

@SMPSdc Tweepchat Transcript

Thursday, December 1st 2011 / Guest Speaker: Ron Worth

@SMPSdc SMPS Washington, DC
Welcome to the SMPS DC Tweepchat with The Ginny Solomon Golden Tuba Winner @ronworth. #SMPSdc

@HollyBolton Holly Bolton
RT @SMPSNational: Join me for a #smpsdc TweetChat at: tweepchat.com/room/smpsdc at 12:30 pm ET today #smpsdc

@SMPSdc SMPS Washington, DC
Please introduce yourself. What firm are with and where you are located? #SMPSdc

@KateErdy Kate Erdy
Kate Erdy here from SmithGroupJJR in DC #smpsdc

@KatieSanner Katie Sanner
Katie Sanner with William H. Gordon Associates, Chantilly, VA. #smpsdc

@SMPSdc SMPS Washington, DC
I am @Deborah_Hayward from @STUDIO39, located in Alexandria, VA and I'll be moderating from the SMPS DC account today. #SMPSdc

@a_kilbourne Adam Kilbourne
Adam Kilbourne, Tec Inc. Engineering & Design @tecinc in Cleveland, OH #smpsdc

@CAEvans3 Carolyn Evans
Carolyn Evans from GES in Rockville #smpsdc

@my88s Michelle Yates
Michelle with Lawrence Group in St. Louis here! #smpsdc

@micropileman Jonathan Bennett
Jon Bennett here with Brayman Construction Corporation for the tweetchat #smpsdc #smpsdc

@HollyBolton HollyBolton
Hi everyone! Holly Bolton here tweeting from CE Solutions, a structural engineering firm in Indianapolis. #smpsdc

@ctuindy Clarissa Thompson
Hello! Clarissa Thompson with Greeley and Hansen, water and wastewater engineers. #smpsdc

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Welcome Everyone! #SMPSdc

@SMPSdc SMPS Washington, DC
A little background. We present The Golden Tuba Award (a real tuba) since 1981 annually to member whose achievements are exemplary. #SMPSdc

@marysmagic Mary Lamb
marysmagic Mary Lamb with David Lamb Photography #smpsdc

@melissaoutloud mjscrosman
Hello! Melissa Crosman tweeting from Interface Engineering. #smpsdc

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Renamed in '95 to honor the memory of Ginny Solomon to "The Ginny Solomon Golden Tuba Award" #SMPSdc

@KauzlarichJosef josef kauzlarich
Josef Kauzlarich here from A. Morton Thomas in Rockville MD #SMPSdc

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Former recipient Tom Page: "A successful marketer would be the individual carrying a tuba on the day it rained pennies from heaven". #SMPSdc



Society for Marketing
Professional Services
Washington, D.C.

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Shout out to former Golden Tub Winners: @CAEvans3 @VAWhite1511 @luvinElvis @aacarney @AndreaFitch Full list: bit.ly/siW6K2 #SMPSdc

@joemonahan16 Joe Monahan
Joe Monahan from Alpha Corporation in Dulles, VA #SMPSdc

@SMPSdc SMPS Washington, DC
We are thrilled that 2011 Golden Tub Winner @ronworth is joining us today. #SMPSdc

@SMPSdc SMPS Washington, DC
He has over 25 yrs experience in professional services marketing and is CEO of @SMPSnational #SMPSdc

@SMPSdc SMPS Washington, DC
To learn more about Ron check out his candid interview w/@jjlangley on our blog: bit.ly/vo84VF #SMPSdc

@HollyBolton HollyBolton
A GREAT post! RT @SMPSdc: To learn more about Ron check out his candid interview w/@jjlangley on our blog: bit.ly/vo84VF #smpsdc

@SMPSdc SMPS Washington, DC
Since we have a guest speaker we will be asking Ron questions, but please join in the conversation. We'd like to hear from you. #SMPSdc

@aacarney alison carney
#SMPSdc jumping in to say hello to @ronworth and marketer friends!

@SMPSdc SMPS Washington, DC
@ronworth would you like to say hello before we get started? #SMPSdc

@ashleypeck3 ashleypeck3
Hi everyone! Ashley Peck here from @MBPAECnews, a CM firm headquartered in Fairfax, VA #SMPSdc

@ronworth Ron Worth
Good Afternoon and thank you for this opportunity. I am humbled and thrilled!! #smpsdc

@markitecture Chris Denby
Chris Denby from Markitecture here as well! #smpsdc

@SMPSdc SMPS Washington, DC
Q1: What words of wisdom would you have for a challenging market like we face today? #SMPSdc

@HollyBolton HollyBolton
Applause for @ronworth! #smpsdc

@ronworth Ron Worth
A1: First stay calm...this too shall pass. As my 4th recession they all seem like the end of the world during them. #smpsdc

@ronworth Ron Worth
A1: thank God the market seems to have leveled off. I believe we will stay consistent from this point forward. #smpsdc

@ronworth Ron Worth
A1 Your company and your clients need you more now than ever before. #smpsdc

@SMPSdc SMPS Washington, DC
RT @HollyBolton: *Applause* for @ronworth! #SMPSdc

@ronworth Ron Worth
A1: This is an ideal time to be the consummate marketer and team player within your company. Be positive, innovative, and engaged. #smpsdc

@my88s Michelle Yates
"First stay calm" says @ronworth...good advice for LOTS of things in life. #smpsdc

@CAEvans3 Carolyn Evans
Q: Ron, how do you see the recession affecting the career path of marketers? #smpsdc

@ashleypeck3 ashleypeck3
RT @ronworth: A1: First stay calm...this too shall pass. As my 4th recession they all seem like the end of the world during them. #SMPSdc

@MarySMoore Mary S Moore
Dk you think our clients need us to bring a fresh approach, though? #SMPSdc

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@a_kilbourne Adam Kilbourne

RT @ronworth: This is an ideal time to be the consummate marketer & team player w/in your company. Be positive, innovative & engaged. #smpsdc

@ronworth Ron Worth

A1: the principals we have met with view each of you as critical to the overall success of their company . They need your help. #smpsdc

@ronworth Ron Worth

A1: Clients want innovation, creativity, reduced errors/risks. They want you to know their needs and how to really help them. #smpsdc

@ronworth Ron Worth

A1: Owners are interested in giving marketers (specifically) feed back after the proposal process. You listen and disgest. #smpsdc

@ronworth Ron Worth

A1: Owners are much more receptive to innovation particularly in proposals since they have 50 to choose from. How do you stand out? #smpsdc

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Q2: What can a marketer do within their company to have an impact? #SMPSdc

@my88s Michelle Yates

Interesting comment about owners wanting to give marketers feedback by @ronworth. Do you think that's a change from before? #smpsdc

@ronworth Ron Worth

A2: I personally love the simplicity of the domains of practice. Starting with enhanced, quality marketing research. #smpsdc

@ronworth Ron Worth

A2: Principals get it that everyone is a rain maker. Marketers can help teach, mentor and guide the technical staff. #smpsdc

@HollyBolton HollyBolton

Yes RT @ronworth: Principals get it that everyone is a rain maker. Marketers can help teach, mentor and guide the technical staff. #smpsdc

@ronworth Ron Worth

A2: Marketers are helping keep the teams employed and build the ROI from your activities. Principals are looking to you NOW! #smpsdc

@amypcuddy Amy Cuddy

Jumping in from @KCCTArchitects and excited to join the conversation. #smpsdc

@ronworth Ron Worth

A2: What I have heard from your employers this yr is: We love our marketers, they are keeping us focused and upbeat. #smpsdc

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RT @ronworth: Marketers are helping keep the teams employed & build the ROI from your activities. Principals are looking to you NOW! #SMPSdc

@aacarney alison carney

@ronworth I love the Domains also. We're exploring incorporating them for marketer training/development companywide. #SMPSdc

@ronworth Ron Worth

A2: I have also heard that you are teaching they how to keep and gain new clients. They don't have the skills you have. #smpsdc

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@amypcuddy Welcome Amy! #SMPSdc

@ronworth Ron Worth

A2: The sharing and mutual support within our fragile profession is very valuable now. Use your network and keep shaing. #smpsdc

@VAWhite1511 Veronica White

Vicki White here. #smpsdc

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@aacarney What a great training tool! #SMPSdc

@ashleypeck3 ashleypeck3

RT @ronworth: The sharing and mutual support within our fragile profession is very valuable now. Use your network and keep sharing. #SMPSdc

@ronworth Ron Worth

A2: Be the fountain of knowledge and information with your Co. Forecasts, industry changes, opportunities, problems. Keep looking #smpsdc

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Q3: What is your advice for career development / career path in AEC industry, especially considering the recession? (via @CAEvans3) #SMPSdc

@AEC_SM AEC Social Media

RT @SMPSdc: Q3: What is your advice for career development / career path in AEC industry, considering the recession? (via @CAEvans3) #SMPSdc

@my88s Michelle Yates

Price of SMPS prgrm: \$x.Netwrking value:"priceless" RT@ronworth:sharing & mutual spprt w/i our fragile prof. is very valuable now.. #smpsdc

@ronworth Ron Worth

A3: Get Involved. With all industry groups your co belongs too. Assoc are a wealth of data and information. We are here to help #smpsdc

@ronworth Ron Worth

A3: Learn the industry. Most in marketing have not chosen the profession...it chose them. Ask lots of questions. #smpsdc

@aacarney alison carney

SO true. RT @ronworth A2: Sharing, mutual support in our fragile profession is very valuable now. Use your network, keep sharing. #smpsdc

@ronworth Ron Worth

A3: Many are paralyzed in this market. You need to stay positive and keep looking for new and creative approaches to marketing. #smpsdc

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Mastercard watch out, but that is so true! RT @my88s: Price of SMPS prgrm: \$x.Netwrking value:"priceless" #SMPSdc

@ronworth Ron Worth

A3: Your educ can continue thru assoc., books, webinars, keep developing yourself. Prof development is a life long experence now. #smpsdc

@ronworth Ron Worth

A3: Keep building and cultivating your network. Push for educ development if no salary increases. You are your product. #smpsdc

@my88s Michelle Yates

It's easy to stay positive when things are going great. Kudos to all who are positive when things are rough. #smpsdc

@ronworth Ron Worth

A3: What are some of you doing to increase your career development? #smpsdc

@HollyBolton HollyBolton

"You are your product." - @ronworth. Love it. #smpsdc

@ronworth Ron Worth

A3: Positive is a state of mind. No one cares if you are depressed and negative. And we search out positive prof in this market. #smpsdc

@HollyBolton HollyBolton

Those who do stand out RT @my88s: Its easy to stay pos. when things are going great. Kudos to all who are pos. when things are rough #smpsdc

@ashleypeck3 ashleypeck3

So true! RT @ronworth: A3: Learn the industry. Most in marketing have not chosen the profession...it chose them. #SMPSdc

@aacarney alison carney

Personal branding! RT @HollyBolton "You are your product." - @ronworth. Love it. #smpsdc

@ronworth Ron Worth

A3: Your principals and clients are scared too. Say: "I am with you through this. Count on me. Let's beat this thing." #smpsdc

@ronworth Ron Worth

A3: Trust me. This is YOUR time to shine and move forward within your company. They get marketing and understand your value. #smpsdc

@amycuddy Amy Cuddy

Writing articles about marketing efforts! RT @ronworth A3: What are some of you doing to increase your career development? #smpsdc

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Q4: How can we position ourselves to keep employed in this environment? #SMPSdc

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@judywriter Judy Schriener

Starting an Internet radio show! RT @ronworth:
A3: What are some of you doing to increase your
career development? #smpsdc

@ronworth Ron Worth

A3: Finally....I've waited years for the industry to
understand what we do for a living.This recession
brought marketing online! #smpsdc

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RT @judywriter: Starting an Internet radio show!
RT @ronworth: A3: What are some of you doing to
increase your career development? #SMPSdc

@ronworth Ron Worth

A4: Share best practices you learn from SMPS
with your coworkers and leaders. MCA is a wealth
of best practices. #smpsdc

@ronworth Ron Worth

A4: Stay optimistic and focused on the future.
Make sure your principals understand what you
are doing for them and the company. #smpsdc

@ashleypeck3 ashleypeck3

Completing my Master's, blogging, and taking
risks! A3: What are some of you doing to increase
your career development? #SMPSdc

@ronworth Ron Worth

A4: I have also done a monthly report: APOO:
Accomplishments, Problems, Opportunities and
Outlook. No one knows what you do. #smpsdc

@HollyBolton HollyBolton

A3: Spending time w/mktrs too, to be a resource/
support/build each other up. We need can learn
from and motivate one another. #smpsdc

@ronworth Ron Worth

A4: Educate them. Take partial credit for any
projects you've worked on that become real jobs
within your company. #smpsdc

@ashleypeck3 ashleypeck3

RT @ronworth: A3: Finally....I've waited years
for the industry to understand what we do.This
recession brought marketing online! #SMPSdc

@ronworth Ron Worth

A4: Those projects become part of your ROI for
the company. Everything for the next couple years
will be bottom line driven. #smpsdc

@hugo_amelink Hugo Amelink

RT @ronworth: A3: Finally....I've waited years
for the industry to understand what we do.This
recession brought marketing online! #SMPSdc

@ronworth Ron Worth

A4: Keeping helping to reduce costs within your
own department/control. Even little reductions
are viewed in AWE today. #smpsdc

@ronworth Ron Worth

A4: Be a MAJOR team player in the office. Be
open to new ideas. Help bring out change new
ways of doing things. Your a change agent.
#smpsdc

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Q5: What is new with SMPS? Any new resources
or benefits for members that you would like to
share? #SMPSdc

@hugo_amelink Hugo Amelink

For a CEO, it always is, Q=Short or long term gain
imprnt? A4: ... Everything for the next couple
years will be bottom line driven. #smpsdc

@HollyBolton HollyBolton

Great idea! A wall of fame is also fun to post what
mktg has been working on, successes (re: A4:
APOO via @ronworth) #smpsdc

@ronworth Ron Worth

A5: Lots of new things. We are all hustling.
#smpsdc

@judywriter Judy Schriener

Interesting marketing discussion/chat now. Use
#smpsdc to chime in!

@ronworth Ron Worth

A5: Check out Blueprints - interactive PDF offers
job desc, self assessment tools + more. #smpsdc

@debbiechenva Debbie Chen

RT @ronworth: A4: Be a MAJOR team player in
the office. Be open to new ideas. Help bring out
change new ways of doing things. #smpsdc

@ronworth Ron Worth

A5: MySMPS is your personal online career
community. Use it. #smpsdc

@SMPSdc Tweetchat Transcript Thursday, December 1st 2011 - page 6

@my88s Michelle Yates

RT @ronworth: Trust me. This is YOUR time to shine and move forward within your company. They get marketing and understand your value. #smpsdc

@ronworth Ron Worth

A5: Be sure to use the new Resources pages on smps.org. Lots of great new data. #smpsdc

@a_kilbourne Adam Kilbourne

The more who use it, the better it will be RT @ronworth: A5: MySMPS is your personal online career community. Use it. #smpsdc

@hugo_amelink Hugo Amelink

RT@a_kilbourne The more who use it, the better it will be @ronworth: A5: MySMPS is your personal online career community. Use it. #smpsdc

@SMPSdc SMPS Washington, DC

Thanks to everyone for joining us and thanks @ronworth for being an AMAZING guest speaker! #SMPSdc

@SMPSdc SMPS Washington, DC

It's time to wrap up our Tweetchat. Please feel free to continue to use the hashtag to continue your conversations. #SMPSdc

@SMPSdc SMPS Washington, DC

Join our next Tweetchat on 2/02/12 at 12:30 pm EST Topic: How to be a Good Team Partner (views from primes and subs) #SMPSdc

@my88s Michelle Yates

Thanks @SMPSdc & @ronworth! #smpsdc

@ashleypeck3 ashleypeck3

RT @SMPSdc: Join our next Tweetchat on 2/02/12 at 12:30 pm EST Topic: How to be a Good Team Partner (views from primes and subs) #SMPSdc

@ronworth Ron Worth

Thank you for listening to my rants and raves. Needless to say...I love SMPS, marketing and each of you...Holler if I can help #smpsdc

@HollyBolton HollyBolton

GREAT resources for mktrs and #smps chapter leaders! Don't reinvent wheels RT @ronworth: MySMPS is your personal online career community #smpsdc

@debbiechenva Debbie Chen

RT @smpsdc: Tweetchat on 2/02/12 at 12:30 pm EST Topic: How to be a Good Team Partner (views from primes and subs) #SMPSdc @benniekovach

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Metro DC - Jan. 11th at 4:00 pm @SMPSdc will host a Social Media 101 education event with a Tweetup to follow. Details coming soon. #SMPSdc

@HollyBolton HollyBolton

So lucky to have @ronworth at the helm of #SMPS! Thanks for sharing your wisdom and thanks to @SMPSdc for a GREAT chat. :) #smpsdc

@hugo_amelink Hugo Amelink

Just signed up! Holiday Party registration now open! Join #SMPSdc in an evening benefitting @childrenshealth

@HollyBolton HollyBolton

Sounds great! RT @smpsdc: Tweetchat 2/2/12 12:30pm EST: How to be a Good Team Partner (views from primes & subs) @benniekovach #smpsdc

@Deborah_Hayward Deborah Hayward

@ronworth WOW. You did an amazing job. Thank you so much for being our guest speaker today. I see many Tweetchats in your future. #SMPSdc

@SMPSdc SMPS Washington, DC

Special welcome to @CAEvans3, 2010 Golden Tuba Winner. Created her Twitter account today and jumped into our Tweetchat. #SMPSdc

@TecInc Tec Inc.

RT @HollyBolton: Sounds great! RT @smpsdc: Tweetchat 2/2/12 12:30pm EST: How to be a Good Team Partner (views from primes & subs) #smpsdc

@smpsneo SMPS Northeast Ohio

RT @HollyBolton: Sounds great! RT @smpsdc: Tweetchat 2/2/12 12:30pm EST: How to be a Good Team Partner (views from primes & subs) #smpsdc

@a_kilbourne Adam Kilbourne

RT @HollyBolton: Sounds great! RT @smpsdc: Tweetchat 2/2/12 12:30pm EST: How to be a Good Team Partner (views from primes & subs) #smpsdc
