

# NEWS



Society for Marketing  
Professional Services  
Hawaii

## **FOR IMMEDIATE RELEASE**

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### **Preserving Profitability in Shrinking Markets – the Marketing Role**

HONOLULU, HAWAII, October 1, 2007 – In order to be effective in business it is better to be proactive rather than reactive. With regards to the architecture, engineering, and construction industry, there have been reports of slowing economic growth. In order to be prepared for a slowing economy, tough intelligent choices will need to be made to so that marketing effectiveness can be increased with fewer resources.

“Preserving Profitability in Shrinking Markets – The Marketing Role,” a program put on by The Society for Marketing Professional Services Hawaii Chapter and sponsored by Pacific Business News, will take place on Tuesday October 16, 2007 from 11:30am to 1:30pm at the new Honolulu Design Center in the Cupola Theatre. The program will feature guest speaker Mike Hulser, The Biz MD, who is a 20 - year veteran of Fortune 100 company management and execute experience, a financial expert, management team trainer, and a regular contributing writer for Pacific Business News. The event is \$35 for members, \$40 for non-members, and \$45 for walk-ins and late registrations. Please go to [www.acteva.com/go/smpshawaii](http://www.acteva.com/go/smpshawaii) to register for this event or contact Michelle Skupin at [events@smpshawaii.org](mailto:events@smpshawaii.org) for further information.

Founded in 1973, the Society for Marketing Professional Services (SMPS) has more than 6,300 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The mission of SMPS is to be the premier source of education and information for marketers of professional services in the built and natural environments.

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