


 INSPIRATION

Living in a Secure World

Lisa Roberson, CPSM, Newcomb & Boyd

In the post 9/11 world, we have all experienced increased security in our daily lives, whether traveling, taking our children to school, or going to work. But how should we think of security in our jobs as marketers? Understanding the basic concepts of a security plan, and being aware of trends in the industry, can help us educate our clients and enable us to make informed decisions regarding the formation of teams for project pursuits.

Insight From Industry Insiders

David Duda, PE, CPP, is an Associate Partner and security engineer with Newcomb & Boyd. He is a member of the American Society for Industrial Security and the International Association of Professional Security Consultants, and serves on the ASIS Council on Physical Security. Mr. Duda speaks extensively on the subject of security to professional organizations across the country.

Rebecca Jew is a security consultant with Sako & Associates, Inc., a sister company of Rolf Jensen & Associates, Inc. She has worked on a variety of building types including corporate real estate facilities, educational buildings, and government facilities. Ms. Jew is a member of the American Society for Industrial Security, the Bay Area Law Enforcement and Security Liaison Group, and the Association of Intelligence Officers.

Since 9/11, the standard of care for building security has increased; however, there is no single building code addressing this in the United States.

What are some of the standards and guidelines utilized to design security systems for various building types?

Mr. Duda acknowledges that building security has increased in many areas. "The problem with developing a single standard of care is that one correct solution for all types of buildings does not exist. For that matter, similar type (or similar use) buildings in different locations may have significant differences in the specific security measures a reasonable and prudent person would implement." Because no single solution can be applied to all facilities, the first step in determining the systems appropriate for a particular facility is a comprehensive security vulnerability analysis. In addition, other factors that may impact the final solution include "the expected life of the facility, the cost of capital, the cost of staffing in the specific area, the initial cost of the electronic systems, and the cost of long-term maintenance," explains Duda.

That being said, he admits that this does not preclude various government agencies or professional industry associations and organizations from taking on this mammoth task. "We work with several government standards and sets of security criteria when designing security for government facilities including the U.S. Department of Justice's *Vulnerability Assessment of Federal Facilities*, the U.S. Army's *Field Manual 19-30*, and the GSA's *Facilities Standards for the Public Buildings Service*." Additionally, the National Fire Protection Association recently presented two documents in draft form for public comment. Duda explains that *NFPA 730, Guide for Premises Security*, is intended to reduce security

vulnerabilities to life and property while *NFPA 731, Standard for the Installation of Electronic Premises Security System*, defines the means of signal initiation, transmission, notification, and annunciation; the levels of performance, and the reliability of the electronic systems."

What are some of the trends you see in security?

Rebecca Jew says that Smart CCTV is becoming more prevalent. She explains that Smart CCTV "can identify whether a piece of luggage has been left unattended, or if a motion is *normal*. Smart CCTV can distinctly identify direction of motion.

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Inspiration

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Thank You

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President's Perspective

Amy Armstrong, CPSM, Choate Construction

It's hard to believe that the 2004-2005 SMPS year is nearly half over. I hope you are taking full advantage of your membership in SMPS and getting out of it all that you need to succeed professionally. As I stated in the last issue, this year we are focusing on you, our members. So far this year, you have enjoyed a record-breaking joint association meeting in September

and many high profile speakers at our luncheon meetings; learned how to get more business, not more exhausted with our Fall Forum; enjoyed the first session in our highly successful University series and our first Senior Roundtable of the year. So far, we have offered a little something for every level of expertise.

We are excited about the coming months, because we have a number of new and different program offerings for you. By the time of this publication, you will have already enjoyed the fabulous networking and re-energizing motivational speaker at our February social. With your batteries recharged, get ready for our Mentoring Momentum on March 22. This exciting daylong event holds something for everyone. You can meet local marketing students and possibly find an intern for your firm and hear SMPS National President, Karen Courtney, speak about the value of mentorship in your organization. And finally, you can get some (free) advice from our marketing experts on your firm's marketing challenges in our Mentoring Roundtables. We are celebrating our members with this opportunity to become a mentor to a student or another firm, or finding a mentor of your own.

But the value doesn't stop there. On April 22, we will hold the Inaugural SMPS Golf and Tennis Tournament. This is not your average golf tournament. SMPS recognizes the importance of recreational activities to our business development efforts. This tournament will include an informational session about doing business on the golf course. Whether you are a seasoned golfer or just getting started, or if tennis is really your game, this event will help you get the most value for your firm's entertainment dollar. The networking will be fabulous and the information will make you more valuable to your firm.

By now you have probably seen our membership survey. Have you responded yet? I hope that you will take a few minutes to respond to this e-mail survey, as it will help us improve your SMPS experience. We are looking to provide you with the resources you need to be successful and to bring you valuable opportunities for networking and education.

Finally, it is the time of year again that we begin thinking about the future leadership of the Georgia Chapter. You gain the most value from your membership when you get involved. If you have an interest in serving on a committee, chairing an event or committee, or serving on the board of directors, please contact me or one of the other board members. We are looking for the future leaders and mentors who will lead the Georgia Chapter over the next few years. Those people are probably reading this newsletter now.

Have a wonderful and productive spring! ▲

Living In A Secure World *(continued from page 1)*



Security Control Room
Photo: Jim Roof Creative, Inc.

For example, it is fine for people to *exit* through a particular door, but it isn't fine for them to *enter* through that same door. Smart CCTV is able to interpret the direction and enable an alarm condition."

Another trend we will be seeing more of is the incorporation of business programs and policies into corporate security programs. According to Jew, "identifying vulnerabilities helps to focus on them within a company's overall security program, for example, violence in the workplace programs, IT security policies, and emergency preparedness plans."

"One of the most prominent trends is the convergence of security systems and information technology," says Duda. "Command and control centers are moving from massive walls of video monitors and multiple dedicated computer terminals, to more office-like desks with modern PCs and flat panel monitors. Card readers, access control panels, video cameras, and digital video recorders are now available in network compatible versions, making them more accessible to any authorized PC operator on the network. Bandwidth concerns that previously plagued these systems have been greatly reduced through not only advanced video compression techniques, but also bandwidth limiting and control features on the new systems."

Both Jew and Duda agree that one trend that is becoming more accepted in the United States is the use of smart cards. There are various smart cards

on the market that perform a variety of functions ranging from those that carry data and memory, to those that can complete sophisticated processing of data. Currently more prevalent in Europe, Duda explains that smart cards "are especially beneficial for storage of the bio-data where biometric access control devices are to be used. As their acceptance grows and their cost decreases, more facilities

in the United States are being equipped with smart cards and biometric devices." According to EuroSmart, an international smart card association, more than one billion microprocessor cards were shipped globally in 2004, up from 815 million in 2003 (source: *The Smart Cards are Coming ... Really*, Security Management magazine, January, 2005).

Components of a Security Plan

Vulnerability Assessment. The first step toward implementing a successful security plan is performing a vulnerability assessment and risk analysis. By defining assets, risks, and threats, and by estimating the probability and impact of occurrence, a security professional can weigh risk to determine how and where resources should be applied. The assets defined include people and property. Whether they are internal or external, accidental or intentional, the threats and risks are both natural and manmade. An assessment includes performing site surveys, interviewing building users and security staff, analyzing the findings of the surveys and interviews, and preparing recommendations and associated cost estimates.

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Graphics Corner

www.mydesignprimer.com

Here is an easy to use resource for people with questions about electronic graphic design: equipment, graphics, type, printing, and web pages. The site also offers a free e-newsletter with computer and marketing tips as well as site updates.

www.newsletterfactory.com

Sign up here for *Newsletter Communications*, a free monthly e-newsletter with helpful information on newsletter design, production, editing and writing. The Toolbox also includes references such as proofreading checklists, proofreading marks, and style sheet questionnaires.

The Microsoft website contains some great free PowerPoint templates. Categories include a large selection of templates and slide backgrounds for business: <http://office.microsoft.com/en-us/templates/CT011323751033.aspx>

Corner

Graphics

On the Move

Wendy Brantley has joined **jB+a, inc.** as Marketing/Business Development Director.

Jillian Kaempf has joined the marketing staff at **KCI Technologies, Inc.**

Jeanne Zunker has joined **ReStI** as the Manager of Business Development.



TOOLS OF THE TRADE

Coordinating vs. Coaching: Can I Really Do Both?

Julie Beem, CPSM, The Epiphany Group, Inc.

At first blush it seems that many marketing positions are impossible. You are supposed to coordinate, produce, and take orders from the same folks you are supposed to coach, advise, teach and sometimes lead? Marketing coordinators and managers often feel like they are in a never-ending “tug-of-war” between assisting **and** advising the project managers and principals of their firms. How can you do both?

The answer comes more from within yourself than from within your firm. Yes, marketers are more successful, productive, useful, and valuable when they are in an environment where their skills and talents are valued. So, how do you become valued in a typical A/E/C firm? By being both the coordinator **and** the coach.

Most of us work for firms that are in the consulting business – i.e. the project managers and principals we work for consult with their clients and provide them services. At the very core of consulting is the ability to both coordinate **and** coach. Successful firms in our industry have learned how to be successful consultants - providing more than just engineering, architecture or construction - by providing what their clients want and need. Successful marketers must do the same. Regardless of your position and title, think of yourself as the internal marketing consultant. Seek out the “best” consultant in your firm. This person is probably not the best technical person in the firm, rather the one who is able to best build client relationships. If possible, establish a mentor relationship with him/her. You want to learn how this person handles the dichotomy of being both a servant and an advisor to his/her clients.

Sometimes You're the Windshield; Sometimes You're the Bug. This is a colorful way to think about control vs. influence. We all like to be in control, but

every day brings things we can't control - RFP deadlines, computer glitches, principals who are out of town when we need them, etc. We have all tried to control the uncontrollable - making rules about not doing proposals if the deadline is too short, not working over X hours a week, etc. Sometimes these rules work, and sometimes you're the bug! Yet, marketing coordinators wield incredible control over some very critical areas. Marketing coordinators hold the key to the firm's information. Information that is organized, easy-to-access, and readily available to everyone who needs it makes everyone's job easier. Marketing coordinators also control the proposal process, or at least parts of it. Communicating specifically what you need and when you need it is a crucial part of coordinating – and is something you can control.

Attitude (yours) is the other thing for which you always have control. While I am not advocating that you be a doormat, take abuse or otherwise allow yourself to be taken advantage of (yes, I know that happens in this business), your attitude can make all the difference in the world. As my grandmother used to say “you catch more flies with honey than vinegar.” So, when someone presents a nearly impossible deadline or two “bosses” fight over your time, professionally and politely point out that there is a problem and you are willing to be a team player to solve it. “Let's see how we can get this done,” sounds like you're on the same team, trying to accomplish the same things. Again, remember you're the internal consultant, and you want to help your internal clients solve their problems and get their needs met.

Coaching falls into the area of influence, which is vastly different than control. Coordinators and managers can have a great deal of influence, even without the formal authority that many desire. Influence comes from knowledge,

wisdom, and force of character, not from position. What you know about marketing, your firm, and the industry is incredibly valuable. But if you don't offer it, it may go unrecognized. If/when firm principals and managers seek your advice and coaching, give it! Contribute from your knowledge base. Sometimes coordinators get stuck in the “doer” role and don't take advantage of opportunities to offer advice. Good consultants always offer their advice, knowledge, and wisdom. So don't be reluctant to seize the coaching opportunities. Coaching/facilitating can mean giving structure to others' thoughts. Volunteer to be involved in meetings and planning sessions even if you're not asked. Offer to facilitate the discussion, put notes up on the board, and keep things rolling. Providing this structure can be very influential and can be an opportunity for you to learn as well.

What if no one ever asks your advice? Give it anyway. One way to do this is to circulate articles about marketing and business development to those involved. Or offer to teach a “brown bag” session on marketing, proposal preparation, or other related topics. Invest informal time in anyone who is interested in marketing. Often younger technical people will seek advice or want to learn, so don't ignore them. Sharing knowledge is always a powerful way to influence others. Another way is to help them “find ideas”. Not all ideas have to be credited back to the originator. If you are the consultant, your goal is to get the client what he/she needs, and it doesn't matter whether you get the credit for the idea. Yes, I know that many firms take advantage of marketing coordinators and their wisdom and common sense – not giving credit where credit is due. But, in my experience, it is more beneficial in the long run to share good

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COMMUNITY FOCUS

Making a Difference for Tsunami Relief

Crystal Plemons, *The Whiting-Turner Contracting Company*

Author's Note: The Community Focus section usually highlights an SMPS member or member's firm that is making a significant contribution to the community in some way. However, considering the recent tsunami devastation that hit South Asia on December 26th, this article's focus is on some of the many relief efforts by SMPS Georgia members.

During weekly shopping trips at my local department or grocery store, I am asked by every cashier if I want to donate to the tsunami relief efforts. As I contributed \$5 here and there to my total, I started to wonder, "Where is that money going and how is it helping these devastated areas?" As I searched for the answer to my question, I became overwhelmed with all of the information on the Internet about the many different humanitarian organizations leading the relief efforts. There are so many, how do I decide? So, I decided to take a quick look into what my fellow SMPS members were doing.

In January, Thompson, Ventulett, Stainback & Associates' Personnel Committee organized a fundraising day for the tsunami disaster. The employees paid \$5 for the "privilege" of dressing down, and they raffled off an Apple IPOD. TVS raised \$1,600 in one day, which was donated to UNICEF.

On March 14, The Whiting-Turner Contracting Company will also be hosting a National Dress-Down Day for all their offices to raise funds for UNICEF's Tsunami Relief Effort. Their goal is to raise \$7,500. They have set up a secured fundraiser webpage via UNICEF so that each donation can be tracked and a receipt is immediately e-mailed to the contributor. To find out more about UNICEF's children's relief program, go to www.unicefusa.org.

Jerry Baxley with Data Supplies, Inc. (DSI) is helping with the tsunami relief effort in several ways. From a corporate perspective, DSI is closely aligned with the Church of Christ and the Greater Atlanta Christian School and has donated through the church's relief efforts. Jerry's wife is a massage therapist. One of her school's instructors, Sanali Senanayake, is from Sri Lanka and left last year to return home.

Sanali is a person of influence at home and is coordinating a relief effort. She is raising funds to build basic homes, estimated to cost \$1,100- \$1,500 US. To assist in this effort of building much-needed homes, contact Jerry at DSI, 770-449-6300.

Betty Hearn of Projects in Print Inc. and Hearn Associates Inc. sponsors a child through World Vision in an area affected by the tsunami. She was connected with one special little boy from Thailand, named Panurit, and has been able to exchange letters with him. Betty feels a sense of connection with Panurit because they were both born in July. Also, long ago Betty had the opportunity to join her missionary cousins in Thailand, but had to decline because of her own father's illness. Betty's monthly sponsorship pledge of \$30 provides Panurit with clean water, nutritious food, health care, educational opportunities, and spiritual nurture, which helps the family and community as well as the child. For more information on World Vision's efforts in tsunami-affected countries, please visit www.worldvision.org or call LaDonna Greiner at 770-614-0820.

Perhaps these examples have inspired and motivated you toward taking some action. Even though it's been over two months since the tsunami, relief efforts are far from over and there are plenty of ways for individuals and corporations to contribute. Countries like India and Sri Lanka will be rebuilding for years to come. As funds and attention are directed to the most devastated areas, people in these countries still desperately need your help, whether or not they have been personally affected by the tsunami. The bottom line is: It's never too late for your involvement. ▲

INTERESTING FACTS ABOUT THE DECEMBER 26TH TSUNAMI

- The tsunami was caused by the fourth largest earthquake in the world since 1900 - the largest since the earthquake that struck Prince William Sound, Alaska in 1964.
- 220,272 people were killed (more than 3 times the seating capacity of the Georgia Dome).
- 22,352 people are still missing (more than the seating capacity of Philips Arena).
- 1,076,350 people were displaced in South Asia and East Africa (equivalent to the entire population of the State of Rhode Island).
- Just \$5 US can provide an emergency health kit for one person for 3 months with medical supplies and drugs to cover basic health needs.
- \$87 US can provide a basic family water kit for 10,000 households with detergent, soap, wash basin, towels, a bucket and water purification tablets.
- \$188 US can provide one "School-in-a-Box" kit containing education supplies for 80 children during times of crisis.

CORPORATE SPOTLIGHT

KSi/Structural Engineers

Pamela A. Scott, Armstrong Scott

In June 1999, Kurt Swensson went down into his basement to start a new structural engineering consulting firm. What arose from that first step is KSi/Structural Engineers, a 2005 Gold Sponsor for SMPS.

Within one month, Kurt banded together with John Hann and Chris Reddick to build a firm that now includes 34 employees in two offices - Atlanta and Nashville. The professionals at KSi are licensed in more than 35 states and Puerto Rico. "The company really started when John and Chris came on board. They brought the production and organizational support that allowed KSi to provide quality services on a large scale from the very start," said Kurt.

"Our goal was to make money and have fun," he said. They've done okay. In 2004, the firm provided design services and construction administration for \$750 million of construction.

According to Swensson, the company's president, the firm's true value lies in how it works with clients. "We are in business to help people be more successful; we do that by creating opportunities and by providing solutions," said Kurt. "KSi is a client-driven firm dedicated to helping our clients be more successful. We provide the solutions our clients need in the way our clients need them to be presented. Success is defined by the client - that is the key."

Asked why KSi became an SMPS sponsor, Kurt said, "I like marketing people. I want to support them. They are a key to the process."

"You can't do the work until you get the work, and you can't get the work until you market the work."

-- Kurt Swensson

Professional development is very important to this company's founder. "I want to help bring along the next generation." Kurt, who has a Ph.D. in civil engineering specializing in structures from the University of Texas, was an associate adjunct at Vanderbilt and still appears as a speaker several times a year around the country.



Pictured left to right: Christopher E. Reddick, PE; Kurt D. Swensson, PE; and John M. Hann, PE.

"It gives me access to the best and brightest students out there." Kurt is also active in several professional committees including seismic design, steel design, and the Executive Board of the Structural Engineers Association of Georgia. These associations keep KSi in contact with the leaders in the industry. These contacts also give KSi access to national experts to support KSi's structural engineering services.

One project KSi is proud of is the Centers for Disease Control and Prevention, Emerging Infectious Diseases Laboratory in Atlanta. This new \$160M laboratory complex includes diagnostic and research laboratories, a high-containment laboratory facility, support and administrative offices, a central utility plant designed to support this and future facilities to be constructed on the campus, utility tunnels, and pedestrian connectors. The project was delivered on a fast-track schedule with a construction manager/contractor at risk. Construction completion is scheduled for 2005.

"Conditions for this project changed after September 11, 2001," Kurt said. Among the many changes were adding two floors to the project during construction. "By working with the team we were able to make the necessary changes with only minor changes to the project schedule."

Another challenge came with the new

\$130M Schermerhorn Symphony Center in Nashville, Tennessee. This classic 1,900 seat concert hall was designed as a fast-track project with a tight schedule and budget for a facility of this type. Then the owner decided to add a convertible floor system that changes the main concert hall floor from a fixed sloped seating arrangement to an elegant flat floor for seated dinner/dancing concerts in a few hours. The project is on budget and the structure should top out in the next few months. The team is only two weeks behind the schedule first imagined in late 2001 when the project was first conceived. "We feel working with the team and saying 'yes' to the needs of the owner have made this project a glowing success," Kurt said.

While the past five years have been successful beyond the founders' original plans, the future looks even brighter. KSi's client relationships have brought them exciting new projects including the new \$230M lab consolidation project at the CDC Roybal Campus near Emory and a \$250M expansion of US Sugar's production facility in Clewiston, Florida.



CDC Emerging Infectious Diseases Building, Atlanta, Georgia

"Even though we talk about projects, our work is really about people," Kurt said. "We wanted a firm that takes care of its people. Our goal of helping our clients be successful also extends to the people who make up KSi. One of our goals is for KSi to be a place where our employees can be successful on their own terms within a team environment. If we can make that idea work in an office of diverse, creative, dedicated people, then we have hit the mark."

"Kurt's and John's professionalism trickles down to the staff," said Kay Chance, business manager. "They really care about their employees and want to make it a good environment to work in." ▲

How Small Firms Can Get Some Ink

Samantha McLarty, TVS and Associates

Some firms seem to get all the attention. You hear about them in the news, read about them in industry publications, and they are all the talk at the water cooler. Every wonder why? It's the industry's best-kept secret: hard work and media relations know-how.

Don't be fooled into thinking it's easy - it takes time to create and execute a good strategic plan. You can make it happen with some basic organization and persistence. "It's a misconception that good PR happens overnight," says Ken Higa, marketing director at Lord, Aeck, and Sargent. "It takes a firm-wide commitment and it's an ongoing task."

So why have a plan? Regardless of the effort, you shouldn't underestimate its value. Set a strategic plan for the year and work toward a targeted number of goals. You may not be able to see an instant impact, but you can set something powerful in motion. "It's hard to tie public relations efforts to a dollar-for-dollar return," explains Higa. "But think of good public relations as an investment in building your brand. You can't buy advertising that has an equal value to how much good PR can increase the reputation of your people, your firm, and your projects."

If you are planning to start from the ground up, here are a few basic components of a successful program:

- Develop a thorough and current press list
- Write effective press releases or pitches
- Build solid relationships
- Pitch irresistible articles
- Make the most of your hard-earned ink

Creating the Media List

Your most powerful tool is a good press list. Build an accurate list with at least 25 targeted contacts representing your firm's market segments. You can source your contacts from industry publications, trade magazines, word-of-mouth, and the Internet.

Establish a database or spreadsheet

program that will make it easy to use, sort, and categorize your collected information. This will allow you to send different press releases to the most appropriate contacts. The list can be arranged by sector, so it's easy to target your appropriate market.

Be strategic about the contacts on your media list. Concentrate your efforts on publications your clients will see, not just your colleagues. After all, you need to target those who will eventually buy your services.

Be realistic, but don't necessarily shy away from the media giants. It may be more difficult to get a national contact, but if your firm is working on a project with national prominence, the national media will be interested. Never underestimate the buzz that can be created when you have a really great story.

Keep it current. Update your list regularly and stay on top of changes in media organizations. You must make contact with the right person and stay in touch regularly. It creates a stronger relationship between you and your contact and prevents a damaging mistake such as sending your release to the wrong person.

Writing the Release

A good press release is like a first introduction - it can reflect strength, confidence, and professionalism. If it fails to hit the mark, it can tarnish the reputation of your firm. A press release is usually the first form of communication a firm will have with media outlets.

A good press release is concise and gets your news across quickly and powerfully. The release is important because it can be the catalyst for a full-blown story or feature. News outlets literally receive hundreds of releases a day, so make the most of yours so that it won't end up in the trash.

Instead of sending out generic releases that speak only of your firm's qualifications, media contacts are looking for headlines. They need news that will make news. Some important steps to remember are:

Make an impact. Editors may receive hundreds of press releases a month, so

yours has got to stand out. Try to make an impact on the reader rather than just announcing something. Add statistics, prominent quotes, or attach your news to the latest industry trends.

Write a catchy headline. It will be the first thing an editor sees and will determine if it gets a first look or gets tossed.

Use colorful quotes. Always include a meaningful quote. Stay away from the boring or expected. Quotes should offer a unique perspective or insight.

Keep it short and simple. Avoid the passive voice, jargon, and tired clichés. If your release is too difficult to understand, it'll get discarded quickly. And don't forget to always proofread all communications.

Relationship Building

Good press really comes from good relationships. When you become a source that writers and editors can count on, they are more likely to feature your organization time and again. "Good relationships are built on reciprocity," says Peggy Schultz, marketing director at Kingsley Associates, a real estate research firm. "Be prepared to give quotes or offer additional resources and experts to help out writers and editors in need. They'll payback the favor in the future."

Good relationships start with personal contact. Start with your media list and reach out to the appropriate decision-makers. Follow up each press release distribution with a phone call for a personal connection. You can also make an impact by offering to contribute your firm's white papers or professional photography to make their jobs easier.

Getting Articles Published

Press releases are just the beginning of public relations. One of your strategic goals should be to get your firm bylined in an industry publication. It may take some time to get your first hit, but it can help to establish your firm as an "expert." Most

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Facility Hardening. Site and building hardening measures are those that are implemented to reduce a facility's vulnerability to extraordinary incidents or disasters. Typical hardening procedures include bollards, wedge barriers, concrete planters, and perimeter fencing. Building walls and partitions can also be hardened to provide blast resistance and blast relief.

Security Lighting. Important security considerations include exterior lighting of open areas and the building façade, as well as lighting of parking areas, perimeter fences, building entrances, vehicle inspection areas and guardhouses. Additionally, emergency lighting illuminating an egress path for building occupants (to a safe distance from the building) must be incorporated into the security plan.

Electronic Security. Electronic tools utilized by security staffs include closed circuit television (CCTV), intrusion detection systems (IDS), card readers, keypads, biometric readers, turnstiles, revolving doors, and communications systems.

Security Staffing and Procedures.

General staff duties include screening, response, investigative, and preventative functions, while secondary staff duties include escort functions and roadside and parking lot assistance staffing. Post orders and procedures, also called guard manuals, are the orders that direct a security officer's or security guard's actions. The post orders are a standard component of security practices and include the basic information that security officers and guards will need to react to a variety of events including activities such as screening visitors and personnel, shipping and receiving, and emergency response.

Integrated System Design. By performing vulnerability assessments, addressing exterior lighting issues, recommending security staffing, and developing procedures to design physical security systems, a security engineer is able to integrate all aspects of security into a cohesive plan. The development of a security plan utilizing this holistic approach offers several benefits including higher levels of operations reliability, cost containment, and expanded capabilities.

System Commissioning. Without commissioning, proper system operation is questionable. Will it detect an intruder? Will an alarm condition call up a CCTV camera?

Commissioning of a security system will determine if the system was correctly installed, properly grounded, and appropriately calibrated. It will also confirm whether or not equipment and cables are correctly labeled, and if the system is protected against transient voltages. ▲

Lisa Roberson, CPSM, is the Client Relations Manager with Newcomb & Boyd, an engineering and consulting firm located in Atlanta, Georgia.

SECURITY ASSOCIATIONS AND ORGANIZATIONS

American Society for Industrial Security (ASIS)
(www.asisonline.org)

An international organization for professionals responsible for security, including directors and managers of security.

International Association of Professional Security Consultants (IAPSC) (www.ipasc.org)

This site provides a listing of members who have met stringent requirements in education and experience, and who maintain professional ethics, as well as maintain objectivity and independence from manufacturers.

Security Industry Association (SIA) (www.siaonline.org)

An international trade association promoting growth, expansion, and professionalism within the security industry.

TOOLS OF THE TRADE

Coordinating vs. Coaching

(continued from page 4)

ideas without worrying about the credit. Document what you've done and save it for review time. Fair and reasonable employers will recognize your contributions and influence; they're looking for team players.

So coordinating vs. coaching...is it really an either/or proposition? No. They are just two different skills of a good consultant. Instead of asking "can I do both" the real question is "can I afford *not* to do both well?" ▲

PROJECT PROFILE

InterContinental Buckhead Hotel

The first luxury hotel built in Atlanta since 1991, the new InterContinental Buckhead Atlanta hotel blends Southern hospitality and modern elegance. The hotel serves as the flagship facility for InterContinental Hotels Group, whose national corporate offices are in Atlanta.

Located in the heart of the Buckhead, the showpiece hotel is 21 stories tall and has 402 guest rooms and 21 suites. The most breathtaking of the distinguished accommodations is the 2,000 SF Presidential Suite, featuring a double-sided fireplace and striking views of the downtown skyline.

Designed by Thompson, Ventulett, Stainback and Associates (TVS) of Atlanta, the 392,000 SF hotel is complete with conference and banquet facilities, upscale French dining, European health club and spa, and a 500-car underground parking garage. In addition to its striking architectural presence on Peachtree Street, the major public spaces on the main level surround a lush 22,000 SF courtyard garden, which is the visual and functional focal point of the design.

The main lobby is a focal point of the hotel with its monumental 40-foot tall domed ceiling, hand-detailed finishes, and gracious furniture. These features combine to enrich the hospitality atmosphere and set the hotel apart as uniquely southern, and

completely elegant.

The hotel has 31,000 square feet of flexible meeting and event space and the largest ballroom in Buckhead -- the 12,000 SF Windsor Ballroom. The hotel also has a special social ballroom (the "Venetian Ballroom"), smaller meeting rooms and two boardrooms. The banquet facilities include a fully functional kosher kitchen. The entire meeting space is equipped with the latest amenities, including high-speed wired and wireless Internet access. The Garden includes private terraces that are an ideal location for special outdoor events, banquet meetings, and weddings. Jurlique, a luxury spa and health club, includes state-of-the-art exercise equipment, private treatment rooms, and an incredible outdoor pool and deck that overlook the Garden.

The InterContinental Buckhead houses the first U.S. location of the Parisian brasserie, Au Pied de Cochon. The restaurant design is lush, vibrant, and recalls imagery from the legendary French restaurants in Paris. Fashioned after the original Pied du Cochon, the restaurant includes over 100 hand-painted murals, wine display, hand-blown Italian glass chandeliers, and a striking bar of imported stone, metal, and glass. The "XO Bar" features a massive French pewter bar and unique back-lit display for the upscale cognacs that are the specialty of the restaurant. Both the restaurant and bar feature outdoor seating for sidewalk dining.

An impressive side note is the hotel's permanent art collection, featuring 25 works by 15 regionally, nationally and internationally prominent artists. The guest rooms feature artwork by Rocio Rodriguez, a Cuban-born artist who lives, works, and teaches in Atlanta. ▲



PROJECT TEAM:

Developer:

The Hogan Group, Tampa

Owner/Operator:

InterContinental Hotels Group, Atlanta

General Contractor:

Hardin Construction Company, Atlanta

Project Management:

PDSI, Atlanta

Architect:

Thompson, Ventulett, Stainback & Associates, Atlanta

Interior Designer:

Intbrowski Design Group, California

Samantha McLarty has seven years experience in the AEC industry, a master's degree from the University of South Carolina, and is currently a Marketing Specialist at TVS and Associates (www.tvsa.com).

Welcome, New Members

LaRinda Anderson, Customer Account Executive, Comcast Cable

Kristi Bowers, Marketing Coordinator, SL King & Associates Inc.

Carmen Cosby, Business & Marketing Coordinator, Hendessi & Associates, LLC

Sarah Hamilton, Marketing Coordinator, SL King & Associates Inc.

Monica Hilliard, Southeast Marketing Manager, Insituform Technologies Inc.

Pamela Leiser, Director of Business Development, Zaic Hug + Associates

Wynne Bolton, Marketing Coordinator, Niles Bolton Associates Inc.

Amanda Woosley, Marketing & PR Director, Stanley Beaman & Sears Inc.

Sharilyn Bainbridge, SE Marketing Coordinator, ARCADIS

David Carnell, Business Development Manager, Gallet & Associates of Georgia

William Greek, Regional Manager of Business Development, Gilbane Building Company

Mary Soley, Marketing Coordinator, Smith Carter

Danielle Driscoll, Director of Marketing, Skanska USA Building, Inc.

Jeffrey Jarrett, Marketing Coordinator, BRPH Inc.

Viki Lauter, Marketing Coordinator, Wakefield Beasley & Associates

Barbara Marxer, Senior Vice President, IBT

Wendy Pearson, Marketing Manager, Lord Aeck & Sargent

Robert Rexroad, Client Services Manager, Hanscomb Faithful & Gould

Rebecca Summers, Marketing Coordinator, Urban Design Group

Anna Haile, Marketing Coordinator, WG Yates & Sons Construction Company

Andrea Laiosa, Marketing Coordinator, Brown & Caldwell

Kimberly Miller, Marketing Director, The Epsten Group

Christina Barger, Marketing Coordinator, Rosser International

Gilbert Collins, PE, Atlanta Branch Manager, Connelly & Wicker

Amy Holly, Marketing Manager, CDM

Erin Sorrow, Marketing Coordinator, Lee Richardson & Associates

Andrea King, Marketing Coordinator, Lyman Davidson Dooley Architects

How Small Firms Can Get

publications advertise their editorial calendars for the entire year well in advance, so it is possible to plant story ideas early that suit their needs.

Make a pitch that clearly targets their desired topics. Remember to follow submission guidelines to the letter. Don't write an entire article without getting the editor to sign off on your pitch. A good pitch may only be a paragraph, but it can entice the editor to get you to write the entire article.

Understand the reader of a target publication. Remember that readers won't read your article unless they can clearly identify the "what's-in-it-for-me" factor.

Most importantly, always use simple, clear, and concise language. This is a must for all communication but especially for lengthy articles that require sustained focus from your reader.

Making the Most of It

Once you have gotten your media contact to pay attention and you have succeeded in getting yourself into print, you have to make it pay off. You won't see the true benefits of press coverage unless you are able to use it to your advantage and actually get it into the hands of your potential clients. There are a number of follow-up tasks that will benefit your firm for months:

Alert prospective clients to your press. You can send out a direct mail piece featuring an excerpt of the article. For a cost-effective broadcast, consider an email announcement. Remember to focus your comments so the recipients know why it pertains to them and their business.

Use reprints to generate more business. Reprints are valuable tools that can be used for a variety of marketing purposes. Putting articles in front of your potential clients gives you instant credibility and helps you win more work. Reprints are often costly, so make sure they are used proactively to support your strategic plan.

Include your press releases, articles and news on your website. Linking the article to your website expands the potential audience and extends the life of the piece. "This is a great way for prospective clients to hear all of your most current news," reminds Schultz. "Potential clients may have missed the featured publication, but a permanent home on your

Some Ink *(continued from page 13)*

website will let it continue to touch clients long after the issue is off the newsstand."

It's a Team Effort

Don't forget that your strategic plan is a whole-firm commitment. Everyone - principals, project managers, and staff - all have to be committed to fostering media relations. It will take your time and the cooperation of everyone at the firm to embrace the strategic plan and support the PR initiatives.

If it all sounds too overwhelming, go to the experts. "Consider hiring a consultant," says Higa. "It's a great way to keep your efforts on track and make the most of your investment." Interview a consultant or agency to find out what aspects of your plan they can handle. Often, it's within your budget and well worth the investment. ▲

For additional resources on press releases, check out the Members Resources page on the SMPS Georgia website!

SMPS STRATEGIC PARTNER:

National Association Of Women In Construction (NAWIC)

MARCH 31:

Lien Law Seminar, 8:30 am
Seyfarth Shaw offices

MAY:

Power Networking Breakfast
Date and Location TBD

JUNE 21:

Atlanta Construction Visionary
Awards Banquet
GA Tech Hotel & Conference Center

JULY:

Taking Care of Your Business
(3 Evening Sessions)
Wyndham Hotel
Date TBD

**For more information, call
404-286-6010**



March

Forum (22nd)
Mentoring Momentum

April

Golf and Tennis Tournament (22nd)
Marietta City Club

May

Senior Roundtable (5th)
Top Atlanta Employers and How
Your Firm Can Become One

University (12th)

Client and Business Development

Luncheon (24th)

Privatized Student Housing

June

University (9th)
Information Management

Luncheon (28th)

Lessons From Legends

July

University (TBD)
Proposal Graphics

August

National Conference (10-13)
New Orleans, LA

Check our website for more information on upcoming events!
www.smeps-ga.org

Special Announcements

Congratulations to HOK for receiving the AIA Georgia award for Excellence in Architecture for The Georgia Archives.

Congratulations to Surber Barber Choate & Hertlein Architects and Thompson Ventulett Stainback & Associates for receiving the AIA Georgia award for Excellence in Interior Design.

Peter Lyon, AIA, FSMPS of Hanscomb Faithful & Gould was recently awarded a bronze medal for distinguished and outstanding service to AIA Georgia and the AEC community. This recognition was presented to him at the AIA Georgia Annual Conference in October 2004.

Congratulations to Bradfield, Richards, Rhodes & Associates and jB+a who were recently awarded a master planning project for the Housing Authority of the City of Columbus, Georgia. The BRR/jB+a team will be developing master plans for revitalization of public housing properties to be modernized.

Keith Douglas of Whiting-Turner Contracting Company has been promoted to Division Vice President and now oversees the Charlotte, Raleigh, and Atlanta offices.

Wolverton & Associates, Inc. has relocated to new facilities to better serve its clients. The new address is: 6745 Sugarloaf Parkway, Suite 100, Duluth, Georgia 30097.

Thank You to our 2005 Corporate Sponsors!

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