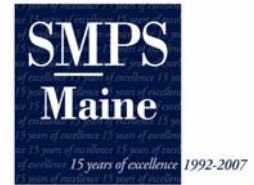


# SMPS Maine Chapter 2008 Winter Newsletter



## Happy New Year SMPS'ers!

We are embarking on an exciting new year for SMPS and just wrapped up a great 2007. SMPS hosted another spectacular holiday party at the Portland Harbor Hotel. The chocolate fountain was a hit!

To summarize some of our accomplishments in 2007, we brought in Rich Friedman, a business development consultant from Boston who had this to say about the Maine chapter, "I am continually impressed with your chapter's commitment to bringing in high-quality presenters (e.g., Susan Murphy, Scott Braley, Graceworks) and programs and being willing to pay for it. There are many chapters 4 or 5 times your size that will only consider local consultants and others who don't charge a fee. In my opinion, you get what you pay for! And look how your chapter membership has grown in the last few years. Keep up the good work!"

Our chapter leaders are extremely excited about our upcoming educational programs. Our program next Tuesday, SMPS Foundation Research: Thriving on the Edge will feature a handful of SMPS Fellows that will discuss the future of the AEC industry and the changing roles of marketers, principals and young talent. Topics will include the increasing use of technology and BIM, globalization, and the demand for LEED among other factors.

In February, we are bringing in a business development expert to Bangor from California! This is one you do not want to miss, so mark your calendar, schedule some client and prospect visits, and make the trip to the Sea Dog in Bangor. The program title is "Strategic Client Relationships- planning, fostering, & building" and will be held from 10am-2pm.

Best Selling Author, *Ford Harding*, will be speaking to our group in March at the Freeport Hilton. Each program attendee will receive a copy of Ford's new Rainmaking book that is scheduled to be released only weeks before he speaks to the Maine chapter! This program is a two-parter and will address "Creating Rainmakers" (essential to every business) and during the working lunchtime program Ford will touch upon the topic of "Rapid Revenue Growth". This program has been designated as **Bring Your Principal** which means that all principals can attend at the SMPS member rate.

Our April and May programs are also expected to be huge hits! April's speaker, *Donna Corlew*, is joining us from Memphis Tennessee and is currently serving as the *SMPS National President*. She will address "Using Competitive Intelligence". In May, Scott Braley, will join us from Atlanta, Georgia. The two programs (AM Session: Project Managers as Marketers, PM Session: Making Effective Presentations) will be held in

### Society for Marketing Professional Services

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### SMPS Mission Statement

To be the premier source for  
education, information, and  
resources in marketing  
professional services for the built  
and natural environment in Maine.



partnership with the Boston SMPS chapter and will be in Portsmouth, NH. Be sure to sign up early for these two programs!

Our Talk Shop programs regarding Blogs and Public Relations Campaigns drew large numbers and I think we will continue to draw a larger number of participants with our upcoming topics of:

- How to get the most out of trade shows
- How to Execute a Successful Advertising Campaign
- What every CEO expects from their marketers

Also note on our up-to-date calendar that we are hosting a technical program this year about Building Information Modeling (BIM) and are bringing in an expert from Boston. Please be sure to check out our up-to-date calendar for more information or contact any of the board members for additional details.

Of course, SMPS Maine would not be the same without our social and networking events, so be sure to make plans to be at our second annual fundraiser for Habitat for Humanity in March and our blowout June event on June 5<sup>th</sup>. Last year we hosted approximately 90 attendees for an Awards banquet and Gala in celebration of our 15<sup>th</sup> year anniversary. This year is anticipated to be equally as special!

SMPS Maine is currently designing our scholarship program for AEC and marketing students attending Maine colleges and universities. It is anticipated that we will award the scholarship this summer for use in the fall 2008 semester. Stay tuned for more details and be sure to spread the word to students that you know!

We hope you are as excited about the upcoming year as we are! As always, if you have ideas, questions, or just want to help out, please don't hesitate to contact me or any of the board members.

Enjoy the snow and see you soon!

*Allison Stoddard*  
*SMPS Maine Chapter President*

