

In this issue...

Go inside Garland's newest civic building. Page 2

All about Social Media: How to set a strategy for your firm, lessons from those who've given it a try and new resources to make your job easier. Pages 4-5

Wondering what you missed at the recent panel on community colleges? Page 6

Do you know how to make the most of your SMPS membership? Terry Sumerlin shares some tips. Page 7

Meet the new SMPS-Dallas Board of Directors. Page 8

deCconnect

advocateeducateconnect

Issue No. 1/4

SMPS Dallas Chapter Quarterly Newsletter



Society for Marketing
Professional Services
Dallas Chapter



Amanda West
SMPS Dallas Chapter President

Welcome to the new face of SMPS Dallas! The 2010-2011 Board has been working extremely hard to implement a new focus and mission for SMPS Dallas.

SMPS is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS' mission is to advocate for, educate and connect leaders in the building industry.

Your Dallas Board of Directors is working hard to advocate for, educate and connect with our membership. To achieve this, we are working on several new initiatives.

Past President **David Kochis** and Communications Director **Bonnie Cooke** developed a new logo, along with new communications and PR pieces. Bonnie and the communications committee updated our LinkedIn account and have created a new blog (<http://smpsdallas.posterous.com>) and Twitter (<http://twitter.com/SMPSDallas> or text "follow SMPSDallas" to 40404) account to assist in getting the word out on upcoming events and to help our SMPS members and the A/E/C community stay connected.

Programs Director **Cynthia Brown**, Education Director **Dixie Cawthorne** and Membership Director **Liz Harvey** have successfully planned

Continued on page 8



Honoring Heritage, Stimulating Redevelopment *The Charles E. Duckworth Utility Services Building and Utility Payment Drive-Thru Center in Garland, Texas*

The city of Garland recognized a need to consolidate the Administration offices of Garland Power & Light (the City's electric utility), Utility Customer Service and the City Tax Office from five locations in the downtown area. The city elected to completely gut and redevelop an existing 40-year-old building to house most of the offices. A new facility was built to house the utility payment drive-thru and customer service field offices.

The decision to use an existing structure as part of the project was conceived to honor the city's heritage, preserve an existing structure and provide a base for redevelopment of the City of Garland's downtown area. To accomplish these goals, the City hired MPI Architects and Hill & Wilkinson General Contractors to deconstruct, redesign and redevelop the building at 217 N. Fifth Street, across from Garland City Hall.

The architect's vision for the Fifth Street building was to develop a facility that blended with the historic buildings to the south and with new development to the north. Another design goal was to provide a stimulating structure that served as a benchmark for future development in downtown Garland. The one-



Deconstruction process

story Utility Payment Drive-Thru building required the complete demolition of two old structures before it could be built from the ground up. The new structure was designed in a similar style, and its four-lane, 20-car capacity would be a tremendous upgrade to the old two-lane facility. The team’s plan was to use modern materials that evoked a feeling of the past, while maintaining a sense of the contemporary.

As design progressed, it was determined that the building project would be within a few points of LEED® certification. The City recognized an opportunity to construct its first “green” buildings, and revisited the plans to incorporate more features, including but not limited to recycling of demolition materials; use of various recycled building materials; solar panels for water heating; high efficiency HVAC and energy management system and much more. By pursuing LEED® certification, the City is honoring the environment and saving money for taxpayers over the life of the buildings.

Once the designs were completed, Billy L. Nabors Demolition deconstructed the existing Fifth Street building. All existing MEP services were removed and the facility was completely stripped to the original concrete/structural steel frame of four stories above grade and a basement. This clean slate provided the opportunity to implement the city-desired design.

The façade called for concrete and masonry products for the finish. Therefore, the structural system had to carry these loads back to the base of the building. Additional structural supports and bracing were added to handle these new loads. Modern MEP services were required, including two cooling towers on the roof. To accommodate these towers, only minimal additional support was added to the existing close column bays of the original structure. The addition of a new stair tower was required to meet building codes and was embraced as an opportunity to add an architectural feature.

The four-story building is named in honor of Charles E. Duckworth, who served Garland as City Manager from 1965 to 1977. Among his many accomplishments, he is credited with important infrastructure upgrades

at Garland Power & Light. The Community Meeting Room inside the Duckworth Utility Services Building is named in honor of long-time community leader, Goldie Locke, who founded the Garland Branch of the NAACP.

Article contributed by **The City of Garland, Texas**



Building shell deconstructed



Reconstructed facade



Deconstructed lobby



Reconstructed lobby



Deconstructed patio



Reconstructed patio



Goldie Locke Community Meeting Room



Utility Payment Drive-Thru

Completed project photos courtesy of David Butler
Construction photos courtesy of Hill & Wilkinson

Social Media

How to Create a Social Media Strategy for Your Firm

As easy as it is to engage social media personally, for organizations, the dynamic is different. Here are six questions to answer in mapping out your strategy.

What is the purpose of your social media efforts?

This could be as simple as “create a presence” to something more specific, like “engage our clients in a dialogue” or “discover the needs of our community.” It might even be about search engine optimization, connecting your company’s name with the people, projects and events that fuel your brand.

What platforms will you choose?

Social Media Examiner’s 2010 report lists Twitter, Facebook, LinkedIn and blogs as the top four social media tools by a long-shot; however, the platforms you choose will depend on your purpose. Also, don’t overlook how the platforms can interconnect.

How will you feed your content stream?

Stale content results in loss of audience. While one person may be able to oversee your social media efforts, it is almost impossible for a single person to create all of the content needed to feed the stream. Before you launch, make sure you have the capacity to feed the “new content” beast.

What is your posting rhythm?

Social media for organizations is more effective if there is a rhythm to the posting. For example, a blog could be daily, weekly, bi-weekly or monthly. Twitter is more effective daily, yet you can “over-tweet” and have people “unfollow” you because you load up their stream. Think about frequency in terms of the context of your purpose then set an internal structure that allows you to produce content on that timeline.

How will you monitor the feeds?

Unlike a website that you can “set and forget” for a certain amount of time, comments and posts need to be engaged and responded to in as close to real-time as possible. Just as you would never put a phone

system in and never answer it, you can’t set up a social media presence without communicating with the people on the other end. Determine up front how you will respond to negative comments and coach your team ahead of time.

How will you promote your social media presence?

Once your social media presence is in place, all you have to do is promote it. This might be something as simple as adding links to your website or as targeted as purchasing an ad to promote your site on Facebook or proactively following all of the “Twitterers” who engage on the topics you care about.

While setting up a social media presence isn’t difficult, effectively leveraging the tools to meet your stated purpose takes time, creativity and dedicated people with a passion to connect.

Article contributed by **Cathy Hutchison**, LEED-AP
Director of Marketing-VP
Acoustic Dimensions

Resources

Posterous (<http://posterous.com/>)

Say you want to post a simple blog post with an image. Using your e-mail, make the post subject your title line. Make the blog post your e-mail text. Attach the photos you want posted with your content. Add tags by including ((tag: tag1, tag2)) to the subject line, using the tags you actually want to use instead of “tag1” and “tag2.” Once you hit “send,” a few seconds later the content is formatted and goes live. Remember to delete your e-mail signature or type #end after the text you want posted.

What makes Posterous different from Blogger or Wordpress, that also let you post content via e-mail, is that Posterous will not only post the content to your Posterous page, but also to every other account you have linked to it (e.g. Twitter, YouTube, Facebook, Blogger, etc), making it easy to manage all your social media sites through a single outlet. Of course, you won’t always want to post the same things to all of your accounts, so Posterous has an option for that.

- Cathy Hutchison

Tools of the Trade: A View from Inside

Entering the Social Media World

How to Teach an Old Dog New Tricks

About one year ago, the president of our company approached me about what I knew about “this whole social media thing.” And I have to admit that I really had no clue. After all, I still own and use a VCR from the 1990s. So, out into the cyberworld of social media I went and was overwhelmed... blogs, Twitter, Facebook, Linked In, Delicious, Digg, and more.

The big question I had was “How does this fit into promoting a professional services industry like ours?” It seems like a great idea for product marketers (Check out the Toyota minivan videos on YouTube!) or to keep up with long-lost friends or potential employers (It’s amazing how my high school friends on Facebook have aged but I still look the same...right?). But who really cares that Halff is deploying lake forecast models using CWMS? What would be the draw?

A year later, and a little wiser, Halff is taking the jump (or at least dipping a toe) into the social media realm. While we’re a new dog in the social media game, we feel we’re developing a plan that fits our company’s size, goals and resources. Here are some things we considered when developing our plan.

First – We needed a plan. One thing I quickly realized was that any information, even false and unflattering, could be put out there for all to see. This wasn’t our website or a newsletter, where we control the content. Our plan needs to control our identity on the web, with a unified social media name in all of the social communities where we participate. We want our audience to know it is Halff. Our business is based on expertise and trust, and the last thing we want is false representation.

Second – Set our objectives. We needed to know what we wanted to get out of social media. What are our goals? What are the results we want to see from our efforts? We asked ourselves (a) how can we use this tool, (b) who will manage this effort and (c) what can we afford resource-wise? As a smaller firm, we realized that we didn’t have the manpower to tweet daily and that the majority of our target audience probably wouldn’t be linked into “tweeting” anyway. (I’m not the only old dog out there!) We decided our short-term objective is to help our clients promote

their projects, while continuing to identify social media opportunities for Halff as a whole. Currently, Halff is producing YouTube videos that demonstrate our charrette process, show the look and uses of future facilities, as well as promote new innovations in technology.

Third – Determine our audience and where their communities are located. We discovered that a lot of our target audience is not in any cyber community. We realized we would have to initiate that involvement and make it easy for them to engage. We have used “old school” tools to get them to engage, such as linking our YouTube videos and private forums to our traditional newsletters and e-mail campaigns. We are also looking to capture a secondary audience, like potential teaming partners or other parallel industries that could become a great connection. We want to find the communities we want to part of, and are finding ways to become a viable part of that community.

Finally – Engage and Assess. After a lot of research, the best advice that jumped out to us was to listen, listen and listen. Listen to our audience. What are they saying, what is bothering them, what is making them happy? Our job is to listen and then provide them something to help make their jobs easier, creating that connection. Then, we need to get out there: leaving comments, finding ways to engage our audience and becoming that expert. When assessing our efforts, we ask: “Do the metrics match our objectives? What is our standard of success?” Based on our answers, we’ll go back to Step 1 and either keep doing what we’re doing or retool.

Here at Halff, we are embarking on a new journey. People are now connecting in ways that were never thought to be possible. Social media began being popular amongst the younger generation, but it is now spreading to all generations, and our goal is to figure out how to best reach our target market.

I’m excited about the new tools being developed and to see the creative ways individuals and firms are using these tools. If you are interested in starting a forum about social media in the A/E/C industry, please contact me at hpeter@halff.com and we can set a date over bagels and cream cheese (1990s style).

Article contributed by **Hattie Peterson**
Director of Marketing
Halff Associates

A Tale of Two College Districts

Dallas County and Tarrant County Colleges Outline Facilities Strategies at SMPS Meeting

SMPS Dallas last month hosted the facilities directors for Dallas County Community College District (DCCCD) and Tarrant County College District (TCCD) in a panel discussion, comparing and contrasting the facilities programs for the two districts. Participants met Kirby Chadwell, newly appointed Director of Facilities Planning and Development for TCCD, and DCCCD Associate Vice Chancellor of Facilities Management and Planning, Clyde Porter, FAIA, IIDA, NCARB, NOMA. The following highlights the key points of the two panelists' presentations.

Overview of Campuses

TCCD: Five campuses, 100 buildings and roughly 3 million square feet of facilities, with an enrollment of 50,000 full-time equivalent students, and an operating budget of \$285.5 million.

DCCCD: Seven campuses with five satellites, serving 80,000 full-time equivalent students, and an operating budget of \$444.6 million.

Sources of Funding

TCCD: Tuition, state appropriations and county tax revenue. TCCD does not issue revenue bonds to fund capital improvement projects.

DCCCD: In addition to tuition, state appropriations, and county tax revenue, DCCCD issues general obligation bonds to fund capital projects. DCCCD is completing a \$450 million bond program for new facilities (approved by voters in 2004).

Consultant Selection Process

TCCD: Consultant hiring process includes RFQs to pre-qualify initial pools of architects, consultants, and contractors from whom the district will solicit qualifications for specific projects as they are identified. The RFQ for architectural pool was posted in August. RFQs for the consultant and general contractor pools will be posted in the near future. The district prefers a firm's home office be located in Tarrant County, or that a Tarrant-county based partner be responsible for 25 percent of the total value of each project contract.

DCCCD: Does not issue RFQs or RFPs. The district facilities department accepts hard copy credentials

from firms on an ongoing basis and conducts pre-qualifying interviews. Firms are responsible for keeping information up-to-date. DCCCD invites firms from the pool to submit for projects, and believes in spreading the work to various firms. Firms do not need to be headquartered in Dallas County to secure work.

Opportunities for Work

TCCD: The district does not have any current plans for new buildings. The district intends to hire a master planning consultant to help develop a district-wide master plan in the coming months. A large part of the facilities budget for 2010-2011 will be spent on repairs, renovations, and specific energy efficiency improvements to many of the campuses' 30- to 40-year-old buildings. Traffic and parking are issues for the campuses.

DCCCD: As the district wraps up its \$450 million bond program, its focus will shift to \$12 million repair/rehabilitation budget for the 2010-2011 fiscal year. The district also maintains a list of Staff Assist projects (\$4 million and larger projects requested by individual campuses), which are addressed as resources become available.

Sustainability

TCCD: The District Design Standards contains energy and environmental conservation goals they strive to achieve with each project. The selected A/E team is required to review and set specific project energy and environmental conservation objectives, including possible LEED certifications, with the TCCD Facilities Board prior to design initiation to ensure TCCD's sustainability goals are fully recognized.

DCCCD: The district lets each campus set its own sustainability goals for each project. On a district-wide level, the facilities department is exploring renewable energy strategies to meet the state's 5 percent energy reduction mandate. Porter hopes to use the savings from that program to fund other capital projects.

In conclusion, both campuses have an ongoing need for professional services and hire outside consultants for a majority of their work.

Article contributed by **Cynthia Brown**, CPSM
Business Developer, Education, Science and Technology
WHR Architects

Chapter Involvement

The True Benefits of Association Memberships

I recently attended a luncheon for the Meeting Professionals International (MPI) – Texas Hill Country Chapter in San Antonio.

MPI, headquartered in Dallas, has more than 24,000 members belonging to 71 chapters and clubs worldwide.

The meeting was in a lovely location, and the speaker had useful, relevant information. When I got back to the office, I began to think of ways I might get even more value out of my association membership.

As a former member of various professional organizations and as a frequent speaker for association events around the country, I've obtained a little practical knowledge in this area. So perhaps the following tips will help each of us, as leaders, to get more bang for our association bucks.

1. Give to gain. "Givers gain" is a principle I learned years ago as a member of BNI International. Generally, those who give most, gain most. Conversely, to expect benefit without contributing is selfish and manipulative.

2. Volunteer. At the luncheon I referred to, one member announced she needed volunteers for her project. I immediately went to her after the meeting and said, "Tell me what you're doing and I'll help." I did this for two reasons: I knew she would be doing something worthwhile for MPI, and I knew volunteerism is the best way to connect with others.

3. Forget the cell phone. Wherever you are — be there. I leave my phone in the car at meetings of all types. Perhaps your job won't allow you to do that. However, keep in mind that texting in a meeting is rude to the speaker. Also, receiving calls during a social time keeps you from "giving" your undivided attention to connecting with others.

4. Be a host. Perhaps you've noticed that at every event you have two types — those who wander around aimlessly and those who look like they belong there. The "belongers" usually arrive early, help with preparations, greet others as they arrive, appear confident — and often connect big time.

5. Limit memberships. Being committed 100 percent to one association produces much greater service and benefits than 10 percent to 10 organizations. I recently discontinued membership in another association in order to devote more time to MPI.

6. Follow up. At association events, we meet new people all the time. Make it a point to get their business cards and learn their names. Also, make it a point to maintain contact via notes, e-mails, newsletters, golf or lunch. Meet and eat is pointless.

7. Use resources. MPI provides its members with a wealth of industry information and support, online and otherwise. So do other fine professional organizations. Make use of association resources.

8. Express thanks. Class is generally noticed. Acknowledge the investment of time and effort on the part of the speaker, whether at the event, later with a note, or both. It's a way of bonding with a fellow professional and of raising your own self worth.

LEADERSHIP PRINCIPLE: Because time is too valuable to waste, we need to make the most of our association memberships, or make arrangements to otherwise spend the time more profitably.

Article contributed by **Terry Sumerlin**
Terry L. Sumerlin writes regularly for American City Business Journals and speaks nationally as a humorist on leadership and team building.
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Meet the Board



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HNTB Corporation
President



Amanda Wheeler
JQ
President-Elect



Cynthia Brown
WHR Architects
Programs Director



Dixie Cawthorne
HVJ Associates Inc
Education Director



Rosalie Bowles
Brandt Engineering
Sponsorship Director



Bonnie Cooke
HDR
Communications Director



Liz Harvey
JQ
Membership Director



Diana O'Connor
URS Corporation
Treasurer

Not Pictured:

David Kochis - Fugro Consultants, Past President
Laura Crawford - Perkins+Will, Secretary

on commercial/retail/industrial and a K12 back-to-school program next fall. We're educating through a new Bootcamp Education Series, including programs on "Creating a Winning Go/No-Go Process," "Winning SOQ's and Proposals," "Federal Contracts," "Best Practices for Interviewing" and programs focused on business development. We're connecting with numerous networking events and hard hat tours throughout the year.

Sponsorship Director **Rosalie Bowles** has created an entirely new sponsorship package. New benefits enable our sponsors to leverage their dollars to gain the most value. Sponsoring the chapter on a yearly level or on single events broadens your competitive edge by improving your company's visibility and exposure. If your target audience is the A/E/C audience, then a sponsorship is the most effective way to promote your firm. With more than 15 planned events this coming year, SMPS Dallas will connect you to an audience of clients, marketers, business developers, principals and partners within the A/E/C industry.

Treasurer **Diana O'Connor** has been working diligently to bring the Chapter into a healthy financial state. Her efforts to streamline our accounting systems have benefited the Chapter tremendously.

Secretary **Laura Crawford** keeps us all organized with her monthly minutes and executive reports.

Finally, President-Elect **Amanda Wheeler** is providing extra support to the Board when needed while working on a plan for the Chapter's special event that will be held later this year.

I'm proud to work with the 2010-2011 Board of Directors. Their efforts will provide you with meaningful programming and member benefits throughout this program year. On behalf of the entire Board, we look forward to connecting with you at our next event.

Sincerely,

Amanda West
President

President's Letter - continued

an entire year of events geared towards advocating, educating and connecting our members. We're advocating by providing several client-oriented programs, including a healthcare panel focusing on Medical District Drive, a program on understanding IPD and P3, academic medical centers, a developer outlook

It's Canstruction® time. Using thousands of cans of food, local architects and engineers fight hunger in a competition to build spectacular structures. The event, held at NorthPark Center through October 24, benefits the North Texas Food Bank.



JQ



Perkins+Will



Pacheco Koch



Page Southerland Page



HNTB



GSR Andrade

Member News

Bonnie Cooke was named July "Employee of the Month" for HDR's Dallas office.

Congratulations to SMPS Dallas' newest Certified Professional Services Marketers (CPSM):

- **Jennifer Lacy**, CPSM - Robins and Morton
- **Julie Huval**, CPSM - Alliance Architects

Julie Huval has joined Alliance Architects as Marketing Director.

We invite you to become a Chapter Sponsor for the 2010-2011 year. Sponsorship opportunities are available for the entire SMPS year or for specific events at investments ranging from \$150 to \$2,500.

By participating in the SMPS-Dallas Sponsorship program, your company will have access to meaningful programming and educational events as well as our area's savviest marketing and business development professionals affiliated with top A/E/C firms. You can increase your firm's visibility while gaining access to incredible networking opportunities with your potential clients and industry partners.

Sponsorship benefits may include the following:

- Your company name & logo on Chapter event correspondence
- Company logo on SMPS-Dallas Web site
- Complimentary registration at Chapter Advocate, Educate and Connect events
- Sponsor recognition at events & quarterly newsletter
- Opportunity to exhibit promotional materials

As our 2010-2011 Sponsorship Drive kicks off, a SMPS member may contact you directly with full details of this opportunity, including the benefits and pricing for each participation level. In the interim, please feel free to contact me to discuss how your company can take advantage of SMPS sponsorship.

- Rosalie Bowles
rbowles@brandteng.com

A Special Thanks to our Sponsors!

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2010-2011 Calendar of Events



Society for Marketing
Professional Services
Dallas Chapter



			Principals	Business Developers	Marketing Managers	Marketing Coordinators	Project Managers	Technical Staff
advocate (programs)	9/22/2010	Regional Community College Panel	•	•	•		•	
	11/17/2010	Big Changes on Medical District Drive	•	•			•	
	2/9/2011	New Strategies for a New Economy: Understanding IPD and P3	•	•	•	•		
	4/13/2011	Client Roundtable: Academic Medical Centers & Universities Reaching for Tier 1	•	•	•	•	•	•
	6/8/2011	Developer Outlook: Commercial/Industrial/Retail	•	•			•	
	8/10/2011	Back to School: Plans for K-12	•	•			•	
educate (education)	10/14/2010	Boot Camp: Series I - Developing a workable Go-No-Go Process			•	•	•	
	1/13/2011	Boot Camp: Series II - Creating Winning SOQ's and Proposals		•	•	•	•	
	3/10/2011	Webinar: Win Federal Contracts in an Uncertain Economy: SF330 Form Secrets to Getting Shortlisted			•	•		
	5/12/2011	Boot Camp: Series III - How to Get the Best Performance From Your Interview Team	•	•	•	•	•	
	7/14/2011	Webinar: How to Kick Doors Open & Other Sizzling Business Development Strategies	•	•	•	•		
connect (special events)	9/15/2010	September Happy Hour: The Hacienda	•	•	•	•	•	•
	10/20/2010	Happy Hour Membership Drive	•	•	•	•	•	•
	11/16/2010	Hard Hat Tour: Irving Convention Center with BECK	•	•	•	•	•	•
	12/2/2010	Holiday Happy Hour	•	•	•	•	•	•
	1/20/2010	Hard Hat Tour: Dallas Convention Center Hotel with Balfour Beatty	•	•	•	•	•	•
	2/16/2011	Happy Hour	•	•	•	•	•	•
	April	Spring Event	•	•	•	•	•	•
	6/15/2011	Happy Hour	•	•	•	•	•	•



How to Get Involved...

There are many opportunities for involvement with SMPS Dallas. You can:

- Plan programs and education events.
- Welcome new members to the chapter.
- Help with public relations and communications.
- Contact prospective sponsors.
- Join a CPSM study group.

Contact a board member for more details!

Newsletter Staff

Editors-in-Chief

Shannah Hayley, CPSM
Urban Design Group
shayley@urbandesigngroup.com

Julia Meade, CPSM
Hill and Wilkinson
jmeade@hill-wilkinson.com

Questions or
Comments?

We'd love to hear
from you!

Editorial Review

Trish Martineck
HKS, Inc.

Story Contributors

Cynthia Brown
City of Garland
Cathy Hutchison
Hattie Peterson
Terry Sumerlin by reprint