

SMPS

2006 Striving for Excellence Chapter of the Year

Georgia

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The Whiting-Turner Contracting Co.

**Vital Stats:**

**Date:**

Thursday, October 12, 2006

**Program Time:**

2:00 - 2:15 pm Registration  
2:15 - 4:30 pm Program

**Location:**

University of Phoenix -  
8200 Roberts Drive,  
Atlanta, GA 30350  
Phone: 678-731-0555

**Registration:**

**Cost:**

\$20 Members  
\$30 Nonmembers

NOTE: Registration closes 48 hours prior to the event. All registrations after this time will be charged the non-member rate. Walk-in space available on a first come, first serve basis.

**Registration:**

Register online at:  
[www.smeps-ga.org/calendar](http://www.smeps-ga.org/calendar)

**To pay by check, register online and select the "pay by check" option.** Bring your check the day of the event or mail your check to SMPS Georgia, 1054 Redwood Drive, Norcross, GA 30093. Payment must be received prior to entering the event. Make payable to SMPS Georgia.

**Domains of Practice:**

4 SOQs/Proposals

5 Promotional Activity  
(2 CEU/AIA Hours)

# October University

## The Resourceful Marketer's Guide to Graphics and Printing

The big picture: You are here to do effective marketing, not be a technical wizard. Become a resource manager, learn enough to buy services smartly and leave yourself time to be an effective marketing strategist. Learn about Graphics Software Basics, Photography - Strategies for Getting the Most Value and Rights for your Budget, and Graphics - Printing and your Company's Overall Brand Strategy.



**ABOUT THE PRESENTER:**

David Laufer is owner of BrandExpertise, a graphic design company specializing in the marketing needs of professional service organizations.

([www.brandexpertise.com](http://www.brandexpertise.com))

He has created many successful brands and marketing programs for Lord Aeck Sargent, Bard Medical, Beers Construction, the Museum of Modern Art New York, Atlanta Loft Company, Working Buildings and many more. Mr. Laufer holds a BA in Graphic Design from Carnegie-Mellon University, serves as treasurer for the American Institute of Graphic Arts and is a past president for the National Investor Relations Institute's Atlanta Chapter.

## Sponsorship now Available!

Contact SMPS Georgia at [admin@smeps-ga.org](mailto:admin@smeps-ga.org) or by phone at (404)452-9817.