

Please be so kind as to list the following SMPS Philadelphia programs in your next event calendar:

Taking Your Career to the Next Level...And Beyond

When: Wednesday, February 25, 2009, Noon

Where: Downtown Club, Public Ledger Building, 6th & Chestnut Streets, Philadelphia

Cost: \$40 member/\$60 non-member (lunch included)

Description:

This Marketing Essentials program will focus on the many career options within our industry and potential forks in the road. A moderated panel features five successful senior marketers with national exposure who have positively impacted the success of their firms while advancing their own careers.

Collectively representing decades of experience, they are:

- Randle Pollock, FSMPS, principal and CMO, Walter P. Moore and Associates, current editor of SMPS's *Marketer* and a former national SMPS president
- J Rossi, CMO, Burt Hill
- Judy Hricak, CPSM, V.P. and national practice manager of marketing and business development, Gannett Fleming
- Dorothy Verdon, marketing director and client liaison, DLR Group, will moderate and present the results of a career survey aimed at SMPS's longest-term members

Topics include career evolution; succeeding in an industry dominated by technical professionals; strategic positioning; and key resources. Ample time will be reserved for Q&A so that attendees can open up, ask questions, swap stories, and capitalize on the powerful experience of the seasoned marketers before them.

University Update

When: Wednesday, March 11, 2009, 5pm

Where: Downtown Club, Public Ledger Building, 6th & Chestnut Streets, Philadelphia

Cost: \$40 member/\$60 non-member

Description: Tentative speakers include David Hollenberg, Univ. of PA; Greg Scott, Penn State; and John Cacciola, Villanova

Generation Gap in the Workplace

When: Wednesday, March 25, 2009, 8am-10am

Where: Union League of Philadelphia, 140 S. Broad Street

Cost: \$45 member/\$65 non-member (breakfast included)

Description:

Slacker! Disrespectful! Immature! Clueless! Stick in the Mud! Old Timer! Technophobe! Get a Life!

Sound familiar? Are these things you've thought about your co-workers?

The generation gap goes far beyond the typical clash with your grandparents over what music you listen to and the latest fashion trends. The generation gap has transcended the boundaries of home life and is alive and well in the workplace. Work ethic, respect for authority, paying your dues, and even dress code are all at the heart of the differences between the generations when it comes to work.

In this session we will:

- *Define the four active generations in the United States*
- *Explore the similarities and differences between each and the resulting workplace behavior*
- *Uncover practical strategies for managing and working in a multi-aged environment*

[Register for all events at www.smpsphiladelphia.org](http://www.smpsphiladelphia.org)

Thank you,

Stacy

Stacy Barrett

Proposal Manager

Hill International, Inc.

303 Lippincott Centre

Marlton, NJ 08053

Tel: 856-552-6749

Fax: 856-810-0404

stacybarrett@hillintl.com

www.hillintl.com