

SMPS Oklahoma 2012 Spring Training

Don't miss out on one of SMPS Oklahoma's most anticipated events of the year.

Even Date: May 8, 2012

Location: **Wes Watkins Center**
Oklahoma State University
Room 109, Executive Seminar Room
207 Wes Watkins Center
Stillwater, OK 74078

Registration: **Early Bird Rate** **Regular Rate**
Register by April 24 Register by May 4
\$55 Members **\$65** Members
\$75 Non-Members **\$85** Non-Members

Agenda:

Register online at
www.smpsoklahoma.org

9:30am - 10:00am **Registration**

10:00am - 10:15am **Welcome Announcements**

10:15am - 11:45am
• Morning Session



Get Out of B.E.D. (Blame, Excuses and Denial)
Change Your Outlook, Alter Your Outcomes®
Speaker: Marty Stanley, Dynamic Dialog



Get Out of B.E.D. will teach you how to ask the questions to change your outlook and alter your outcomes. When you Get Out of B.E.D. (Blame, Excuses and Denial), life gets easier. Certified as both a life and business coach, Marty Stanley draws on her experience as a human resource and organizational development executive and as a business owner. Her corporate experience includes positions of Vice President for Human Resources for AMC Entertainment and Blue Cross Blue Shield. As Assistant Vice President at Employers Health Insurance (now Humana), she created nationally recognized training and employee relations programs, and her corporate wellness program was designated as one of the top 25 in the country.

Marty's articles have been published in hundreds of business and trade publications. She also hosted a radio show featuring on-air, anonymous coaching for business related issues.

11:45 **Lunch**

12:15pm - 1:15pm
• Lunch Keynote



Assessing The Market To Improve Your Backlog
FMI's Forecasts & Trends
Speaker: Kevin Haynes, FMI



Sustained growth is critical to long-term success in the construction industry. However, consistency is difficult to maintain within our current slow-paced economic climate with its roller coaster volatility. As we enter into 2012, FMI's Kevin Haynes will give an outlook on the economic forecast and the national and regional trends that are driving our industry. Topics include: budget constraints, infrastructure-related markets, alternate sources of funding, industry consolidation, continued slow growth in single-family nonresidential construction housing and a short boom cycle of multi-family construction.

Kevin will focus on the national trends as well as the implication for these and other trends specifically in the states of Oklahoma and Arkansas. Special attention will be given to specific markets, e.g., health care, which will allow participants to assess their company's ability to best position itself in the market to meet future demand.

As a senior consultant with FMI's Research Services Group, Kevin Haynes has delivered FMI Market Perceptions Studies, strategy engagements and market assessments. His experience and knowledge is rooted in working in his family-owned construction company in Central Pennsylvania. He received his bachelor's degree from Duke University, where he graduated with distinction. He majored in Sociology and received a certificate in Markets and Management.

1:30pm - 3:00pm
• Afternoon Session



BD Live!
Hosted by Bill Savage, Program Management Group



You hoped but never thought it would happen: You are face-to-face with a target client in a cold call/chance meeting during an industry-related event. It's the business development opportunity of the year! What would it be like to walk in the shoes of this business developer?

Bill Savage of Program Management Group (PMg) hosts this live demonstration of a business development meeting. Our guest client for this fantastic forum is **Nigel Jones, University Architect for Oklahoma State University Long Range Facilities Planning**. Spring Training attendees will get a sneak peek as business developers engage the target client to discover that "golden nugget" of information. Gain unique insights as you watch and learn from different BD approaches and styles. Listen as the client offers feedback on what works and what doesn't work on developing those relationships that lead to business for your firm.

SMPS Oklahoma 2012 Spring Training

Sponsorship Opportunities

The Spring Training Conference is one of SMPS Oklahoma's most anticipated events of the year. If you are looking to get your organization's name in front of Oklahoma's principles, marketing and business development professionals in the architecture, engineering, construction, real estate and development industry, this is the place to be. Here are the sponsorship opportunities available:

Event Sponsor – \$500

- Logo prominently displayed on SMPS OK website
- Logo prominently displayed on all advance materials
- Logo prominently displayed on Event Agenda
- Logo on rotating PowerPoint between sessions
- Includes one conference attendee pass
- Opportunity to give a brief commercial during Morning Welcome and Afternoon Break
- Opportunity to leave marketing collateral for registrants to take home
- Company thanked for sponsoring during opening and closing remarks

Welcome Sponsor (2 available) – \$250

- Logo prominently displayed on SMPS OK website
- Logo prominently displayed on all advance materials
- Logo prominently displayed on Event Agenda
- Logo on rotating PowerPoint between sessions
- Opportunity to give a brief commercial prior to Morning Welcome
- Opportunity to leave marketing collateral for registrants to take home
- Company thanked for sponsoring during opening and closing remarks

Lunch Sponsor (2 available) – \$250

- Logo prominently displayed on SMPS OK website
- Logo prominently displayed on all advance materials
- Logo prominently displayed on Event Agenda
- Logo on rotating PowerPoint between sessions
- Opportunity to give a brief commercial prior to Lunch Keynote
- Opportunity to leave marketing collateral for registrants to take home
- Company thanked for sponsoring during opening and closing remarks

Contact: **Natalie Pagano, CPSM**

SMPS Oklahoma – Education Director

Marketing & Communications Manager

Manhattan Construction Group

5601 S. 122nd E. Ave., Tulsa, Oklahoma 74146

918.583.6900 phone | npagano@manhattanconstruction.com

SMPS Oklahoma 2012 Spring Training

SMPS Oklahoma 2012 Spring Training Sponsorship Contract

Authorizing Contact's Name _____

Phone _____

Billing Address _____

City / State / Zip _____

Contact's Email _____

Please mark your sponsorship level*:

- Event** (\$500)
- Welcome** (\$250)
- Lunch** (\$250)

Please make check payable to *SMPS Oklahoma*

- Check enclosed**
- Check en route**

Mail this form with payment to:

SMPS Oklahoma
Attn: Natalie Pagano
Marketing & Communications Manager
Manhattan Construction Group
5601 S. 122nd E. Ave., Tulsa, Oklahoma 74146

*Available on a first-come, first-served basis. If your first choice is no longer available, SMPS Oklahoma will work with you to make a selection from the available options.
Sponsorship payment is nonrefundable and cannot be cancelled.