



### *Jill Shorter Steps Up ... Can You Follow?*



Our 2011-12 Board of Directors had to do a little realignment after Danielle Davis, incoming UNY Chapter President decided to relocate with her husband to Raleigh, NC in July.

We are very grateful to Jill Shorter for her willingness to continue on a second year as President. Jill states: "I'm both honored and delighted to serve as UNY Chapter President again. We have a tremendous group of volunteers to lead the efforts of the chapter this year and to further the mission of SMPS. I encourage you to attend an event to learn, network and grow."

As Jill was also recently elected to be our Education Director, one of the most challenging positions on the Board, she could use your help in getting programs implemented. If you can help, please contact Jill [jshorter@ryanbiggs.com](mailto:jshorter@ryanbiggs.com) or the Program Co-Chair in your Metro area.

If you would like to stay in contact with Danielle, you can reach her at [ddavis@sfla.biz](mailto:ddavis@sfla.biz), where she is Marketing Coordinator for sFL+a architects.

### *Mark Your Calendar – Friday, September 23*

Our program year kicks off in Buffalo with a member roundtable on Trends, Issues, and Tools Surrounding A/E/C Marketers Today based on the six (6) Domains of Practice.

1. Marketing Research
2. Marketing Plan
3. Client and Business Development
4. Qualifications / Proposals
5. Promotional Activity
6. Information, Resource & Org. Management

Location: Salvatore's Garden Place, 6615 Transit Road, Williamsville, NY

Registration/Networking:	11:30 am
Lunch:	12:00 pm
Program:	12:30-2:30 pm

### *Program Outline for 2011-12*

Initial program planning by the Board in August reinforces the importance of market sector viability,

marketing domains and networking. More details will follow as program and speakers are solidified.

- **September 23:** Buffalo: Domain Roundtable focusing on trends, issues and tools.
- **October:** Syracuse: Healthcare Panel
- **November:** Albany: New York State Agency Panel
- **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 Networking
- **May:** Rochester: Higher Education Panel
- **June:** Albany, Syracuse, Rochester, Buffalo: Social Event

Recommendations for panel participants are welcome and encouraged. If you have been trying to get face time with a prospect without much success, perhaps our market sector panel discussions could provide your entry.

In addition to the program topics listed, we are looking to conduct cultural / project tours in each of our Metro cities throughout the year. If you have a notable project that you would like to suggest for one of our tours or a panel speaker recommendation, please contact Jill Shorter or the Co-Chair in your Metro area.

### *DASNY M/WBE Conference*

Thanks to VP/President Elect, Helen Kashtan, our Chapter will have a presence at the DASNY Conference for M/WBE firms to be held in Albany on October 13-14. Our goal is to promote SMPS and recruit M/WBE participants for our April program.

### *Social Media Connections*

Visit us on Facebook, Twitter and LinkedIn!



### *CPSM Study Groups Forming*

If you are considering taking the Certified Professional Services Marketer (CPSM) exam, the Chapter is willing to help form a Study Group in your area to facilitate the process. Study Groups offer learning support, shared resources, networking and camaraderie. Contact Lisa Fingar, CPSM Champion, Marketing Manager, SWBR [lfingar@swbr.com](mailto:lfingar@swbr.com).

### *Congratulations 2011-12 Board of Directors*

The following members were recently elected to the 2011-12 Executive Board.

**President and Education Director:** **Jill Shorter**, Associate, Ryan-Biggs Associates, P.C., Clifton Park [jshorter@ryanbiggs.com](mailto:jshorter@ryanbiggs.com)

**President Elect / VP and Treasurer:** **Helen Kashtan**, Marketing Manager, Pathfinder Engineers, LLP, Rochester [hkashtan@pathfinder-ea.com](mailto:hkashtan@pathfinder-ea.com)

**Secretary:** **Rebecca Cahill**, LEED AP, Marketing Director, MJ Engineering & Land Surveying, P.C., Clifton Park [rcahill@mjels.com](mailto:rcahill@mjels.com)

**Communications Director:** **Karen Winters**, FSMPS, Principal, AEC Marketing Insights, Syracuse [karen@aecinsights.com](mailto:karen@aecinsights.com)

**Membership Director:** **Elana Augustine**, Marketing Coordinator, Popli Design Group, Penfield [eaugustine@popligroup.com](mailto:eaugustine@popligroup.com)

Education Committee Co-Chairs continuing in their Metro cities:

**Buffalo Co-Chair:** **Allie Balling**, Marketing Director, HHL Architects, Buffalo [allie.way@hotmail.com](mailto:allie.way@hotmail.com)

**Rochester Co-Chair:** **Kim Perry**, Marketing Manager, Passero Associates, Rochester [kperry@passero.com](mailto:kperry@passero.com)

Other volunteers include:

**Social Media Coordinator:** **Erin Bullard**, CPSM, Marketing Specialist III, Barton & Loguidice, Syracuse [ebullard@bartonandloguidice.com](mailto:ebullard@bartonandloguidice.com)

**CPSM Champion:** **Lisa Fingar**, CPSM, Marketing Manager, SWBR, Rochester [lfingar@swbr.com](mailto:lfingar@swbr.com)

**Program Volunteers Needed ...** if you can help on one program or more in your Metro area, please contact Jill Shorter [jshorter@ryanbiggs.com](mailto:jshorter@ryanbiggs.com)

### *Ideas / Suggestions Welcome*

Our goal is to keep you better informed and better connected. If you have ideas, let us know.

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### *Have You Considered LEED AP Credentials?*



Many of us struggle with getting recognition from our technical professionals for the marketing and business development expertise we bring to our firms. **Rebecca Cahill**, LEED AP, Marketing Director at M.J. Engineering & Land Surveying, P.C., located in the Capital District, decided to take a

different approach.

Becky noted: “Earning my LEED AP designation in 2009 wasn’t a goal that I set for myself, I just sort of backed into it when a friend, who is an engineer, was studying for the exam. I have always been interested in protecting the environment and a healthy workplace. My off the cuff comment to him: ‘I wish I could take that test’ was challenged by his response: ‘You can!’ I borrowed his study materials and with some more research, was on my way.”

Becky was just finishing up her MBA when all this took place, so she was still in the studying mode. She indicated that it forced her to learn about all the components – m/e/p, site civil, structural, architecture, construction, etc. - that go into a project in our industry. It has helped her in writing technical proposals and relating to technical staff. She was the first person in her firm to earn the LEED AP designation, and she has been a valued resource on projects posing probing questions on the inclusion of sustainable elements.

She said: “It really helped me when I was doing a client debrief because the client wanted to know what sustainable elements we had actually done, and I could answer it, rather than just the LEED certification levels. It has also made me more environmentally conscious in my personal life choices.”

Becky has a BA in English Literature from Binghamton University and an MBA from the University at Albany. She has been a marketing professional in the AEC industry for eight years and an SMPS enthusiast and volunteer since 2008. You can contact Becky at [rcahill@mjels.com](mailto:rcahill@mjels.com)