



## **SMPS NY chapter to host panel on November 9**

October 20, 2011 - Front Section

The New York Area Chapter of the Society for Marketing Professional Services (SMPS-NY) will host "Marketing Alternative Delivery Methods: Positioning Your Firm to Succeed with P3, IPD, D/B, Etc." on November 9 from 8 to 10 a.m. at the CUNY Graduate Center, located at 365 Fifth Ave..

"With today's difficult economy, many owners are looking to minimize risk to their organizations," said Andrew Abel, marketing manager at WSP Flack + Kurtz, and SMPS-NY chapter president. "This program will be an excellent opportunity to explore the various types of delivery methods and how A/E/C firms can integrate their services successfully and differentiate themselves from their competition."

Moderator: Raymond Quartararo, international director, New York Tri-State Region, Jones Lang LaSalle

Panelists: Patrick Duke, senior vice president, business development, KLMK Group, Inc.

Robert Middlebrooks, industry program manager, buildings, Autodesk

Michael Zetlin, Hon. AIA, founding partner, Zetlin & De Chiara LLP

Sandy Stevenson, FAIA LEED AP, principal, director of alternative delivery, Cannon Design

Karen Colby, LEAN Champion, senior project manager, Gilbane Building Company

The cost for the event is \$50 for SMPS members before 10 a.m. on November 7 and \$60 after 10 a.m. on that date. The cost for non-members is \$100 before 10 a.m. on November 7 and \$110 after 10 a.m. on that date.

The Society for Marketing Professional Services (SMPS) is the premier source of educational and networking opportunities for marketing professionals employed by firms serving the built and natural environment. The New York Area Chapter, founded in 1984, serves marketing professionals who live or work in New York City, Northern New Jersey, Long Island and Westchester. The chapter has more than 250 members from more than 220 of the area's leading, architectural, engineering, and construction firms. For more information, please visit [www.smpsny.org](http://www.smpsny.org).

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