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SMPS

pipeline

THE LATEST INFORMATION FROM SMPS CHICAGO

Winter 2017-18



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SMPS



president's letter

Roshanna Tokh, President, SMPS Chicago Chapter

SMPS Chicago has been a part of my life for over 15 years now. The members, programming, and networking, aided my growth both professionally and personally, while making lifelong friendships. I am heading into the 2017-2018 SMPS year as President with excitement and enthusiasm as I dedicate my efforts to bring similar, rewarding experiences through our programs, networking events, and member connections. There is such a depth of knowledge in the industry from our seasoned members to draw from, as well as fresh ideas from our newest members. Tapping into these knowledgeable resources opens the doors to creative ways of thinking.

I am supported by a very hardworking Board of Directors. Tom Petermann, P.E., is the Board's advisor and Past President. His dedication and leadership this past year give me the confidence and skills to lead the new board. Dawn Jones who has made strides as Treasurer these past couple of years continues her involvement in SMPS Chicago as the President Elect, and will be your incoming president for the 2018-19 year. Serving in her second year as Programs Director, Kari Pandilidis and her committee developed a strong program year. In addition to the monthly programs, Stefany Adholekar, Professional Development Chair, is planning additional programs, such as the Marketing Coordinators Connection and Business Executives Exchange. These are just a few SMPS Chicago members who devote their extra time to sit on the Board of Directors to make sure the organization is running smoothly and effectively. They work very hard throughout the year to make sure members get the most out of the organization.

This year I would like to continue to give back to our members, a trend Tom Petermann invested in during his presidency. SMPS Chicago offered a free members-only event at Whirly Ball to continue engaging our members at fun outings, in addition to the programs and professional

development events throughout the year. We will host a networking event in the suburbs to include all our suburban members who commute to Chicago events. SMPS cares about giving back to the community. For several years, members of SMPS Chicago volunteered at Ronald McDonald House, providing dinner for children and their families going through a difficult time in their life.

I want to hear from you! We continue to strive for excellence with top-notch programming. Look for surveys emailed after events. We do read all your comments and take it into consideration when planning future events. Please continue to submit feedback. Look to get involved. SMPS Chicago always needs help on a committee. Interested in having influence on the Board of Directors? I highly encourage you to run for a position on the Board of Directors in the spring.

All this could not be done without the help of our sponsors. We are grateful for their contributions each year that help our chapter flourish. Sponsorship has unveiled a new sponsorship package, and packages are available for 2018. Please check our website for additional details regarding SMPS Chicago.

I wish you all health and prosperity this year and next.

Roshanna Tokh
SMPS Chicago President
Inside Sales Manager, Jacobs

CHICAGO CHAPTER new members

Welcome to SMPS Chicago!



Craig Atkinson

VP of Communications and
Strategic Services
The Walsh Group

Brittany Balayti

Marketing Coordinator,
Clune Construction Company

Heather Bernhard

Marketing Coordinator,
Shive-Hattery

Michele Bollinger

Business Development
Associate, Abonmarche
Consultants

Erin Bonin

Marketing Director,
Kruggel Lawton CPAs

Jim Bychowski, P.E.

Sr. VP — Business
Development,
JENSEN HUGHES

Kathleen Condron

Marketing Coordinator,
The Concord Group

Jill Congiusti

Marketing Coordinator,
FGM Architects Inc.

Ryan Delcourt

Marketing Coordinator,
Pepper Construction Company

Anna Derocher

Marketing Manager,
Fehr Graham

Rachel Domoff

Marketing Coordinator,
BKL Architecture LLC

Rowena Dziubla

Dir. of Business Development,
Talent Hitch Inc.

Stefanie Geiss

Director of Marketing,
StormTrap

Heidi Granke

Principal, Heritage
Architecture Studio, LLC

Margaret Hasemann

Marketing Coordinator,
Focus Development

Artesia Holloway

Digital Marketing Manager,
BBJ Group

Kari Hornfeldt

Marketing Manager,
Mary Cook Associates

Derek Hosler

Senior Project Manager,
Himes Associates, Ltd.

Katherine Jensen

Office Administrator,
CCS International Inc.

Robert Jillson

Director of Strategic Services,
Berglund Construction

Christy Klobach

Marketing Generalist,
Pepper Construction

Rana Lee

Principal, SmithGroupJJR

Kendall Lettinga

VP of Marketing and Sales,
Focus Development

Marena Lodzinski

Marketing Coordinator,
Shive Hattery

Riley McLeod

Marketing Coordinator,
Shive Hattery

Rachel Mendez

Assistant Marketing
Coordinator,
Burns & McDonnell

Mary Michaelson

Marketing Coordinator,
The McShane Companies

Marissa Modesto

Marketing Coordinator,
Singh & Associates, Inc.

Jenna Moran

Marketing Coordinator,
FGM Architects Inc.

Jessica Neff

Marketing Coordinator, RTM
Engineering Consultants

Alicia Ray

Sr. Market Research
Coordinator, Infrastructure
Engineering, Inc.

Colette Rozanski

Dir. of Business Development,
R.C. Wegman Construction
Company

Mark Selko

Architect, Matthei & Colin
Associate, LLC

Ilana Sepiashvili

Business Development
Manager, Earles Architects
and Associates

Jason Shepard

Business Development
Coordinator, Eckenhoff
Saunders Architects

Alexandra Singer

Marketing Coordinator,
Cotter Consulting Inc.

Kate Harry Shipham,

Principal, KHS People LLC

Elissa Shortridge,

Communications Coordinator,
Booth Hansen

Nathalie J. Siegel

Architectural Designer,
Studio Spicuzza

Amy Simler

Administrative Services
Manager, Bush Construction

Linda Stephens

Principal, Strategy,
Messaging, Marketing

Wayne Stuart

Dir. of Business Development,
Global Builders Inc.

Jasmin Sturzebecher

Marketing Coordinator/
Executive Assistant,
Wight & Company

Andrew Suchniak

Proposal Coordinator,
Legat Architects

Deborah Talamantez

Dir. of Business Development,
LCM Architects

Jacob Wenzel

Marketing Coordinator,
Skender Construction

Mae Whiteside

President and CEO,
CKL Engineers LLC

Leslie Williams

Business Development
Manager, Intertek-PSI

FEATURE ARTICLE

The Power of Video 10 Fast Facts for B2B Marketers

by Tim Padgett, Founder and CEO — Pepper Group

When executed well, video delivers tremendous marketing advantages.

Fast facts that support the power of video:

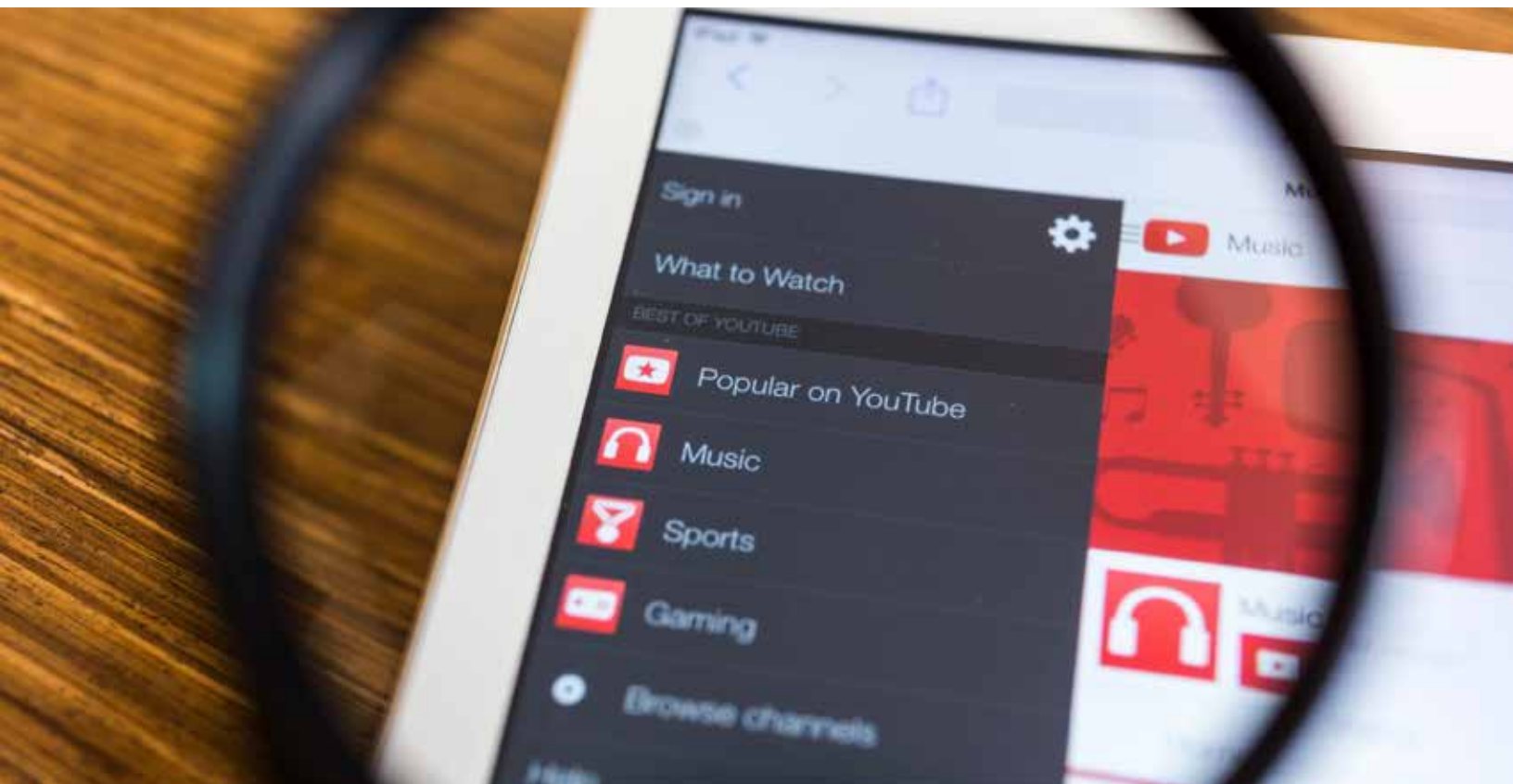
1. Videos are no longer a novelty, but a necessity if you want to get the most attention for your message. Expectations can be high, so don't miss an opportunity with a poor first impression—59 percent of executives agree that if both text and video are available on the same topic, they are more likely to choose video. While this study is a bit dated, our guess is that the percentage is much higher today, don't think that just any video will do. Invest in something that will be impactful and you'll get that chance to sit at the table with the decision makers.
2. 54 percent of executives share videos with colleagues on at least a weekly basis. Even better when you achieve the "Hey Joe Moment." As in, "Hey Joe, I want you to check this out." It immediately gives your content credence and will stimulate a conversation. In the B2B world, this can be critical in getting all the decision makers engaged and ready to learn more.
3. Using the word "video" in an email subject line can boost open rates by 19 percent. And today you'll want to make

sure you include an easy to recognize screen capture, with the familiar "play" button, within the body of the email.



4. When marketers include a video in an email, the click-through rate increases 200 to 300 percent. It's all about the return on investment. When you can get this type of reaction, you're already ahead of the game. If there's a strong call to action attached, all the better.
5. Video on a landing page can increase conversions by 80 percent or more. While SMPS members are almost entirely B2B focused, and not likely to have a "sales" conversion on their site, think of a conversion as "I'd like to learn more, can we set up a meeting?" On that landing page, in addition to the video, be sure to include more

Contact: tim@peppergroup.com



supporting content to build confidence in the visitor so that they can make this decision. Some companies are now offering the visitor the chance to actually book a meeting using a self-scheduling calendar like calendly.com.

6. People spend on average 2.6x more time on pages with video than without. Which ultimately means that you can tell more of your story to create more interest and confidence. In addition, many people are looking for education. How can you cleverly provide it. Think about the top ten list approach—providing a series of educational snippets that will make your visitor smarter and better able to communicate to others your value to them.
7. 55 percent of people consume video content thoroughly. Like any good story, you want to see how it ends—so be sure to make it a happy ending. With video you have a unique opportunity to create the story, provide the emotional and narrative messages, add some music for inspiration, and it's consistent for each person who views it. Bring that energy to the production and it will easily transfer to the audience.
8. People are 4x more likely to watch a video about a product than to read about it. It's a fact that we are spending less and less time reading these days. And for a lot of things, this is great news. It creates an opportunity to capture

attention quickly and transfer the message efficiently.

9. Viewers retain 95 percent of a message when they watch it in a video compared to 10 percent when reading it. Did you see that coming? What a dramatic difference. No highlighters required, and it is easier to share with interested parties.
10. According to Forrester, a 60-second video is worth 1.8 million words. While the old standard of 1,000 words is still considerable, this is amazing!
11. BONUS Fact: The chances of getting a page one listing on Google increases 53 times with video.

Leveraging video as a tool not only enhances communication, but it can drive higher engagement, increase search rankings, and generate action. What's not to love?

The challenging part is how to create great video that accomplishes the mission, within a limited time frame and appropriate investment level. While nobody wants to pay more than they have to, it's imperative that the content is solid and the story well-told.

How will you use video to compete in earning the hearts and minds of your audiences in today's market?



MEMBER SPOTLIGHT

Lindsay Green

Marketing Manager, Project Management Advisors, Inc.

What are your primary responsibilities at Project Management Advisors, Inc.?

My primary responsibilities are to handle PMA's (an owner's representation firm) qualifications packages, proposals and presentations for our San Francisco and Orlando locations. The Chicago location (corporate) is split between myself and my colleague, Shreena Shah. We both support our Vice President of Marketing, Jill Tarby, with an array of company initiatives including events (such as our annual company meeting), sponsorships, social media, content marketing, graphic design, direct mailers/e-blasts, professional photography coordination and procurement, website updates, and any internal marketing and reporting.

Why did you become involved with SMPS? How has SMPS changed for you over the years?

I initially joined SMPS as a suggestion from my manager Jill to get a pulse and better understanding of the A/E/C industry. Joining the Professional Development Committee almost immediately after joining SMPS threw me right into the mix and put faces to the names of a lot of key players in the industry. I got to know other marketing professionals who are in the same position and face the same challenges.

How did you begin your career in the A/E/C industry? Any advice to those just starting out in the industry?

I more or less "fell" into the industry. Graduating into a less than ideal job market in 2009, I found myself working at National Association of Realtors in the Commercial and Global Services division for over three years. Looking to go to a smaller, less corporate place, I stumbled upon PMA. I happened to be in the right place at the right time, and built a relationship with HR. For those starting out in the industry, "it's not what you know, but who you know," is valid but I am a great example of how you can find a great position without having any connections. Just be patient.

For those just starting out in the industry, do not be afraid to ask questions about company culture. The job description may

be what you are looking for and the benefits may be nice, but you want to wake up and want to go to work every day and the culture and people you work with on a day-to-day basis should be just as important.

Who is an inspirational person to you/someone you admire?

I admire my parents. My dad is a risk-taker. He started and ran his own business successfully and worked incredibly hard. He did it all with integrity and a great attitude. My mom also worked full-time and held us all together while my dad traveled a lot for work.

On a different note, there are two individuals that I have been following for a few years now who are animal advocates that have inspired me to support their causes and foster many dogs and cats within the past few years. Marc Ching, Founder and CEO of Animal Hope & Wellness Foundation focuses on rescuing abused and neglected animals and works to end the Asian Dog Meat Trade. I also follow and support Caitlin Cimini, President and Founder of Rancho Relaxo, who runs an animal sanctuary on a farm in New Jersey.

If you were a super hero, what super powers would you like to have?

I only watch super hero movies with my nephews, so this is difficult! My coworkers will laugh at me for saying this, but if there was some super power I could have I would love to be able to communicate with animals.

What is your favorite bar and/or restaurant in Chicago/suburbs and why?

As a die-hard Michigan State fan, I have to say I like watching the games at an MSU bar, so I prefer Hopsmith or Municipal. Otherwise, I enjoy many restaurants in the West Loop or in the Roscoe Village neighborhood where I live.

SPONSOR SPOTLIGHT

Bob Elmore & Assoc. Photography

responses by Bob Elmore



belmorephoto.com

Tell us briefly about yourself and what you do.

I'm a commercial photographer, presently specializing in providing photographic imagery to the AEC industry for use in company promotions and website publications. Studio, office location, and employee publicity portraiture are also offered. My attachment to photography is rivaled by a life-long interest in all things aviation and I've been fortunate to link the two, providing aerial photo work to supplement ground-based projects. Sorry, no drone interest at this time, but I can cover the airspace between drone altitudes (max-400') and orbiting satellites. Well, maybe not that high, but high enough to get good shots of most project limits.

What are some of the challenges you are facing being a small business owner in the current marketplace?

I probably share most of the challenges as any business large or small, but with the exception of no employee management and not having the luxury of delegating responsibilities. Not that long ago, the digital revolution really turned my film-based world upside down, so becoming adept at the new technology was a challenge, but now after a good 15 years of being strictly digital, I have to admit that I'd never go back – lots of new and fun tools to use.

What value has SMPS brought to you personally?

It's hard to separate my personal life from the business, but I'd say that SMPS has absolutely saved me from becoming bored and stale with photography, mainly through the contacts I've made and projects I'm asked to help out on. Through the years working with creative people in the advertising world, it's now refreshing to switch industries, but continue working with design, construction, and marketing pros that make these enterprises tick.

What is the best part of being an SMPS sponsor and what do you find most valuable?

Since I depend on SMPS membership to a great degree, it's only fitting that I somehow contribute to the group, but not being an AEC professional, my best way to give back has been to donate my services by photographing the monthly luncheons, board member portraits, and other special events. These opportunities really help in getting to know many of the members better through a more consistent attendance at events.

What advice could you share to help A/E/C firms take professional headshots or project photos?

Corporate portraiture is becoming more and more a website mainstay to showcase not only executive and board-level personnel, but also in many cases an entire roster of employees. The on-screen face looking back at the viewer in a small way is a reflection of the regard a company has for its people and how it values making a good first impression, so the photo quality should also reflect this. Whether the pictures are taken by a skilled company employee or someone like me, a consistent style in composition and lighting is probably preferable to a random selection of shots submitted by numerous sources.

Thank you for supplying such a wonderful cover image for this newsletter, what can you tell us about this historical photo of River East?

This original stock photo of the Chicago River main stem looking east is part of a collection I stumbled upon years ago during a move our studio was making. Taken by photographer unknown around 1929, it depicts the Michigan Avenue bridge being raised to allow a vessel into the lake, with the State Street bridge in the foreground. The North Wabash Avenue bridge was constructed the following year. Buildings still standing include the Tribune Tower, Wrigley Building, London Guarantee Building (now the London House Hotel, and where our studio was located - 21st floor), 333 N. Michigan, Lincoln Tower, Old Republic Building, and the Chicago Motor Club, (now a beautifully refurbished hotel). The photographer was employed by Wesley Bowman Studio, originated in 1926, where my father got his start in the business after WWII. He took over the studio in 1964, renamed it Bob Elmore & Assoc., which still applies, but with me being the only associate. The image was shot on a large format 8x10 view camera, contact printed, and archived. A digital version was produced recently by scanning the original print, and touching up the copy to remove dust spots and scratches.