



A Note from the President

Winter is here! I encourage you to enjoy the hustle and bustle of the holiday season. Take time for family, friends, and of course, SMPS Upstate New York! I am thrilled with the exciting programs we have developed for the 2008-09 season and hope you won't miss the great opportunities that our Chapter has to offer.

I want to thank my Educational Co-Directors for doing a fabulous job with the programs we've held this year. Our chapter is looking forward to the New Year with more exciting programs...February will bring a program focused on communication, Marketing Without Moolah is our intriguing program for March... And, don't forget to register for the National Build Business Conference in July.

We are always looking for feedback and new ideas. After all, this organization is for you and we want to help you grow and succeed as marketers. Please do not hesitate to contact any of us.

Best regards, Shara



CHAPTER NEWS Winter 2008

New Board Member Spotlight



Becky Wolff, Marketing Director at M.J. Engineering & Land Surveying, P.C.

Since joining MJ in February of 2005, Becky has been responsible for the development of a wide range of marketing material and public relations activities to help meet MJ's long-term business goals. Prior to joining MJ, Becky was a Marketing Coordinator for Tectonic Engineering in Mountainville, NY. She is a graduate from Binghamton University with a BA in English Literature and Rhetoric and will be receiving her MBA from the University at Albany in May 2009. Becky has been a member of SMPS for the past six years and became the Education Assistant for the Albany area in July 2008. She thinks SMPS is a great way to make valuable connections and gain marketing knowledge specifically targeted to the professional services industry. Becky currently lives in Albany, NY. She is a Big Sister in Big Brothers Big Sisters of the Capital Region and is active in the annual Capital District Future City Competition.

Program Updates

On September 22, 2008, the Upstate New York Chapter of SMPS was proud to host "Providing Insight – Growing a top 100 Company" featuring Diane C. Creel, former Chairman, CEO and President of Ecovation, Inc. of Rochester, NY. The program was very successful, with over 35 SMPS members and guests in attendance. Diane explained the challenges of rising from a marketer to President of one of the nation's fastest-growing private companies and what best practices SMPS members can use to further the marketing efforts of their organizations. Diane is a former SMPS member and played a vital role in the organization for many years. She retired at the end of September 2008 and the Upstate Chapter of SMPS wishes her well in her new endeavors!

Our November 18 program, entitled "Building Information Modeling" was a great success!! We had 21 attendees come to the program at the Century House in order to do some networking over lunch and listen to the seminar, which was presented by Martin Beahm from Autodesk. The program touched on the history and background of modeling software and how it is used in the A/E/C industry today. Mr. Beahm discussed ways in which BIM can improve communication between consultants and contractors, help designers to meet budgets and deadlines, and help owners stay in touch with the progress of their projects. The presentation offered a practical example and glimpse into the how BIM works.

THANK YOU TO EVERYONE WHO TURNED OUT FOR OUR EVENTS AND HELPED US MAKE THEM SUCCESSFUL!

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UPCOMING EVENTS & PROGRAMS

2/12/09 Chapter Program: Is That Person Annoying You? – Rochester, NY
March 2009 – Rochester Membership Drive Event
3/26/09 Chapter Program: Marketing without Moolah – Albany, NY
4/16/09 Chapter Program: College & University Panel – Syracuse, NY
5/09 Northeast Regional Conference

5/14/09 Chapter Program: Best Practices of Top ENR Firms – Buffalo, NY
June 2009 – Syracuse Membership Drive Event
6/25/09 SMPS Upstate NY – 2009/2010 Planning Retreat
7/15-18/09 SMPS National Conference in Las Vegas

Please remember to check out our website @ www.smpsupstateny.org for more information on programs and events.

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