

The Power of SMPS

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SMPS-TC Letter from the President SMPS. It's Never Too Late!

Spring 2005

The SMPS-TC programming year is winding down, but that doesn't mean our membership activity has to come to an end – it's never too late to get involved! During the summer, the current and newly elected Board is hard at work planning for the upcoming year, analyzing the past year's events and strategizing for the coming year – finding ways to make the chapter stronger and offer more to our members. Board members are looking for information and feedback from their committees and recruiting new members. In fact, most of our strategic decisions are made at this time and your feedback plays a strong role during the process. If you want to make a difference or make a change in our efforts, get involved now!

Some of our highly active members were nominated for the 2005/2006 Board of Directors. As a result of uncontested nominations, I'm happy to announce that we have a full board for next year. These individuals are already planning for next year, which will officially commence on September 1, 2005. The 2005/2006 Board of Directors is:

- President: Tanya Pierce, Adolfson & Peterson
- Past President: Nikki L. Bartholomew, LKPB
- President-Elect: Suzanne Foley, Wind2 Software
- Education Co-Chair: Tammy Roitenberg, Inspecc
- Education Co-Chair: Liz Wortman, LHB
- Membership Chair: Rich Ross, Parsons
- Professional Development Chair: Becky Nazario, TKDA
- Public Relations Chair: Marjorie Simon, Simon & Associates Public Relations
- Secretary/Treasurer: Alethia Anderson, HGA

In addition to local and regional involvement, I strongly encourage each of you to look at your national network. SMPS provides opportunities to expand your professional contacts through regional and national programs. The SMPS National Conference, Build Business, will be held August 10-13 in New Orleans and offers educational seminars and opportunities to meet A/E/C colleagues from around the globe. I would like the Twin Cities chapter to have a strong showing at the conference and I encourage each of you to attend. Don't forget – you will get a discounted rate if you register prior to June 30th. For more information, visit the National Conference Web site at www.buildbusiness.org.

Finally, our chapter's goal for this year was to *Empower, Inspire and Educate* our members. We've created and maintained some wonderful initiatives and hope to build on our success next year. We are offering one year of free educational luncheons to one member. Members who registered for the April, May and June programs will be entered into a drawing, once for each luncheon they attended. The winner will be drawn at the June program, so be sure to attend! Speaking of the June program, our speaker is the National SMPS President-Elect, Andrea Fitch. She is the president and founder of RedCarpet Creations, an event planning, branding and public relations/advertising firm based in Alexandria, Virginia. With more than 15 years of professional marketing experience, Ms. Fitch will share her knowledge of Market Planning and answer questions about SMPS and its offerings. Be sure to take advantage of this opportunity to meet her and learn more about one of our marketing domains.

Thanks again. Remember, it's never too late to get involved. I hope to see you at the final SMPS-TC program of the year on June 10th.

Respectfully,
Nikki L. Bartholomew
Chapter President, SMPS-TC

TAKING THE NEXT STEP: CPSM CERTIFICATION

You've attended monthly luncheons and professional development programs, and joined colleagues for happy hour networking events. You may have even participated on an SMPS committee. As a member of SMPS you can take advantage of a wealth of knowledge and support, from educational programs to networking opportunities to the SMPS job bank. But that's not all! The Certified Professional Services Marketer (CPSM) program is another opportunity to challenge yourself and be recognized for meeting a high standard of experience and expertise in marketing professional services.

Are you interested in bringing more to the table, both for your own career development and for the benefit of your firm? Pursuing CPSM certification is an important step toward doing just that. Certification helps you achieve professional recognition, career advancement and enhanced credibility in the A/E/C community.

The certification program promotes an extensive knowledge of professional services marketing. Individuals seeking certification are tested on their skills and knowledge of the following six domains:

Marketing Research – Gathering and analyzing data related to markets, competitors and prospects; social, cultural and economic conditions; and regulatory changes as they affect markets.

Marketing Plan – Formulating the firm's marketing plan by a) identifying current and anticipated marketing trends, opportunities and problems; b) helping to develop long-range strategic plans; c) developing recommendations on market opportunities, prospective clients, goals and strategies; and d) preparing and implementing action plans, schedules and marketing budgets.

Client and Business Development – Building new or repeat business opportunities through a) maintaining and expanding existing client relationships, b) forging new relationships with prospective clients and c) project lead-finding and tracking.

SOQs/Proposals – Strategizing, developing and writing statements of qualifications (SOQs), proposals and related materials; organizing/rehearsing presentations; and negotiating contracts.

Promotional Activity – Developing, implementing and coordinating efforts to promote the firm through advertising, public relations and media outreach.

Information, Resource and Organizational Management – Internal communications, information management, staff training and activities to enhance organizational effectiveness.

Earning CPSM certification is a three-step process:

1. Completing the application
2. Sitting for and passing the examination
3. Maintaining certification through continuing education and active participation in the profession

For more information on the benefits of and requirements for this important designation, visit the SMPS National Web site at <http://www.smps.org/certification/certification.htm>. Study groups are also available to help you prepare for the CPSM examination. Contact Alethia Anderson at 612.758.4604 or aanderson@hga.com if you would like to participate in a study group.

Obtaining CPSM designation provides a degree of credibility in your exchanges with colleagues and clients, and provides a source of information for you to call on in a wide variety of situations. Think of it as your "secret weapon" in finding and delivering profitable business and ensuring success – for both you and your firm.

JUNE LUNCHEON PROGRAM Marketing Planning & Promotional Activity: *Follow Your Own Yellow Brick Road*

The final program of the 2004-05 year brings a national speaker to Minneapolis for an enlightening session on marketing planning and public relations activity. Our speaker, **Andrea Fitch**, is the National President-Elect of SMPS. Fitch is the president and founder of RedCarpet Creations, an event planning, branding and public relations/advertising firm based in Alexandria, Virginia. She has more than 15 years of professional marketing experience, the majority of which has been focused on architecture and construction. Her expertise includes brand development and integration, and protecting brand integrity throughout various marketing and communications vehicles, as well as media outreach.

Join us on Friday, June 10th for this informative session. Don't forget – the drawing for FREE luncheon programs for the 2005-2006 year will take place at this program. Anyone who attended the luncheons in April, May and June is eligible for this prize. You do not need to be present to win.

UPCOMING CHAPTER EVENTS

The Professional Development Committee has devised a series of interactive, hands-on workshops that address key topics from the SMPS Domains of Practice.

Architectural Photography: A Digital Perspective Of The New Walker Art Center

This workshop incorporates practical tips on utilizing a digital camera for architectural photography with a "working" photography tour of the new Walker Art Center. The presentation will focus on top tips in architectural digital photography and teach you how to take dramatic architectural photographs with your digital camera. Then, our presenter will lead the group on a guided photography tour where you can test your new knowledge and skills by taking photographs of various locations in the Walker Art Center. You will be able to get hands-on professional help throughout the tour or just utilize your own creativity and digital perspective.

In addition, an architect will be on hand to give us insights into the design of the facility and discuss some of the key architectural features of the project.

Date:	Thursday, May 19
Location:	Walker Art Center 1750 Hennepin Avenue Minneapolis, MN 55403
Cost:	\$35 for members \$45 for non-members
Agenda:	7:30-8:00 – sign-in/continental breakfast 8:00-9:00 – presentation 9:00-10:00 – digital tour of the Walker

Summer Golf Outing

A relaxing and enjoyable afternoon of networking and socializing with other marketing professionals. This event will be held during the summer, so watch for more information as it becomes available.

Social and Networking Events

The Public Relations Committee is planning more networking social events for this year, so if you have ideas for these events, contact Elaine Samolytz at esamolytz@srfconsulting.com.



2005 SMPS NATIONAL CONFERENCE



Marketing in the design and building industry is undergoing a light-speed transformation. Leading professionals are those looking beyond boundaries and applying innovative practices that benefit their companies and their careers. To build business for your company and maintain your personal professional edge, this is THE ONE conference you won't want to miss! As a Build Business attendee, you will benefit from opportunities to:

- **Connect** with industry leaders and peers to learn first-hand what clients want and expect from their professional services providers
- Obtain **Essential** knowledge to improve your mastery of marketing and business development
- Gain **Insights** into upcoming trends and emerging client needs impacting future delivery of professional services
- Achieve **Inspiration** to expand beyond traditional approaches and capture greater market share
- Explore the practice- and career-building elements of **Leadership**

Build Business: Beyond Boundaries will be held in New Orleans August 10-13, 2005. Join us in New Orleans and mix business with exquisite architecture, compelling history, tantalizing cuisine and toe-tapping jazz!

Keynote speakers are:

Richard Florida, author of the best-selling book *The Rise of the Creative Class: How It's Transforming Work, Leisure, Community, and Everyday Life*. Florida's book was awarded the Political Book Awards for 2002 by the *Washington Monthly*; the *Harvard Business Review* named it one of the top breakthrough ideas for 2004.

Ken Schmidt, Former Harley-Davidson executive and communications expert. As a specialist in corporate positioning and media relations, he was asked to work with the then-struggling Harley-Davidson to help restore the company's image and create demand for its motorcycles.

For more information, visit the SMPS Web site at www.smeps.org.

SMPS BOOKSTORE

Your One-Stop Shop For A/E/C Industry Marketing & Business Development Resources

Have you checked out the SMPS National Web site's on-line bookstore lately? All of the publications available there were selected with the needs of professional services marketers and business developers in mind.

Visit <http://store.smpsbookstore.org/> to build your library of marketing and business development publications geared specifically to YOUR industry. Topics covered include:

- Career development
- Client and business development
- Management
- Marketing plan
- Marketing research
- Promotional activity
- Skill building
- SOQs/proposals
- Chapter guides
- CPSM book club

REGIONAL CONFERENCE

Wisconsin Dells – March 3-4

Pete Kienle, Judy Kienle and Karen Courtney were the featured speakers at the Regional Conference held this spring at the Kalahari Resort in the Wisconsin Dells. Courtney, the SMPS National President, summarized her experience at the conference in an article for SMPS News, in which she enumerated some lessons she learned while at the event. Below are some highlights from that article:

Lesson one: Don't be afraid to be different, it just might work. We suffer a bit in our industry with being safe and the same. Our firms' names, our missions, our work all tend to be alike, and that is the beginning of being a commodity when our clients can't tell what makes us unique and a better fit for them. Think bathing suits and business suits!

Lesson two: Be easily available to your customers and know your company's story well. As marketers and communicators, we have a responsibility to make sure our firms know their market messages and are consistent in the delivery of them.

Lesson three: Be nimble to marketplace demands and consider innovative ways to reward your best customers.

The full text of Karen Courtney's article is available at <http://www.smpsnews.org/smpsnews/issues/2005-03-31/index.html>.

COMMITTEE SPOTLIGHT

SMPS-TC Membership Committee



The Membership Committee's mission is to maintain and grow our chapter's membership and increase opportunities for member involvement. This is the group that coordinates publication of the chapter membership directory and maintains the job bank. Ever wonder just who these committed people are? Here's a glimpse:

Rich Ross – Committee Member

Rich has been in the electrical construction industry for more than 11 years. During this time, he has worked in a variety of market segments throughout the country, including healthcare, mission critical and military. Rich is an active participant in SMPS, TCHEA and ASHE, and holds the ASHE Healthcare Construction Certification.

Rich resides in Lake Elmo with his wife and daughter. He enjoys international travel and outdoor activities.

Tammy Roitenberg – Committee Chair

Tammy works for Inspec in its Business Development Group. She is involved with a wide variety of activities, including proposals, SOQs, collateral material, public relations pieces, award submissions and the like. Tammy is also responsible for implementation, configuration and training on the firm's CRM software. Since joining INSPEC, she has worked closely with professional Inspec such as AFE and SMPS. Tammy's background includes many years of application software training and consulting work, as well as retail management and human resource management.

Tammy's outside interests encompass anything to do with gardening, and she belongs to the Minnesota Water Garden Society and Minnesota Landscape Arboretum. She writes articles for the MWGS Waterlog and has recently received awards for Landscape Native Planting and Water Quality from the City of Plymouth.

JANUARY LUNCHEON PROGRAM

Building a Powerful Network

“The key to successful leadership today is influence, not authority.” – Kenneth Blanchard, coauthor of *The One Minute Manager*

Leadership and networking are more important today than ever. When the Baby Boomer generation starts to retire, a great number of leadership positions will be vacated – who will backfill after this mass exodus? The pace of change is fast now, and is not likely to slow. Leadership at every level of an organization is needed to retain flexibility and continue growth from within. The traditional model of influence flowing down from the top of a pyramidal power structure does not hold up under these dynamic circumstances. Instead, we were encouraged to see influence as a grid with little regard for the traditional power hierarchy. Influence radiates out through your network. Do you know who is important to your success?

Speaker **Paul Batz**, Executive Vice President and Principal of MDA Leadership Consulting, Inc., provided insight into the networking skills he instills through his executive coaching services (and uses in his own business and community organization work). Batz works with top leaders to coach them in influence, leadership communication, executive presence and building high-performing cultures. He is also very active with community and non-profit organizations, and was nominated by *The Business Journal* as one of the 100 Unsung Heroes of Corporate Philanthropy.

Batz shared four secrets to effective networking/influencing:

- Give more than you take
- Cards you collect are more valuable than cards you give out
- Contacts are only valuable if you stay in touch – 350 in your Rolodex may be better than 1,300
- Networking is a discipline/habit more than an art

Batz encouraged attendees to learn to make and keep promises in networking. A useful promise should:

- Have a specific deliverable
- Have a deadline
- Include follow-up

In general, Batz’s recommendations focus on the value of people and on doing simple, sincere things well – send handwritten thank you notes, follow through on promises, tell people how they can help you and give more than you take. In the question and answer portion of the session, one marketer asked what specific things one could do to improve networking at an event where you don’t know anyone.

In response, Batz shared his keys to connecting well with other people:

- Humility – ask questions (Dale Carnegie approach)
- Make direct eye contact
- Have good posture
- Use a good handshake (palm to the sky, not palm down)

FEBRUARY LUNCHEON PROGRAM

Getting A’s in School – What Education Clients Want to See



What our clients expect from us is one of the most important things we should know as providers of professional services. The right approach can be just as important as the right experience. This panel of K-12 and higher education clients discussed what skills and attributes they expect from the A/E/C firms and what can make or break your chances of winning projects.

The panelists for this program were:

- **Clinton Hewitt** – Associate Professor in the University of Minnesota College of Architecture and Landscape Architecture
- **Ron Bratlie** – Director of Special Projects for the Elk River Area School District
- **Lonnie Smith** – Director of Business Services for the Lakeville Area School District

The panelists shared their thoughts on what we as professional service providers need to be mindful of as we sell our services to education clients. An understanding of the institution is key – as well as an understanding of how that institution interacts with and responds to the broader community. We also need to understand the relationships among the public and private entities that factor into an institution's decision-making process.

With respect to specific projects, A/E/C firms need to always be mindful of maintenance and life-cycle costs, since many education clients are "too poor to go cheap." That is, buildings need to be functional, not fancy, and each one needs to be better than the last.

So just how do you win work with education clients? As our panelists shared, it's a combination of tangibles and intangibles that, in the right mixture, translate into a good chance for success. It's interesting to note the difference in the approaches preferred by the client representatives at our luncheon, which only further underscores the importance of getting to know your clients and potential clients, as well as the environment they function in.

Professor Hewitt from the University of Minnesota emphasized the importance of demonstrating your firm's familiarity with the University and with the State Designer Selection Board process. He suggested sending a brochure and a letter of interest to increase your chances of getting an invitation to submit a proposal.

Mr. Smith from the Lakeville Area School District emphasized the importance of being proactive – get yourself in front of your potential client to introduce your firm and its qualifications. If you make a good impression, you are likely to be invited to propose.

Mr. Bratlie from the Elk River Area School District mentioned the importance of referrals to their process of selecting which firms to invite into an RFP process. He placed special emphasis on his professional network as a good source of information on professional service providers. Bratlie also commented that the competitive process is good for the owner, as it's an opportunity for them to hear new ideas and get to know a variety of firms.

Panelists shared some key attributes they look for when selecting a firm for a project.

- Proven performance
- Dependability
- A spirit of partnership with the client
- Commitment to the project and the community

- Ability to carry forward the client's vision
- New ideas and innovation
- Informing rather than selling
- An organized proposal that responds to the RFP
- A proposal organized around a theme or key approach
- Understanding of your audience

Each client is different and there is great variety in the processes used to select professional services firms. Knowing your clients well can take you a long way in securing work for your firm and building a great reputation that will keep you in the forefront of your clients' minds.

FEBRUARY PROFESSIONAL DEVELOPMENT WORKSHOP

Reorganize and Reenergize Your Company Web Site

The process of hiring a professional services firm is not what it used to be. The Internet has changed the way individuals and businesses find, qualify, contact and select consultants – even in the case of referrals. Many times, your Web site will be the first impression your firm makes on a prospective client. If that first impression is weak, you may not get a second chance.

Many companies believe business grows purely through referrals and a Web site is supplementary. It's true that nothing beats a nice warm personal introduction, but with today's technically savvy clients and prospective clients, it is important for firms to understand the importance of the Web and how to take advantage of the marketing opportunities presented by this electronic medium.

Creating a first-rate Web site does not necessarily mean spending lots of money or incorporating complicated technology, but it does mean taking a proactive approach to understanding your audience and anticipating what they may expect from your Web site. Although there are not limits to how extensively you can use the Web to support your business communications, there are some basic guidelines on how and where to start:

Know Your Audience – Who will access your Web site? Certainly prospects, but don't forget about other visiting groups such as clients, competitors, job seekers and media representatives.

Provide Relevant Information – A client's needs are different from those of a prospective client, so it's important to think like your audience. When it comes to creating content for your firm's Web site, the following are must-haves:

- **Contact Information** – Prospects are more likely to make initial contact if they can do so in the format that best meets their needs – be it by phone, mail or e-mail. Though on-line forms may be helpful for capturing marketing information, they can be a deterrent for some. Be sure to keep the options open and reduce barriers to reaching the appropriate contacts at your organization.
- **Qualifying Information** – Help prospective clients and other visitors qualify your firm by providing information on your size, history, expertise, services, case studies and other information highlighting your business.
- **Promotional Information** – Your site can help sell your firm, but be cautious not to make it a full-blown advertisement. Instead, validate your expertise through client testimonials, press coverage and awards earned.
- **Recent News** – Give visitors a reason to repeatedly visit your Web site. Let them know your firm is progressive and involved in community work. This is a great way to talk about pro-bono work, education, speaking engagements, charity involvement and more.
- **Resources** – To ensure repeated visits, use your Web site as a resource. It's not necessary to make your home page a "portal" with up-to-the-minute weather, sports and stock reports, but if you can utilize your Web site as a resource for your visitors – regardless of whether they do business with you – you'll reap the benefits of continued visits. A basic resource center could include interesting articles, commentary, and Q & As by industry experts. Expanding resource support could include on-line media kits, opt-in electronic newsletters and secure client project management systems.

Keep it Fresh – Outdated content can make you look like an outdated firm. Many Web developers now provide their clients with tools that allow non-technical staff (i.e., marketing staff) to easily update content, add pages and manage most components of the Web site. It's cost effective and it makes sense.

Remember that the first impression does not always begin with a handshake. Your Web site is a critical component to your business growth. Taking the time and making the investment to understand your audience will go a long way in assuring continued Web success for your firm.

About the Author – Jennifer Zick is the Vice President of Sales and Marketing for Reside, LLC, a Twin Cities Web services group. Zick helps growing businesses identify ways to drive business results through effective Web sites and online tools. For more information about this topic, or to discuss Reside's capabilities, please contact her at 612-767-2000 or at jzick@reside.biz.

NEW MEMBER EVENT & SOCIAL NETWORKING FUNCTION

Wine Tasting at Muffuletta



All 27 SMPS members attending our wine tasting on March 1 at Muffuletta Restaurant in Saint Paul may not yet rank as

sommeliers, but we sure had fun learning. Warren

Gregory, manager, assembled a real tantalizer with five wines, a variety of appetizers and several decadent desserts.

"I wanted to offer wines beyond your standard merlots and chardonnays," Gregory said. We sampled wines from around the world – two from France, one from Germany, one from Italy and one from South Africa. The variety kept us sipping and savoring throughout the event, which lasted more than two hours. It's one wine lesson that nobody found hard to swallow.

The wines, all on Muffuletta's menu, included:

- **Drouhin Chardonnay**, a French wine from Burgundy. Nice, dry and 100 percent Chardonnay.
- **Bonny Doon Syrah**, a red wine from France's Rhone Valley. Syrah is the featured red grape.
- **Anton Bauer Gruner Veltliner**, a white, Austrian Riesling from the Veltliner grape.
- **Montepulciano**, an Italian red wine from the grape by that name. Gregory said this fruity, red wine is perfect with pasta.
- **Wildkrans Pino Tage**, a South African wine from the Wildkrans winery made from the Pino Tage, a famous South African grape. It's darker than the Montepulciano, according to Gregory.

If the wines brought us there, the desserts held us hostage until every last morsel was whisked away. These gems included Bete Noir, French for "Black Beast," a flourless chocolate cake. We also were served a red-wine-poached pear and a Tart Tatin, French for apple tart. Gregory insists Tart Tatin is simple to make:

Stir together apples, butter and brown sugar in a dark pan on a burner and cook them down. Place in a baking pan, add puff pastry on top and pop in oven at 375 degrees for 20-30 minutes. Remove, cool, flip pan over and feast.

Sorry you missed out? Don't whine. Call Muffuletta (651-644-9116) for dinner reservations. All wines and desserts are currently on their menu. Then mark your calendars for next year's SMPS event. It's well worth repeating.

MARCH LUNCHEON PROGRAM

Teambuilding for Success



"They are resistant to change."
"They are a necessary evil."

Which of these statements describes marketing people and which describes operations people? That depends on whom you ask!

These comments came up in a table group exercise led by **Cino Adelson**, our knowledgeable speaker at the March 11 luncheon program. The exercise hinted at the main topic for the day – how to build a successful team with folks who think quite differently, especially about each other.

Adelson, an organization development expert who works with many A/E/C firms, gave a highly informative presentation that concentrated on tips and tools for building great teams. Her "top nine" tips included lots of common-sense practices and ideas. For starters, we need to all work and think as though we are wearing the CEO hat. It's about us – the company – not you, she explained. Along with that, we need to be wearing the client hat. "What would the client want our team to do?" is a question we should always be asking.

She went on to say that it's important to help others reach their goals, and not merely think about your own. Realize that their success is your success. The phrase, "I've got your back," is a good one to keep in mind, Adelson explained. Even if your styles are very different, you can still back each other up.

Her presentation included seven outstanding tools for building great teams. Tool #1 had several critical questions to consider:

- Where do we see our firm in the next 3-5-10 years?
- How will we get there?
- How will we *work with each other* to get there?

This last question tells what the values are that drive our interactions.

Tool #3 offered the descriptor, "KSS for Success." What do we want to **Keep** doing, **Stop** doing, **Start** doing? This reflection should be reviewed often by your team. It is also important to continually clarify what matters the most. One way to accomplish this is to use a decision-making matrix that was included in her handout.

Near the end of the program, one surprising comment came from the audience. "Our operations people tell me that I don't nag them enough to get things done." We all wish that were true.

APRIL PROFESSIONAL DEVELOPMENT WORKSHOP

Guardians of the Brand: Graphic Design Skills For The Ill-Equipped

The graphically ill-equipped converged on the offices of TKDA in Saint Paul to attend "Guardians of the Brand: Lay-Out Strategies for the Ill-Equipped." Presenters **Tim Heitman** from Parker Durrant and **Bret Slattengren** from TKDA reviewed some of the basics of graphic layout, font usage, color and printing, as well as some common graphic mistakes.

Initially, the group reviewed standard pieces of a graphic identity package and Tim and Bret discussed the importance of professional input into the graphic standards developed by organizations. Graphics are key identifiers for all companies, so time, money and attention need to be given to the development of graphic standards. Once standards are developed, similar attention needs to be paid to the maintenance of your graphic identity. Logo distortion and color misuse are common mistakes that diminish brand identity and therefore company recognition.

Solid graphic layout is key for organization identification, as well as clear and concise message delivery. Basic layout was discussed and the fact that simple is often better – particularly when most people using the standards aren't professionally trained. In addition, the use of templates was encouraged – not the standard off-the-shelf templates that come with many of the software programs, but rather customized templates that can be used over and over so the layout remains consistent.

One of the more interesting components of the workshop involved audience members bringing projects they were working on to get the group's input, as well as that of the presenters. A couple of common problems included trying to put too much text onto one page and using too many pictures. Improvement suggestions included looking for ways to break up the text into categories or by bolding or highlighting certain areas; using less text – eliminating all but the most relevant text; and using only one to three strong photos that best tell the story of the project.

MEMBERSHIP UPDATE

SMPS-TC would like to welcome the following new members:

Jessica Galvin
TKDA

Joni Geroux
SDS Architects, Inc.

Shannon Hovey
Leo A. Daly

Howell Shaw
Shaw Lundquist Associates

Shannon Tyree, AICP
WSB & Associates, Inc.

Branne Rasmussen
Ulteig Engineers

Dave Seawell
Finance and Commerce Media Group

Sarah Sibley
Hunt Electric Corporation

Members on the Move

Sarah Stafford
LandAmerica Commercial Services (formerly Commonwealth Land Title Insurance Company)

Lianne Becker
HGA

Michele Stoffel
Bossardt Corporation

If you have changed positions, been promoted or moved to another company, please let us know! Send updates to Tammy Roitenberg at troitenberg@inspec.com.

Existing Members: Remember to renew your SMPS membership promptly upon receiving notification from National – we want to keep you all current and active!

Job Bank Available: As a member, you can post job openings for free! For additional information on how you can use this resource, contact Tammy Roitenberg at troitenberg@inspec.com.

For more information on membership and its benefits, visit the SMPS-TC Web site, www.smeps-tc.org.

THANK YOU TO OUR GOLD SPONSORS!



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