

Momentum:

Water

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Issue No. 3 - 2014

SMPS Dallas Chapter Quarterly Newsletter

SMPS
Dallas

Running with the Thoroughbreds

By *Mike Wagner, CPSM, Chief Marketing Officer, Alan Plummer Associates* 
Ashley Roberts, CPSM, LEED AP, Senior Marketing Coordinator, Perkins+Will 

Thoughts from Mike:

It is a well-known fact that a thoroughbred horse will run fastest when paired with another thoroughbred. Each horse will push the other toward its fastest all the way to the finish line. Belonging to SMPS Dallas gives each member a chance to run with the business development and marketing thoroughbreds of the AEC industry in Dallas. It is a privilege to be a member of this exceptional Chapter. As my year as President of SMPS Dallas crossed the finish line, I am proud to report that the chapter has grown 23% in the past 12 months and 43 new members have joined SMPS Dallas' stable of thoroughbreds. In addition, our member retention rate has climbed from a healthy 77% at the end of last year to a whopping 89% this year. In January, SMPS Dallas became a "Mega Chapter" eclipsing the 150 member mark.

The chapter remains financially sound and your board and their committees continue working hard to improve every area of the chapter. In June, the board completed the Strategic Plan Update for 2015-2017 laying the groundwork for the success of future boards and the continuous improvement of the chapter. For those of you who were unable to attend Build Business in San Antonio in July, SMPS Dallas was unanimously selected first place overall for the National Communications Striving For Excellence (SFE) Award for our Newsletter. Be sure to congratulate Shannah Hayley, Holly Scudder, and the entire SMPS Dallas Communications Committee under the leadership of Mert Kurtulus for this outstanding achievement.

On Sept. 1, I handed the reins to Ashley Roberts and the new board for another run around the track in 2014-2015. She is an amazing leader with a strong board. The chapter is in exceptional hands! I want to thank all of you SMPS thoroughbreds for helping me to run my fastest in the privilege of serving you this year. You all are winners in my book!

Thoughts from Ashley:

Just like any athlete (or fine equine, for that matter) striving to run faster, jump higher and stretch farther, SMPS members are constantly advancing the standard of excellence in professional services BD and marketing. Every day, our members provide strategic and creative solutions that make them invaluable to the success of their firms, and SMPS Dallas is no different: the Chapter's outstanding leadership, dedicated volunteers, and engaged membership have earned some big wins in the last year!



I hope you were able to join us at the annual member meeting on Sept. 11. During this meeting you had the opportunity to meet the 2014-2015 board, network and hear about the chapter's strategic objectives for the coming year. It's an honor to serve as Dallas' President in 2014-2015, and I am thrilled to be working with a "grand prize"-level board for the next year. It's our goal to build upon the tremendous successes of the recent past and to elevate the chapter's offerings and resources so that our members can rise to the next level in their firms and their professional careers. ■

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Water

By [Shannah Hayley, FSMPS, CPSM](#), Director of Communications, [The Beck Group](#). [in](#)
and [Holly Scudder](#), Marketing Coordinator, [Campos Engineering](#). [in](#)

Though the recent rains may tempt you to think otherwise, we are living in a thirsty state. Population growth and limited water sources are creating serious water issues for the North Texas region - water issues that our AEC community will be part of helping solve over the coming years. In this issue of *AECConnect*, we'll discuss water projects that will help North Texas continue to grow and thrive.

Ruth Hunter-Hill has a fascinating Q&A interview with Bob Reach of [Hazen Sawyer](#). They discuss the importance of water projects and, in particular, our changing views on water as an "afterthought." In the *Project Profile* column, [Campos Engineering, Inc.](#) shares a recent way they helped the Dallas Fort Worth International Airport reuse water and significantly contribute to conservation goals.

Bonnie Tinsley reminds our readers of the need to optimize your LinkedIn profile and brings you up-to-date on news that we're pretty excited about – the *AECConnect* First Place Striving for Excellence award. [Let's all take a moment for well-deserved recognition and celebration of our chapter's efforts!]

For our senior marketers, this month's article by Kenda Salisbury is a must-read for new managers as well as those who want to improve their leadership skills. Kenda walks you through best practices for building and managing a great marketing team.

Finally, chapter treasurer Jessica Shipley shares her top three downloads. With a nice mix of practical and inspirational, we know you'll want to check them out.

We can't close without sharing a heartfelt thank you to the members of the 2013-2014 newsletter team, and to the SMPS Dallas board. This group of volunteers – editorial and board – have contributed countless hours to delivering a great quarterly newsletter. In particular, we'd like to thank:

- Mert Kurtulus – SMPS Dallas communications chair, newsletter oversight
- Shane Ewald – newsletter, graphic design and publication
- Julia Meade – newsletter, project profile
- Ruth Hunter-Hill – newsletter, Q&A
- Bonnie Tinsley – newsletter, Did You Know and How To
- Bernie Siben – newsletter, Articles of Interest to Senior Marketers
- Terri Sullivan – newsletter, community events

- Mike Wagner – SMPS Dallas president, newsletter editorial review and quarterly letter
- Jennifer King – SMPS Dallas membership chair, newsletter membership content
- Michelle Levin – SMPS Dallas secretary, board-related content
- Julianne O'Connor/Randy Avila – SMPS Dallas sponsorship chair, newsletter sponsor content ■

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2014 Community Calendar (September - November)

Construction 2014

New Location: State Fair of Texas
September 20 – October 25, 2014

Design-Build Conference and Expo

(Design Build Institute of America national conference)
October 6-8, 2014
Sheraton Dallas Hotel
Dallas, Texas

2014 Design Awards

Awards Announcement & Juror Reception

The AIA Dallas Design Awards recognizes outstanding work by Dallas architects, both in the metropolitan area and across the country. The purpose of the awards program is to honor the architects, clients, and consultants who work together to achieve design excellence.

October 8, 2014 6:00 PM - 8:00 PM
Credit: 1.0

Dallas Center for Architecture
1909 Woodall Rodgers Freeway, Ste. 100
Dallas, TX 75201

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Q&A: Texas Water

Interview with [Bob Reach](#), Vice President and Director of Program Management and Construction Management, [Hazen and Sawyer](#)
By [Ruth Hunter-Hill](#), Marketing Coordinator, [Purdy-McGuire, Inc.](#) [in](#)

1. Aside from the obvious need for conservation, what kinds of changes will need to be made in the way businesses use water?

The significant changes vary by the type of business. For example, agricultural users and other large water users must implement methods to improve their water use efficiency. Similarly, industries using highly purified water must adopt new technologies. All businesses will have to adjust to the changing water quality that will occur when recycled and reused water is introduced in their supplies.

I expect to see increased regulation of groundwater supplies used for agricultural irrigation, oil and gas production, fracking and similar purposes. The regulatory constraints will impact both the quantity of water available for these purposes and the quality of water used by these businesses. Such constraints should create incentives for more efficient water use, increased dependence on recycled and reused water and greater attention to water quality issues.

2. How have you seen design and construction processes change due to the perpetual drought state Texas has faced for many years?

From the drought of the 1950s until the early 1980s, there was a strong emphasis on the planning, design and construction of surface water reservoirs to provide flood control and water supply. These reservoirs were built along with the associated pipelines, pump stations and treatment facilities to meet the growing demands for potable water in the state.

In 1950, there were 53 major reservoirs in the state; by 1980 that number had grown to 179 major reservoirs. However, in the past 34 years only nine new reservoirs have been constructed, resulting in a total of 188 major reservoirs in Texas today. The 2012 Texas Water Plan includes plans for 26 future reservoirs and surface water development projects, but only 6 of those would be major reservoirs.

The reduction in the development of surface water reservoirs demands more focus on improving management of available water supplies, more efficiently using water, increasing conservation through recycling and reuse and developing alternative sources of supply. Prolonged drought conditions and future water projects will support these trends.

3. What resources may be available to help AEC firms design facilities that are more conservative with water, both during construction and once they become operational.

One of the best sources for conservation information and measures is the [American Water Works Association](#) (AWWA). The AWWA offers a number of guides, manuals, educational materials, videos and similar resources to help plan and implement conservation measures. These resources provide information on conservation for a wide range of applications, from individual home use to facility design and construction to systemwide improvements for public water utilities.

In addition to the AWWA materials, there are a number of water industry businesses, suppliers and manufacturers that provide useful information to help plan, design, construct and operate water conservation improvements. In Texas, one of the best opportunities to determine what is available in the water marketplace is the annual Texas Water Conference. It is the largest regional water conference held in the United States and sponsored by the Texas Section of AWWA and WEAT, the [Water Environment Association of Texas](#). The next conference is [Texas Water 2015](#), which will be held in Corpus Christi from April 15-17, 2015.

4. What are some best practices you've witnessed that could benefit us here in the US?

One common thread I have seen in recent years is an increasingly strained water supply. Water reuse is becoming more common. For example, in [Jordan](#), we are working on a facility that will reuse water for farmland irrigation, providing an economic boost to the whole community. Water quality also is a major and growing concern, and in [California](#), we are working on a project to remove trace contaminants, including arsenic and chromium, from an existing groundwater supply well field.

The best practices we use today include [ozone](#) and membrane technologies, [UV disinfection](#) and alternative disinfection strategies, and nutrient removal and [advanced oxidation processes](#). We also are implementing methods to improve the operation of water systems. These methods include recycling and reuse, [climate change management](#), [extreme weather](#)

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Q&A: Texas Water

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[event response](#) and operations support to manage water resources, water supply and water quality challenges.

5. Will Texas run out of clean, drinkable (potable) water by 2030, or prior to that?

With the continued growth of Texas, combined with the extended drought conditions, there is reason to be concerned about the availability of water to meet future needs. The Texas Commission on Environmental Quality lists hundreds of public water systems in the state that are currently operating under some form of water use restrictions because of drought conditions and concerns about availability of water supply. Some of these public water supply systems have moved to advanced Stage 4 (Critical) and Stage 5 (Emergency) water use restrictions.

The [Texas Water Plan 2012](#) update states:

"In serious drought conditions, Texas does not and will not have enough water to meet the needs of its people, its businesses and its agricultural enterprises. (The 2012 Texas Water Plan)... presents the information regarding the recommended conservation and other types of water management strategies that would be necessary to meet the state's needs in drought conditions, the cost of such strategies, and estimates of the state's financial assistance that would be required to implement these strategies."

Texas as a whole, and particularly the North Texas region, has been successful planning for the water supply over the past 60 years. In spite of the current drought conditions, an adequate supply of good quality water has been, and continues to be, an important factor in the state's population growth, industrial development, agricultural production and strong economic performance.

Under normal conditions, Texas has sufficient potable water supplies to meet the demands in 2030 and beyond, and the state is preparing plans to meet our water needs even during periods of serious drought conditions. Because of these plans and actions, I do not think Texas will run out of water by 2030, although we will see more public water systems taking drastic steps to protect and maintain an adequate water supply.

On a statewide basis, we will see a dramatic increase in the use of alternative water supply methods, in addition to continued surface water supply development and use, to meet our future water supply needs. These alternative methods will include

increased conservation, improved reservoir management, reductions in per capita usage, greater water use efficiency for all user categories, increased recycling and reuse of water, and application of advanced technologies such as desalination to allow for development of brackish supply sources.

6. What is your perspective on how the AEC industry can stay informed about our water issues?

Texas is fortunate to have numerous organizations that are working to develop and maintain our water supplies and are knowledgeable about our statewide water issues. The AEC industry can stay informed and engaged with the policy makers and authorities responsible for our public water systems through active participation with these organizations.

These organizations include state agencies such as the [Texas Commission on Environmental Quality](#) and the Texas Water Development Board, regional organizations such as the water planning groups representing the 16 Regional Water Supply Planning Areas that comprise the Texas State Water Plan, public authorities responsible for water supply planning and development including river authorities and municipal water districts, and local utilities and municipalities responsible for our public water supply systems. In addition, there are a number of professional organizations active in the water supply industry, such as the [Texas Water Conservation Association](#), the [Texas Section of the American Water Works Association](#), the [Texas Association of Clean Water Agencies](#) and others.

The collective efforts of all of these organizations, combined with our elected officials, citizen groups, and businesses involved in the water industry, provide Texas with a strong and very knowledgeable network of people interested in developing, maintaining and preserving our water resources. The active participation of the AEC industry in this network ensures that we stay informed on current and future water issues and are well positioned to help meet the water supply needs in Texas for the next generation. ■

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Bob Reach is a Vice President and Director of Program Management and Construction Management with [Hazen and Sawyer](#), a consulting engineering firm with Texas offices in Dallas, Fort Worth and Houston. Bob is a Professional Engineer who has provided engineering design and construction assistance to public water supply clients throughout Texas since 1980. [in](#)

Reclaimed Water at DFW International Airport

By [Holly Scudder](#), Marketing Coordinator, [Campos Engineering](#). [in](#)

The potable water needs for DFW International Airport are provided from the Dallas and Fort Worth Water Utilities. The potable water is mainly used in building plumbing systems, landscape irrigation, natural gas mining, and for the DFW Central Utilities Plant cooling tower make up. To assist the North Texas Region in meeting its future water demands, in 2009, the cities of Fort Worth, Arlington, Euless, along with DFW Airport, collaborated to develop a reclaimed water system. This reclaimed water system would provide highly treated wastewater, which is not suitable for drinking, but can be used for beneficial purposes in place of potable water. This water also would have to meet the strict water quality standards of the Texas Commission on Environmental Quality (TCEQ).

The City of Fort Worth (COFW) constructed the Village Creek Reclaimed Water system and installed distribution piping to serve the cities of Arlington, Euless, and DFW Airport (DFW). DFW envisioned this reclaimed water (highly treated wastewater) for landscape irrigation and the central plant cooling towers. DFW would be able to contribute significantly to the region's water conservation efforts by offsetting up to 26% of the long-term potable water needs with reclaimed water use.

To distribute the reclaimed water to DFW's irrigation systems and the Central Utility Plant's cooling tower, DFW Airport executed a capital improvement program for the design and construction of a pump station and approximately eight miles of underground distribution piping. The underground piping would connect to a portion of DFW's irrigation piping.

The first phase of this program included a pump station located at the south end of the DFW property - Village Creek's supply delivery system connects to the pump station. It also included the main distribution piping which routed from the pump station to a midpoint on the east and west sides of the property as

well as to the cooling towers at the central utility tunnel (also located near the midpoint of the property). Additionally, as part of the first phase, all piping was sized to include the future irrigation water for the north end of the Airport property.

Campos Engineering, Inc. designed a 5,800 SF, five-unit pump station and the 4,400 LF of distribution piping within the

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State of Texas Water

By [Holly Scudder](#), Marketing Coordinator, [Campos Engineering](#). [in](#)
and [Bob Reach](#), Vice President and Director of Program Management and Construction Management, [Hazen and Sawyer](#) [in](#)

- According to the 2011 Region C Water Plan, Region C (encompassing Dallas and Tarrant Counties) accounted for more than 25% of Texas' population and used only 8.2% of the state's water resources in 2006. The region's population is expected to increase from 5,254,722 as of 2000 to 9,171,650 by the year 2030. To sustain this growth, significant conservation and reuse water management strategies must be implemented.
- [Proposition 6](#) created a fund to help communities develop and optimize water supplies. As a result, the highest priority water supply projects will be eligible for low-interest loans, provided through the [State Water Implementation Fund for Texas](#) (SWIFT). This fund will allow those projects to proceed to construction.
- Projects funded through the SWIFT will be recommended by local and regional water experts for their communities. Projects will range from conservation and reuse, to desalting groundwater and seawater, to building new pipelines and developing reservoirs and well fields. By legislative mandate, at least 20 percent of the SWIFT funds must be used for conservation and reuse projects, and at least 10 percent must go to projects serving rural communities and Texas farmers. The SWIFT will enable a wide range of projects to be built to help address water needs in all regions of the state.

To learn more about Texas Water and the implementation of the SWIFT fund, we encourage you to visit these sites: www.window.state.tx.us/specialpt/water/ and www.twdb.state.tx.us/swift/index.asp. ■

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Pump station

What I'm Downloading

By [Jessica Shipley](#), Marketing Manager, [The Beck Group](#) 

DailyQuote

"We will either find a way, or make one."
- Hannibal



Starting my day out each morning with coffee does the trick to wake me up. But a daily quote of inspirational wisdom gives me the extra motivation I crave. This app aims to provide you with a brief daily moment to reflect, or in times of adversity, inspiration to persevere. The quotes can be set to notify you at a custom time each day. What's better than a positive message every morning?

Vivino

Like many others, I have an appreciation for red grapes; they make great wine. This app helps me keep track of

my favorites by snapping a picture of the label and creating my own review. It will automatically recognize the wine from their database and I can see other reviews, prices and find friends to follow.



Duolingo

I took Spanish in high school. But as the saying goes, if you don't use it, you lose it. This app came in hand when we went to Spain and we needed to brush up on some of our lingo. It helps you learn a new language on the go through engaging in mini-games that test your reading, writing and speaking skills. With Duolingo, you can challenge yourself to achieve new high scores while you learn Spanish, French, German, Portuguese, Italian or English. ■



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How to... Customize Your LinkedIn Profile

By [Bonnie Tinsley](#), Marketing Manager, [VRX, Inc.](#) 

When searching for my friend, Michael Rhodes, on LinkedIn, I quickly realized how many folks were out there with his same first and last name (guys, we're talking 650+). Obviously, being a Bonnie, I'd never encountered the issue. This did get me thinking – what can my friend do to keep from being listed on Page 26 of the Michael Rhodes of LinkedIn?



1. Create a custom profile URL.
2. Add a recent, professional photo.
3. Tailor your headline to include more than just your job title (i.e., keywords). In our industry, people performing the same function may have different titles within different companies (i.e., marketing coordinator versus proposal coordinator).
4. Identify and utilize relevant keywords.
5. Upload a link or a file showcasing your work (presentation, video, etc.) to your summary or to individual positions.
6. Complete all sections of your profile as fully complete profiles rank higher. ■

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Reclaimed Water at DFW International Airport

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Airport's utility tunnel. There are currently two, 600 horsepower (HP) pumps with VFD drives installed in the pump station with reserve space for three additional pumps when DFW develops the north end of the property. The reclaimed water flows by gravity from the point of connection to the 500,000-gallon, ground-level storage tank and then is pumped to the 8-mile long piping distribution system that supplies it to a portion of DFW's irrigation system. The reclaimed water also is supplied to the cooling tower system in the Central Utility Plant.

In addition to the sustainable features of the reclaimed water delivery system, the proximity of the water source to the point of need also contributes to the Airport's effectiveness at conserving water through reuse. ■

Campos Engineering, Inc. is a professional mechanical, electrical and plumbing engineering firm also offering NEBB Certified testing, adjusting and balancing and commissioning services as well as inspection services. With offices in Dallas and Fort Worth, Campos provides a full range of services for a multitude of project types including Aviation, Civic/Municipal, Corporate/Commercial, Correctional, Educational, Federal, Housing, Healthcare Laboratories, Transit/Transportation and Water/Wastewater.

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6 Tips to Creating a Great Marketing Team

By [Kenda Salisbury, CPSM](#)

When I hired my first marketing coordinator, I was absolutely sure of the qualifications this person had to have. Having no management experience, I thought I could coach, educate and micro-manage away any behaviors I wanted to change.

Believe it or not, the new coordinator didn't agree and we ultimately failed as a team.

Hiring, managing and empowering are team efforts; it takes the whole team to be efficient and effective. What does it take to **create a great marketing team**? It takes the right people, open communication, empowerment to learn and make decisions, and guidance and support from the top. All these factors are important if you want to create a great team.

After hiring a few marketing coordinators based solely on qualifications and failing to find the right "fit," I studied the factors that make a great team. Why couldn't I find a great employee? Was it the people I was hiring? Or, gasp, was it me?

It was both.

There is an art to finding and retaining good employees, and achieving great team dynamics. Below are six things that are essential to creating a great marketing team.

1. Hire for experience-passion FIT!

Previous experience, passion for the job, and chemistry between candidate and interview team – all are important in evaluating the candidate.

These factors are necessary, but not sufficient. One often-overlooked aspect is fit. How does this person fit with the personality and dynamics of the current marketing team? How do they fit with the team and company culture?

Experience is a good indication for a short-term solution. But employees who care about their jobs and feel passionately about meeting their goals and objectives are better team members in the long run. While experience is important, you can always train staff to technical specifications. You can't train for fit. The candidate will change the team dynamic for better or worse.

2. Provide Training

Training and on-the-job education take many forms – individual coaching, mentoring, formal opportunities, etc. Employees who are engaged with their job and their team will take each opportunity presented. Establishing education and training expectations for each staff member will enable forward momentum for both individual and company.

3. Foster Open Communication

Great teams thrive with open and honest communication. A truly 'open door' encourages all employees to give input and comments. Information is shared freely without fear of retribution and contrary viewpoints add strength to the conversation. The team leader shares information freely among team members, from all levels of the company.

When you share information with all members equally, everyone feels they are a valued team member.

4. Encourage Independence

You have hired a great team, provided appropriate training and communicated expectations.

Now it's time to get out of their way!

- Establish regular opportunities to check in, and use these scheduled meetings to identify who needs assistance, but follow up with them separately.
- Allow each team member to finish tasks as they see fit – their process is not important as long as the outcome meets expectations.
- Very few employees thrive under constant micro management, so encourage independence in action and thought for a dynamic team environment.

5. Allow for Failure

Even good employees make mistakes - that's part of learning. Allowing employees to fail occasionally – as long as they learn from the failure - will strengthen their decision-making ability and, more importantly, allow you to coach and improve your and their skill sets.

When an employee makes a mistake, ask them to explain their thought process, identify where they went wrong,

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6 Tips to Creating a Great Marketing Team

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and ask what they would change in the future. Then watch how they deal with this situation in future – you don't want mistakes to become a pattern.

6. Support the Team

Conflict is inevitable. As team leader, you must support all members equally.

When the conflict is internal, have each member express their position. The decision to resolve the conflict should be in the best interest of your team.

When the conflict is external, the team lead must act as intermediary between the marketing person and the outside influence.

The marketing team leader should always support the team member if the decision is made with the best outcome in mind. It is up to the team leader to publicly support and communicate all decisions of the marketing team to the company at large. If the decision is one that the marketing team leader cannot support, he/she should handle the discussion behind closed doors.

Lessons Learned

Years after hiring my first marketing coordinator, not one person on our current team was hired based solely on experience that matched the position. Each displayed relevant experience, and passion for the job. Most important, they showed that they would fit into the team and company culture.

- Every employee embraces personal coaching, online learning opportunities and external classes.
- We meet every Monday morning to discuss team and company objectives.
- I stay out of their way unless a problem arises or they ask for assistance. I trust them to do their jobs. They know I have their backs in all situations.

It has taken me many years to understand that a great marketing team has many moving parts – the right people, shared goals, open communication, an honest learning environment and support at every level. Creating the right team and environment takes time but it's well worth the effort. ■

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Kenda Salisbury, CPSM, has more than 15 years of experience in marketing and business development for the professional services industry. She is a Certified Professional Services Marketer as designated by the Society for Professional Services Marketing. As Director of Marketing for Historical Research Associates, she leads strategic company and marketing development activities and is involved with planning, business development, professional and civic involvement, industry partnerships and more. Kenda previously owned her own marketing consulting firm, providing leadership with strategic and marketing planning, branding, and pursuit preparation. [in](#)

Did You Know...

By [Bonnie Tinsley](#), Marketing Manager, [VRX, Inc.](#) [in](#)

You're reading an **AWARD-WINNING** newsletter? First place, that is.

2010 Newsletter Co-Editors Shannah Hayley and Julia Meade's dream of creating a newsletter that our chapter can be proud of has unarguably become a reality. During Build Business 2014 (the SMPS national conference), our newsletter received first place in the SMPS National Striving for Excellence Award competition's Chapter Communications - Newsletter category.

Over the last 4+ years, the communications/PR committee has exerted a considerable effort to rebrand our chapter, including the newsletter. This effort, of course, would not have been possible without the support of an extremely hard-working group of communications professionals.

Please join me in applauding the communications committee's newsletter subcommittee in their efforts!

Specifically, join me in congratulating its current co-editors Shannah Hayley and Holly Scudder for constantly striving for excellence; Shane Ewald for his efforts in designing the newsletter template; communications/PR director Mert Kurtulus for his leadership; and contributors Julia Meade, Michelle Levin, Bernie Siben, Linda Summers, Terri Sullivan and Ruth Hunter-Hill.

A special thanks goes out to Shannah Hayley for her multi-year efforts in building a newsletter subcommittee, mapping out quality content and contributors and for her continued leadership of the newsletter subcommittee. ■

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New Members

Welcome to our new members:

- **Adam Panter**, AIA, LEED AP, Healthcare Marketer, HDR, Inc.
- **Clare Pillers**, Marketing Coordinator, Talley Associates
- **Tara Anderson**, Marketing Manager, Hill & Wilkinson General Contractors
- **Julia Prior**, Marketing & Business Development Coordinator, Charles Gojer & Associates
- **Shauna Garcia**, Marketing Coordinator, McCarthy Building Companies

Members on the Move

- **Requill Buchanan**, Marketing Manager, Parsons Brinckerhoff

Chapter Anniversaries

Thank you to our dedicated members. Celebrating membership anniversaries during the last quarter:

11 years

- Shonda Ellender
- Jan Krause-Leckie

10 years

- Stephen Lucy, P.E.

9 years

- Gina Konganda

8 years

- Frances Notinger
- Asheya Warren, CPSM

7 years

- Steve Mulligan
- Carolyn Haldeman

6 years

- Jennifer Burkholder
- Jody Lee

5 years

- Paulette Coulter
- Jessica Shipley

4 years

- Krystyna Morgan
- Blanca Rodriguez

3 years

- Julianne O'connor
- Michelle Levin (Graddy)

- Sandra Barker
- Jennifer King

2 years

- Michelle Devereaux
- Requill Buchanan
- Holly Scudder
- Kim Tran

1 year

- Matthew Baltzell
- Douglas Ekstrom
- Jessica Sanders
- Demetria Wise
- Emily Bashore
- Michael Franks
- Catherine Choberka-Khirallah
- Kristen Jordan
- Andrea Mendiola
- Sarah Duke

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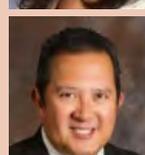
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Member Spotlight



Name: [Tara Anderson](#)

Company: [Hill & Wilkinson](#)

Role: Marketing Manager of the Healthcare and Institutional Divisions

Number of Years in the

AEC Industry: Less than one year

Tell us a little bit about your job and what your company specializes in.

I recently joined the Hill & Wilkinson team to become the marketing manager of our healthcare and institutional divisions. On a day-to-day basis, I oversee the production and implementation of marketing materials and develop proposals and marketing collateral for my respective divisions.

As a general contracting firm, Hill & Wilkinson has a diverse public and private portfolio that includes a depth of experience in the healthcare, commercial, institutional and manufacturing markets. Through preliminary project planning, preconstruction services and self performance capability, we anticipate project challenges, devise solutions and deliver award-winning projects to our clients.

What do you like most about your job?

Although I've only been with Hill & Wilkinson a short time, I'd have to say my favorite thing about my job is the team I get to work with on a daily basis. They have done such a great job in welcoming me here and making sure my transition into this role is a comfortable one. I couldn't ask for a better group of people to work with!

How did you get into the A/E/C industry?

I found my way into the A/E/C industry through a classmate from Texas Tech University, Whitney Flynt, who currently holds the marketing manager position for our commercial and manufacturing divisions at Hill & Wilkinson.

Why did you decide to join SMPS Dallas?

As a fairly new member of the A/E/C community, I felt like SMPS was a great way to further my career education while also networking with some of the experts in the industry.

What are you most looking to gain as a new SMPS member?

I would like to continue to build on my career education and create long-lasting relationships with other industry professionals.

What would be surprised to learn about you?

I was a rodeo queen in high school.

In your spare time (ha ha), what do you like to do?

I am an avid hunter and I love being outdoors in all that nature has to offer.

What was the last book you read or your favorite book?

Winter's Tale by Mark Helprin

What is your favorite vacation spot?

US Virgin Islands

Did you grow up in the DFW area? If not, where is your hometown?

Lorena, Texas ■

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CPSM Study Group



The chapter's CPSM Study group will start up this spring. More details can be found on the chapter website at www.smpsDallas.org/p/blog-page.html. If you have specific questions, please contact Dara Davulcu, Study Group Coordinator, at ddavulcu@skilesgroup.com.

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.

Visit our [website](#) or contact a board member for more details!

Sponsor Thank You

SMPS Dallas would like to thank our corporate sponsors for the 2013-2014 year. Their dedication to the chapter, their staff and the industry are paramount in allowing SMPS Dallas to provide valuable resources to the marketing and business development professionals in the AEC industry.

Annual Sponsors



Jordan & Skala
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In-Kind Print Sponsor



SMPS Dallas has a number of opportunities to sponsor educational events. Sponsorship opportunities are available for the entire SMPS year or for specific events at investments ranging from \$250 to \$3,000.

The benefits go beyond the exposure for your firm in SMPS print and web promotion, and for many levels include:

- Complimentary registration at Chapter Advocate, Educate and Connect events
- Sponsor recognition at events & quarterly newsletter
- Opportunity to exhibit your own promotional materials

Contact Randy Avila, SMPS Dallas Sponsorship Director, to discuss your options.

Randy Avila
972.668.9340
randyavila@coreconstruction.com

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2014 Community Calendar

continued from [page 3](#)

Annual Topping Out Networking Event & Awards Program Celebrating Outstanding Built Environments

October 28, 2014 5:30pm
3015 Trinity Grove

The Metroplex has always been renowned for having a multitude of impressive developments landscaping the greater area. At Topping Out 2014 industry leaders from both Dallas and Fort Worth are uniting to recognize and honor excellence in the fields of development, architecture and construction which positively impact our communities. Topping Out 2014 signifies a coming together of the building industry in more ways than one. Awards are handed out not on the basis of individual achievement but rather in honor of the collective accomplishments of the entire team responsible for a project's success.

Proceeds benefit the University of Texas at Arlington School of Architecture Alumni Association; and its selected charity for 2014 The Arc – Collin, Dallas & Rockwall Counties.

AIA Dallas Tour of Homes 2014

November 1 & 2, 2014 10:00 AM - 5:00 PM

Artist v Architect | Live Event + Art Auction

November 12, 2014

One Arts Plaza | Commercial Lobby

Inspired by the ingenuity of today's artistic and design professionals, Artist v Architect (AvA) is a one-of-a-kind collaborative event experience serving as a platform to celebrate the creativity of the modern world of art and architecture. Featuring local artists and architects chosen by a panel of experts in the field of art and architecture, they creatively and collaboratively "duel" it out with their industry peers. All mediums of art, furniture and architectural models are featured.

During the live event and art auction, guests have the opportunity to bid on all of the created works. All proceeds from the auction are donated to a chosen charity beneficiary.

On the night, a public vote determines the favorite collaborative and individual art works created by the artists and architects. Artist v Architect is an evening paying tribute to the artistic process and journey showcasing how collaboration can inspire us all! ■

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Questions or Comments?

Send us an email with your thoughts about this newsletter or suggestions for future editions. We'd love to hear from you!

Calendar of Events

SEPT	OCT	NOV	DEC
<p>3 Adobe User Forum •</p> <p>9 What the Heck is Branding? •</p> <p>11 Annual Member Meeting •</p>	<p>16 Fall New Member Orientation •</p> <p>23 Hard Hat Tour and Happy Hour • •</p>	<p>5 Adobe User Forum •</p> <p>11 Information Management: Maximizing your Personal and Professional Time •</p> <p>20 Networking Event •</p>	<p>3 Adobe User Forum •</p> <p>11 Holiday Party •</p>
JAN	FEB	MAR	APR
<p>7 Adobe User Forum •</p> <p>12 Managing Up/ Servant Leadership •</p> <p>21-23 Southern Regional Conference</p>	<p>4 Adobe User Forum •</p> <p>17 Public Works Event •</p> <p>26 Networking Event •</p>	<p>4 Adobe User Forum •</p> <p>10 Communicating with Owners •</p> <p>26 Networking Event •</p>	<p>1 Adobe User Forum •</p> <p>21 K-12 Event •</p> <p>23 Networking Event •</p>
MAY	JUN	JUL	AUG
<p>6 Adobe User Forum •</p> <p>7 Spring New Member Orientation •</p> <p>11 Marketing Collateral 1/2 Day Event •</p> <p>21 Networking Event •</p>	<p>3 Adobe User Forum •</p> <p>16 Higher Education Event •</p> <p>25 Networking Event •</p>	<p>1 Adobe User Forum •</p> <p>14 There's an App for That: Digital Tools for Marketing and Business Development •</p> <p>23 Networking Event •</p>	<p>5 Adobe User Forum •</p> <p>11 Future of Healthcare and Sr. Living Event •</p> <p>19-21 Build Business Conference</p>

In The Next Issue

**Please note: Adobe User Forum is for SMPS Members only. All events and dates are subject to change. Please check the SMPS Dallas website for current information. Key legend: • advocate events • educate events • connect events*

How to Be a Winner



2014 Gala



Mentor Protege Graduation



Parkland Hard Hat Tour