Staged with Style, noted: "www.socialmediaexaminer.com is designed to help businesses make the best use of social media. I read a lot on this topic, and this site hands down has the best information on the changing landscape of social media."

2011 SMPS Foundation White Papers

One of the many benefits of your SMPS membership is the annual SMPS Foundation sponsored White Papers. These research papers on relevant industry topics are available for download on www.smps.org.

- Best Practices in Competitive Intelligence
Krista Sykes, Ph.D.
- Funnel Government Funds to Your Clients' Projects, Hope Wilson, CPSM
- Architecture, Engineering and Construction Strategic Alliance Best Practices, Mary Buckshon
- Marketing to the Mind, Matt Handal
- The Clients' use of Social Media & Social Networking, Holly Bolton, CPSM, Dana Galvin, CPSM, and Adam Kilbourne, CPSM

If you are a CPSM, you will have an opportunity to earn CEU's for reading and answering questions on the white papers.

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