



Society for Marketing
Professional Services

Maine Chapter
Board of Directors
(2007-2008)

President
Allison Stoddard
Wright-Ryan Construction Inc.
astoddard@wright-ryan.com

President-Elect
Monica Lindsay, CPSM
SMRT Inc.
mlindsay@smrtinc.com

Past-President
Anne Crowe Kroger
Walker Parking Consultants
anne.kroger@walkerparking.com

Secretary
Jennifer Andrews
Woodard & Curran
jandrews@woodardcurran.com

Treasurer
Tedd Gifford
Ames Hewett and Gifford
tgifford@ahgeng.com

Director
Judi Perkins
WBRC
judi.perkins@wbrcae.com

Director
Devon Nadeau
Cianbro
dnadeau@cianbro.com

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.*

Almost Spring Newsletter March 12, 2008

Hello All,

We are slowly approaching spring and I thought the timing might be appropriate for an update from your SMPS Maine chapter since we have many exciting events and educational opportunities scheduled for the warmer weather!

Education

First of all, our program with best-selling author Ford Harding was very well received and we even drew in a half dozen folks from the Boston area. Each attendee received a free signed copy of Ford's latest book about rainmaking that hit the market only a short three weeks ago!

At our next program, being held in Portland on April 15th, will be discussing offensive and defensive competitive strategies with Donna Corlew from the Schneider Corporation in Nashville, TN. (Nothing says springtime warmth like a presenter with a southern drawl!)

April 23rd, join me at my office in the Old Port (Wright-Ryan Construction) and bring your lunch. SMPS Maine is hosting the webinar "Financial Management for Marketing and Business Development Professionals". Since the Maine chapter owns a copy of this presentation, members can borrow it from our library free of charge. (One of the many, many membership benefits in the Maine chapter.)

May 8th from 8-9:30 am we are hosting a talk shop "Effective Leadership in a Professional Service Business: Leading in Spite of People" at the offices of Berry, Dunn, McNeil & Parker. President & Managing Principal (and part-time humorist) John Chandler will talk about the principles of leading colleagues, focusing on growth and profitability, and creating a client-centered culture all while keeping your sense of humor.

May 29th we are hosting two programs in partnership with the SMPS Boston chapter to be held in Portsmouth, NH! Do you struggle with getting your technical staff to assist with the marketing and business development efforts? Of course you do. Then you and your staff should be attending the morning session "Project Managers as Marketers". The second portion of the program is dedicated to "Making Effective Presentations" which is also an important tool for your technical people to be briefed about.

Also in May we will be hosting a Building Information Modeling Technical (BIM) program featuring an actual project and lessons learned. Stay tuned for more details.

Networking

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 March 26th at the Comedy Connection. We are hoping that you



will help us spread the word and increase attendance so that we can have that much more money to donate to Habitat!

Our blowout June event is scheduled for **June 5th**. Last year we hosted approximately 90 attendees for an Awards banquet and Gala in celebration of our 15th year anniversary. This year is anticipated to be equally as special and we are formulating a different award program. The awards will recognize successes of individuals.

Membership

We are in the throws of another membership drive that runs until **April 15th**. Sign on your friends and colleagues and receive a year's free membership valued at \$375!!

We held a meet and greet at JSA's offices in Portsmouth and raffled off a free lunchtime program. The lucky winner was Ellen Breed of DeStefano Architects. Congratulations Ellen!

Our next meet and greet is at the Buchanan Alumni House in Bangor on **April 8th**. We have contacted several of the program chairs at the university and expect a great showing from both area professionals and university students. Whether you come to find out more about our organization or stop by to do some quality recruiting for your firm, it should be a fabulous event.

SMPS Maine Scholarship

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

Going Green

In the interest of being environmentally conscious, SMPS Maine is now distributing program evaluation forms via email. It is extremely important to our organization and our quality of programming that you return these forms. In addition to electronic evaluation forms, we are also emailing invoices. We continue to collect and reuse our name tags. If you have other suggestions on how to "green" SMPS Maine, we are open to your thoughts!

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.

See you soon,

Allison Stoddard
Maine Chapter President