President’s Message

I am so excited to be taking on the role of President of SMPS Central PA during what promises to be a challenging, yet rewarding year. While none of us imagined we would be in this situation six months ago, I am incredibly proud of the way our chapter has faced adversity and found new ways to engage our members. Despite this uncertain time, I look forward to the creativity and innovation that the upcoming year will bring.

First, I would like to thank Immediate Past President, Ann Mark, for her leadership. Ann’s guidance during a turbulent time provided the calm, steady presence we needed to overcome challenges brought on by the COVID-19 pandemic. Her encouragement and confidence in board members and committee chairs allowed us to have one of the most successful years our chapter has ever experienced, including a membership drive with the highest growth across the nation. I am incredibly grateful for her leadership, and look forward to her continued mentorship over the coming year.

As we head into the new Board year, I am delighted to introduce this year’s Board of Directors:

- President: Sara Crimmel Miller, Warfel Construction
- Immediate Past President: Ann Mark, McMahon Associates, Inc.
- President-Elect: Todd Stager, Pennoni Associates, Inc.
- Secretary: Kristen Troxell, Benchmark Construction
- Treasurer: Ken Elder, Lobar Associates
- Director-at-Large: Christina McCullough, Paragon Engineering
- Director-at-Large: Susan Shaffer, RETTEW

Like many of our previous presidents, I have selected a thematic statement for this year: focus. Your SMPS Board of Directors is focused on driving the most value to your membership through varied and engaging programming. We will be utilizing a variety of methods, from webinars to site tours to panel discussions to networking, to make sure you and your firm can make the most out of your investment in SMPS. We will continue to look for ways to make the most of what SMPS National can offer us, and provide ways that your firm can stand out through low-cost, high-reward sponsorships of our chapter.

SMPS remains committed to your safety as we look for new and exciting ways to create engaging programming. If you have any questions, concerns, or ideas, I invite you to reach out to me directly. With your involvement and the commitment of our amazing chapter volunteers, I am confident that our 2020-2021 year will be one of the most exciting and rewarding to date!

Sara Crimmel Miller
SMPS Central PA President
Announcements

Thank you to all who donated to our monetary food drive!

Together, we contributed $1,000.00

Central Pennsylvania
Food Bank

Announcements

Award Winners Announced

Congratulations to Christina McCullough on winning the 2020 SMPS Central PA Horizon Award and Heather Sweitzer, CPSM on winning the 2020 SMPS Central PA Keystone Award! The winners were announced at our End-of-Year event held at the King Mansion in Harrisburg, PA on August 27, 2020.

Christina works in the Business Development/Marketing Department at Paragon Engineering Services. She is an incoming Director-at-Large for SMPS CPA and the Programs Chair.

Heather is the Marketing Manager at NTM Engineering, Inc. She is a Past President of SMPS Central PA and has served as Membership Chair. Heather also helped implement the Member Mentorship Program and serves on the Programming Committee for the local SMPS NERC Conference.

Welcome New Members!

Michelle McKenna
Membership and Marketing Coordinator
AIA Pennsylvania

Shelly Matter
Director of Business Development
HB McClure Company

Aaron Long
Director of Marketing
Print-O-Stat

Upcoming Events

How A/E/C Winners Embrace Business Development

Save the date for this virtual program! This program will serve as a call to action to build and maintain a BD culture at your firm that leads to sharing ideas, best practices, and resources for driving BD. You’ll learn how to grow your organization and become more valuable to your existing clients. A BD audit and gap analysis will also be shared as well as tips on matching every member of your team with their BD skillset.

Visit SMPS Indiana’s website for information on their virtual event, MKT + BD Palooza!

Connect with us!
Sponsorship Committee

Is your firm looking to stand out in Central Pennsylvania’s competitive A/E/C space? An annual sponsorship of SMPS Central PA may be right for you! As an annual sponsor, you’ll reach the full contingent of SMPS Central PA members, non-member event attendees, and partners in our business community. Designed for every marketing need and budget, our sponsorship benefits provide your firm with the highest level of visibility and awareness.

Annual sponsorships also come with complementary event registrations, offsetting some of your current SMPS expenses while providing you with more value.

Is an annual sponsorship not in your firm’s budget? Consider becoming a Program Sponsor! Our Premier, Title, and Supporting levels allow firms of all sizes to take advantage of sponsor benefits, and allow SMPS Central PA to bring career-building educational opportunities to our members.

Interested in growing your business development skills as a member of the Sponsorship Committee? Contact Josh Forsythe at sponsorship@smpscentralpa.org to become a committee member for our upcoming 2020-2021 year!

NOW ACCEPTING ANNUAL SPONSORSHIP COMMITMENTS FOR OUR 2020–2021 BOARD YEAR

Purchase your Annual Sponsorship

2020/21 Committee Chairs

Programs

Christina McCullough, Chair
programs@smpscentralpa.org

Sponsorship

Josh Forsythe, Chair
sponsorship@smpscentralpa.org

Membership

Todd Stager, PE, Chair
membership@smpscentralpa.org

Communications

Melissa Yost, Chair
communications@smpscentralpa.org
In recognition of the enthusiasm and commitment that Jen Smyers brought to our chapter, the SMPS Central PA Scholarship will award $2,000 to an individual who is committed to ongoing professional development.

- The Jen Smyers Scholarship will be awarded to one individual per year to attend an event that will benefit both the individual and the chapter.
- Eligible events include NERC, Build Business, or the Pinnacle Experience. Other programs will be considered on an individual basis.
- The scholarship must be used within one year of award by the individual who receives it. It cannot be transferred.

Eligibility & Application

To be considered, chapter members must:

- Be a SMPS Central PA chapter member for at least one year.
- Submit the application form, which will focus on how you will use the scholarship to benefit yourself, your career, and the chapter.
- Include a statement on how you will bring back what you learned from this program and share with your local SMPS chapter, such as:
  - Share learnings via presentation/paper/blog/social media
  - Submit testimonial about experience (200 words written or 30-second video) to be used for promotion
  - Speak at new member orientation

Submission & Selection Process

- Scholarship applications will be accepted September 1 through October 31.
- The Selection Committee will review applications and select award winner.
- The scholarship recipient will be announced at the holiday party.

Scholarship applications are available on the SMPS Central PA website.
Gold Sponsor Spotlight

Serving clients throughout the Mid-Atlantic region and beyond, Warfel Construction Company is widely regarded among the industry for its efforts in sustainable building practices, ethical standards, and providing innovative construction solutions. Warfel strives to understand the goals of their clients intimately, promoting collaborative teamwork and delivering projects in an efficient manner. Offering a full-spectrum of construction solutions, Warfel services include preconstruction planning, general construction, construction management, design-build, facility maintenance and real estate development.

Warfel’s mission is simple: Clients for Life. They achieve this mission not only by the quality of work they do, but how they do it. Warfel does everything with fairness and integrity that their clients can see at work in their own projects. Retaining clients gives them a depth of experience and understanding in a variety of industries, which they use to add value to their projects. Living their principles not only strengthens their relationships with clients, it makes good business sense.

Named “Firm of the Year” for 2020 by ENR Mid-Atlantic, Warfel has been recognized regionally and nationally for their consistent innovation, enduring culture of service, and commitment to safety.
Program Recaps

We didn’t let a pandemic stop our program year! We finished out the 2019/2020 board year with some fantastic programs.

Will “Lean Thinking” Revolutionize the Proposal Process?

Ann Leiner from Stacey & Associates and fellow member invited our members to learn how lean thinking will change the proposal process. Our members took away valuable tips on how and where lean principals apply in the AEC industry, how A3 thinking is being used to streamline professional selections and how to balance strategic thinking and graphic design in A3 proposals.

Pride of the Susquehanna Riverboat

Members enjoyed a Brews Cruise aboard the Pride of the Susquehanna Riverboat on August 5, 2020. The perfect weather allowed plenty of social distancing networking and were able to sample craft beers and light snacks.

Elevate Your Architectural Photographs!

On, August 13th, our members learned how to elevate their architectural photography with the help from Matthew Tennison from Tennison Photography. Matthew shared tips and tricks for using our own camera or iPhone and a deeper dive into the craftsmanship of architectural photography regarding capturing that “hero” shot on every job.

Cheers to our Success! 2019/2020 End-of-Year Celebration

We finished out our 2019/2020 Board year with a celebration at the King Mansion in Harrisburg, PA on August 27, 2020. Our members and guests celebrated another great year of programming and transformation (while social distancing!). Members and guests enjoyed a food and drinks while networking. Horizon and Keystone Award winners were announced, as well as the incoming Board and Committee Chairs.
Member Spotlight

Name: Lindy Bowser
Title: Business Development & Marketing
Firm: Campbell Associates
# of years in the A/E/C industry: 1
Role with Central PA SMPS: Active Member; Logistics Chair, Programs Committee

How long have you been a member of SMPS?
5 whole months

Why did you become a member?
I attended different events before joining and the crowd was always so welcoming. I appreciated the opportunity to get together with likeminded people and learn from those who are experts in their field.

Who, if anyone, invited you to your first meeting?
I do not remember being invited to an event, specifically. However, Brooke Wenger & Christina McCullough very early on were encouraging me to get on the email invite list.

What is your favorite SMPS memory?
The Holiday Party at the Hollywood Casino was so fun because we were all fresh from vacation & simply enjoying each other’s company. It was for a good cause, too!

Of the other regular educational/networking events you attend, which would you recommend to SMPS members?
I would highly recommend YCEA events (if in the York area). Pre-COVID, it was an opportunity to get out to local businesses and meet others in the community. In addition, it has allowed for me to hear more about opportunity zones (via webinars) and where impact can be grown in the county.

What is one thing that everybody knows you for?
I’m still pretty new so I can only guess – social media? I run the NAWIC South Central PA pages & I am very active on my LinkedIn page. More content on Campbell’s page coming soon! ;)

What is one thing that might surprise people to know about you?
I have a sneaker problem – to date, I have a little over 20 pairs of Nikes and Converse. The purchasing started in high school and has never stopped.

If you could change one thing about yourself what would it be?
I procrastinate more often than I would like to admit.

What did you study in college?
Entrepreneurship

What would you study in college now?
Entrepreneurship – I loved it! Everyone should take at least 1 class.

What are your hobbies & interests outside of the office and SMPS?
Antiquing & yard sale shopping is my favorite weekend activity – there is nothing better than finding a good deal!

What is the one movie you have to watch if you run across it on your TV?
Tough to choose just one – the other day, I stopped at “Jumanji: Welcome to the Jungle”

Do you have any advice, secrets to success or guiding thoughts?
Since I am still figuring it out myself, I would say my advice is to never be afraid to ask for help. I found everyone in SMPS is willing to answer questions and offer assistance – I would rather ask a buddy than fail trying to do everything on my own.
Program Sponsorship Information

Program Sponsorship Opportunities

Sponsoring a program is a great way to promote your firm. There are different levels of sponsorship to meet your needs.

Your commitment as a program sponsor will help ensure we offer our member firms, and the broader A/E/C community, the valuable business development, networking, and educational opportunities throughout the year to help them transform their business. Please consider promoting your firm and supporting SMPS Central PA!

Annual and program sponsors are reminded to take advantage of their free registrations to participate in upcoming events. For more information or to select a program to sponsor, please contact Christina McCullough at [programs@smpscentralpa.org](mailto:programs@smpscentralpa.org).

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[Download the Brochure](#)  
[Purchase your Program Sponsorship](#)
Career Advice

A/E/C Online Learning

Focused exclusively on marketing and business development for the A/E/C industry, MARKENDIUM: ONLINE LEARNING CENTER brings you the best of both worlds: e-learning and professional development.

The current catalog features a variety of courses, from content marketing and client-building to return on investment (ROI) and social media. When you participate, you can even earn SMPS CEUs, AIA LUs, and PDHs.

Consider sharing the course catalog with your bosses and telling them you have access to this training, because of their support of your SMPS membership. Another idea? Consider hosting a brownbag with your office and leading a follow-up discussion. If you have other ideas for taking advantage of the ONLINE LEARNING CENTER offering, be sure and share them with the rest of us!

CPSM Programs

Through the SMPS Central PA Chapter, members can begin their journey to become Certified Professional Services Marketers (CPSM). A monthly series of brown bag study and mentoring sessions will focus on each Domain of Practice.

The cost includes all program and study group sessions, which are led by senior marketers and mentors. The cost of the CPSM exam, study materials and application fee is not included. This program is open to SMPS members only.

The program is designed to help members establish an exclusive mentoring network; strengthen competency in the marketing and business development practices for the A/E/C industry; and facilitate study groups and testing for members seeking National CPSM Certifications.

Questions? Please contact Anne Miller, CPSM at cpsmprogram@smpscentralpa.org

Expert Advice

The SMPS Central PA Chapter’s Board and Committee Chairs are always striving to improve and provide our members with more value through targeted, relevant programs and the latest industry information. One idea that we had was to ask you for your BIG IDEAS:

- What could we start to do or do better?
- What industry trend or challenge would you like us to explore?
- Could we communicate with you better or add a new section to this newsletter?

No BIG IDEA is too small... the collective knowledge and creativity of our chapter is truly tremendous, and we want to hear from you. So come on, share your BIG IDEAS with us! Email us at president@smpscentralpa.org.

Visit smpscentralpa.org/classifieds for the latest job postings!
Build Business 2020: Reserve Your VIRTUAL Seat

SMPS Build Business 2020 is going virtual! Experience Build Business like never before. With over 50 sessions, Build Business will also feature networking opportunities, awards ceremonies, a business exchange, online chats, and two celebrity keynotes. Register online: [https://www.smps.org/buildbusiness/program/](https://www.smps.org/buildbusiness/program/)

SMPS Members: Refer a Friend & Reap the Benefits

Did you know that if you refer a new member who joins, you’ll receive three free months of membership? Refer two new members who join in the same year and receive a $25 Amazon e-gift card on top of it. New—Strive for Five: refer five members who join in a year and you’ll receive a $100 Amazon e-gift card. Learn more: [https://www.smps.org/members/refer/](https://www.smps.org/members/refer/)

Live Event: The Loyalty Loop
September 21, 23, 25

One of the most effective ways to grow our business isn’t filling a funnel with low-quality leads. Instead, treat loyal clients and prospects as your most valuable asset. It’s time to exploit your loyalty loop. The loyalty loop leverages your existing clients to drive a steady stream of highly valuable, high-margin, new business. In this immersive three-part workshop, best-selling author and marketing strategist Andrew Davis will help you harness the power of the new B2B buying experience. Register online: [https://onlinelearning.smps.org/products/master-this-loyalty-loop](https://onlinelearning.smps.org/products/master-this-loyalty-loop)

Visit the SMPS Bookstore

SMPS e-books are specifically designed for marketers, business developers, and firm owners in the A/E/C arena, offering articles on the most popular, curated content. Two of the e-books are complimentary with membership: [https://www.smps.org/resources/store/](https://www.smps.org/resources/store/)
Thank You to Our Annual Sponsors!

Gold

Silver

We kindly ask that you adhere to our cancellation/refund policy to help us avoid unnecessary costs due to program no-shows. Even if a program is free, there are still costs involved with refreshments that we provide to attendees. The policy, which can be found under each program description on our website, states that cancellations made **48 hours** prior to the event will be fully refunded. All other cancellations or no-shows will be invoiced for the full cost of the event.

Photos are frequently taken at our chapter events. The SMPS Central PA chapter has the right to use photos from our events for any purpose, including but not limited to use in publications, on social media, in the newsletter, promotional materials, and on the website.