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## President's Message



As the summer draws to a close, and with it our SMPS year, I am filled with awe and gratitude. Awe at how much our chapter has accomplished,

and gratitude for having had the opportunity to serve as chapter president alongside an amazing board of directors.

Our year of hard work and planning included a submission to the SMPS National Awards Program for chapters, Striving for Excellence. I'm thrilled to announce that our year culminated in a First Place win for Medium Chapter at the National Awards Gala, held during the Build Business conference in Chicago, Illinois in August. This is a great honor, and is a testament to the dedication and perseverance of each member of our board of directors and their committees.

Some of our accomplishments this year included:

- Creation of the chapter's first-ever Strategic Plan

- Establishment of the Past Leaders Advisory Council
- Launch of a new and improved chapter website
- Providing a record 24.25 CEU's of programming, including the Missouri Valley Regional Conference
- Initiation of the Chapter Volunteer of the Year Awards program
- Continuation of our successful chapter mentoring program

None of these accomplishments would be possible without our members. In fact, each of these initiatives is first and foremost an effort to better serve you. Thanks to each and every one of you for your continued involvement and support of our chapter and SMPS.

On September 1, Barry Sutherland of McCarthy Building Companies became chapter president and our new board of directors began their term. I'm looking forward to great things under the leadership and guidance of this fantastic group!

Sincerely,

Cindy Hausler, CPSM  
2010-2011 SMPS St. Louis President

## Upcoming Programs + Events

**09.27.11 Meet & Eat**

**10.12.11 The Dos and Don'ts of Interviewing**

**10.27.11 Tweetchat**

**11.09.11 Tapping into the Federal Market**

# Photography and the A/E/C Industry: An Interview with Peter Wilson

by Maura Schnoebelen

I recently had the opportunity to speak with Peter Wilson, a local freelance photographer with over 30 years of experience and interview him on the topic of photography, its use in the A/E/C industry, and his general knowledge on how firms can enhance their marketing collateral and strengthen their message with quality photography. What follows is a recap of my conversation with Peter and some invaluable insight for marketers in the A/E/C world!

## *About Peter*

Peter shot his first professional photograph of Lambert International Airport for HOK and Cupples Products when he was 14 years old. Since then, he has worked with some of the most talented photographers and for some of the most renowned magazines and publications. Upon discovering his interest in photography at an early age, Peter continued to pursue his hobby and took photos for his high school newspaper and yearbook.

While in college, Peter began working as a stringer for a national agency that represented magazines including People, Sports Illustrated, Golf Magazine, and ABC Sports. He then opened a photography studio in Orlando and shot for clients including real estate developers, Disney, and the Ringling Brothers Circus. Peter moved back to St. Louis in the 80s and produced sales presentations and large multimedia events for McDonnell Douglas before moving to Sverdrup Corporation as director of visual communications. After 15 years with Sverdrup, Peter is now a freelance photographer specializing in the A/E/C industry. He has worked for Jacobs Corporation, KAI, Kozeny-Wagner, Pace Properties, TR,i Architects, HOK, GPR Consultancy, and Hellmuth Bicknese.

*Based on your experience, why do you think photography is so important for A/E/C firms when marketing their services and project experience?*

In the world of marketing communications, I believe the written thought or concept of a marketing message is the foundation of any effort, but in terms of execution, you will get more bang for your buck with great images. It is my opinion that photography is the quickest and most effective way to prove that you have accomplished a project that you claim as yours. And the best part – photography can be used successfully just about everywhere: project profiles, advertising, public relations, presentations, award submissions, trade show exhibits, websites, social media, and wall art in your office.



## Member Spotlight: Amy Moss

Amy Moss enjoyed attending her first SMPS meeting after starting a new position at Bond Wolfe Architects last October. She immediately became a member, and has since been elected to the SMPS St. Louis chapter board as programs co-director.

As director of marketing, Amy works closely with firm principals Art Bond, Matt Wolfe, Sue Pruchnicki and John Berglund to understand client needs and communicate how their firm is best positioned to meet those needs. Some of the firm's recent projects include: Ladue Early Childhood Center, Clayton High School science and technology addition, University City district-wide improvements, and the new Brentwood Fire Station. She was previously with Conrad Properties and has over 15 years of experience in the real estate/development industry.

Amy also serves as vice president on the board of directors for South Side Day Nursery and is a building advisory committee member for Webster Groves School District where her two children are students. She graduated from the University of Tulsa with a bachelor's degree in communications and marketing and is originally from Iowa.

She recently attended the national Build Business conference in Chicago. Her experience with SMPS "has provided countless 'Aha' moments" in her marketing and business development role for Bond Wolfe. Amy says, "From sharing intelligence with fellow members, to CPSM study group sessions, to motivational program speakers, I have been so impressed and fortunate to be a part of such a great chapter. I'm a huge fan!"

## Photography and the A/E/C Industry: An Interview with Peter Wilson (*cont'd*)

*What are some important qualifications A/E/C firms should consider when hiring a photographer?*

The difficulty I found when working at Sverdrup was finding photographers who were knowledgeable enough of the A/E/C industry to understand the firm's involvement in the project and to, consequently, photograph images that would illustrate our work on the project through accurate yet visually compelling images. My advice: make sure the photographer knows and understands your firm's role on a project team; make sure they understand what services you provided, and, perhaps most importantly, make sure that the photographer is aware of any standards and policies put in place by government agencies (i.e. OSHA, EPA, etc) when shooting photos of the project site or staff. Remember that these photos are intended to represent your firm and your employees.

*What, in your opinion, is the most important piece of advice you could pass along to an A/E/C marketer with regard to photography?*

Set up a database that allows people throughout the company to access the images for presentations, proposals, award submissions, etc. Software like Canto makes it easy to search and select images. Good photography can strengthen your brand – use it!

*How can A/E/C firms best use photography in their marketing collateral to highlight their target markets and services?*

Find a photographer who can bring other expertise to your project besides quality images. Videos and client testimonials are some of the strongest marketing mediums out there. Most high-end digital cameras are excellent at recording HD videos. It's easy to do and truly invaluable. Client testimonials are the secret weapon in selling your firm. In the past, acquiring testimonials has been an expensive process. But, with some planning, coordination and client approval, most still photographers can usually get a testimonial for just an additional hour of project shoot time. Based on my experience, I can say that it will be some of the best marketing dollars ever spent.

*What is one of the most common mistakes A/E/C firms make when it comes to using photography in their marketing efforts?*

It is a mistake to lose the impact of quality project photography by printing on a plotter inkjet. I use a lab called Diversified – it's only \$2.00 for a 8x10 print on photographic paper. They use a \$150,000 system, and the prints are beautiful. You can upload .jpeg files from your computer, and the prints are usually ready within hours. They can ship overnight or courier. The quality of your photos makes a huge difference and sets you apart from the competition.

Please feel free to contact Peter for more information regarding his expertise and services at (314) 249-6679 or [peter@peterwilsonphotography.com](mailto:peter@peterwilsonphotography.com).

### Welcome New Members!

SMPS St. Louis is pleased to welcome the following new members:

- **Laura Hogan**, BSI Constructors, Inc.
- **Polly Scott-Showalter**, Butterfly Energy Works

## CHAPTER WINS 1ST PLACE



Representatives from the SMPS St. Louis Chapter pose with their new Striving for Excellence First Place (Medium Chapter) Award held by Chapter President Cindy Hausler at the Build Business conference in Chicago.

Immediate Past President Carie Dunn coordinated the submittal with help from the chapter board. The theme was "Road Map to Success" and featured many of the accomplishments and new initiatives by the chapter, including:

- Past Leaders Advisory Council
- Chapter Volunteer of the Year Awards
- Membership Outreach Campaign
- New and Improved Website
- First Program in Illinois
- Complimentary Van Ride to Regional Conference



## NEWSWORTHY NOTES

### Award Winners

Congratulations to chapter volunteers Tracy Abernathy and Christie Yaeger (pictured right) on winning the first annual SMPS St. Louis Chapter Volunteer of the Year Awards. Tracy Abernathy, who served on the sponsorship and special event committees received the Volunteer of the Year award, and new chapter member Christie Yaeger received the Rookie of the Year award. Thanks so much to all of our volunteers who helped make 2010-2011 a great success!



### White Papers Now Available

At the Build Business conference in Chicago, SMPS National announced the release of six new SMPS Foundation White Papers. The following are now available free of charge to SMPS members at [www.smps.org](http://www.smps.org).

- Five Components of a Strong Government Affairs Program
- Best Practices in A/E/C Strategic Alliances
- Best Practices in Competitive Intelligence
- Marketing to the Mind
- The Clients Use of Social Media and Social Networking

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