

# NEWS



Society for Marketing  
Professional Services  
Hawaii

## FOR IMMEDIATE RELEASE

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CONTACT: Cathy Handen  
President, SMPS Hawaii  
Rider Levett Bucknall  
PHONE: 808-521-2641  
EMAIL: cathy.handen@us.rlb.com

### **How *Not* to Impress a Client: Find out How Owners and Developers Select A/E/C Firms**

*Panel of owners and developers to address professional service firms*

HONOLULU, HAWAII, March 12, 2008 – If you've ever wondered why the winning firms get the job and what others do to shoot themselves in the foot, this program will reveal insiders' knowledge of how to better position your organization to owners and developers. An expert panel comprised of Randall Fujiki (Ko Olina Development, LLC & The Resort Group, LLC), Cathy Camp (Kamehameha Schools), and Duane Arakawa (Army Corps of Engineers) will be moderated by Sid Char, AIA (AIA Honolulu President) for a lively and informative question and answer session.

The panel discussion will take place on Tuesday, April 1, 2008, from 11:30am to 1:30pm at the Plaza Club in the Coronet Room. The event is \$30 for members, \$40 for non-members, and \$45 if registering after March 28<sup>th</sup> or at the door. Lunch is provided. Seating is limited and registrations will be accepted on a first-come, first-served basis. Please visit [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 more information.

Founded in 1973, the Society for Marketing Professional Services (SMPS) has more than 6,500 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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