

# VISION-DRIVEN FIRMS

S M P S R E S E A R C H T R I A N G L E C H A P T E R

## FORGING A LEADERSHIP & MARKETING CULTURE

Today's A/E/C industry is comprised of leaders and followers! Reality indicates that individuals with a keen sense of vision and the ability to establish a unique culture in both leadership and marketing will rise to the top. Does your firm have the courage to make the necessary changes to achieve this vision?

Join SMPS and our expert panel of A/E/C leaders as they explore the business impact of a strong vision that defines and drives a firm's leadership strategies and marketing/business development activities. They will share the answers to the following questions:

- What does it take to create and implement a firm-wide leadership & marketing vision?
- What resources do you need?
- What cultural shifts have to occur within the firm?

### **Panelists Include:**

John Atkins, III, FAIA, President, O'Brien/Atkins Associates  
Barbara H. Mulkey, P.E., President, Mulkey Engineers  
William M. Smith, P.E., President, Stanford White Associates

### **Moderator:**

Christine Formidoni, Cline Design

### WHEN

Tuesday, May 9, 2006

### WHERE

Cardinal Club  
150 Fayetteville Street Mall  
Raleigh, NC

### TIME

11:30am-12:00pm

Registration/Networking

12:00pm-12:0pm

Lunch

12:30pm-1:30pm

Program

### REGISTRATION DEADLINE

Friday, May 5, 2006

*This program provides 1 AIA learning unit or PDH and follows Domain 2 - Marketing Plan.*

Name/Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Guest Name: \_\_\_\_\_

SMPS Member \$35.00 each: \_\_\_\_\_

Non-SMPS Member \$55.00 each: \_\_\_\_\_

Student \$20.00 each: \_\_\_\_\_

**Please send checks made payable to SMPS to:**

Lisa Wilson  
The Wooten Company  
120 North Boylan Avenue  
Raleigh, NC 27603

**Fax registration forms to:**

Lisa Wilson 919.834.3589

**Credit Card Payments are accepted at [www.acteva.com](http://www.acteva.com)**

Keyword Search:  
SMPS May Program

*No Shows will be billed. PLEASE NOTE we can not accept cancellations after 5/5/06.*

SMPS

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