

May 17, 2022

Metra

Office of Diversity & Business Enterprise

May Marketing Workshop

**EMPOWER YOUR BRAND,
AMPLIFY YOUR STORY**

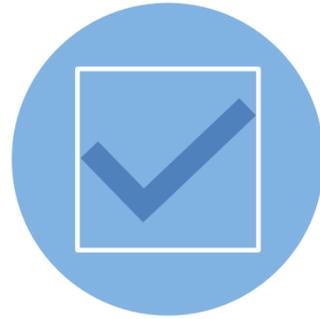
Metra

Agenda

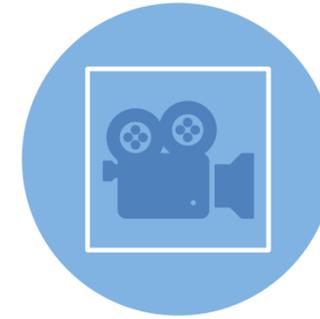
- Welcome/Housekeeping
- PollEverywhere Icebreakers
- Panel Introductions
- PollEverywhere Check-in
- Panel Discussion
- Q & A Session
- Closing Remarks



Welcome to the Metra DBE Program May Marketing Workshop



This meeting is being recorded



Please feel welcome to turn your video on



Please use respectful language

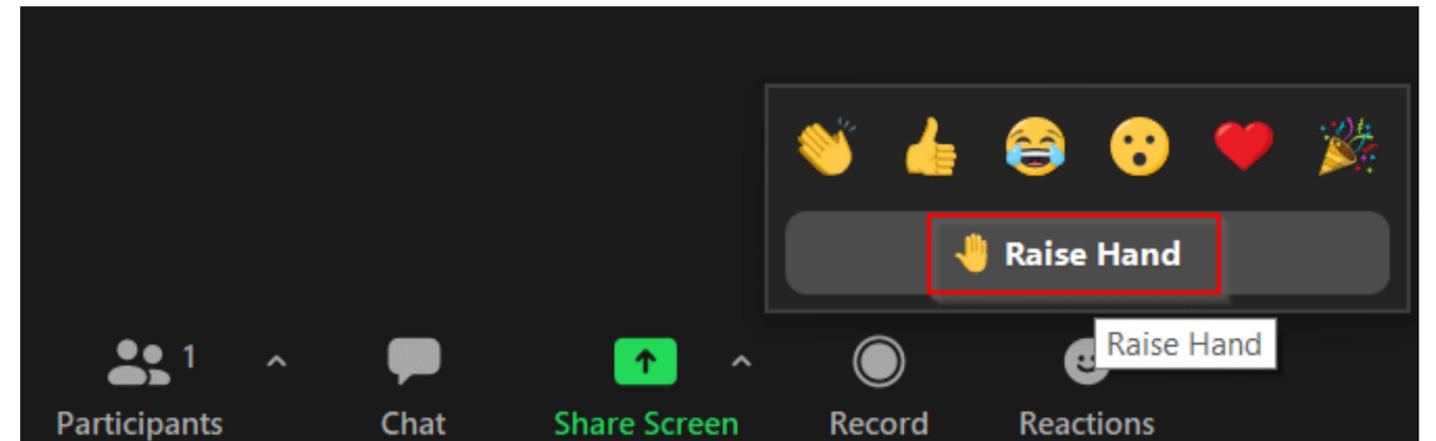


The chat can be used to ask questions, provide comments, or to request technical support

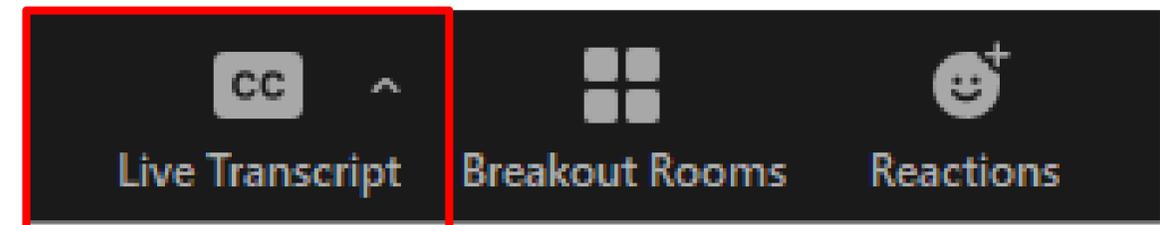
Participants 11 ^ Polls Chat 1

Welcome to the Metra DBE Program May Marketing Workshop

- If you would like to speak when we open the floor to comments and questions, please use the “Raise Hand” feature located on your Zoom toolbar.



- Closed Captioning will be available throughout the presentation through the “Live Transcript” feature.



Three easy ways to join the conversation with PollEverywhere.

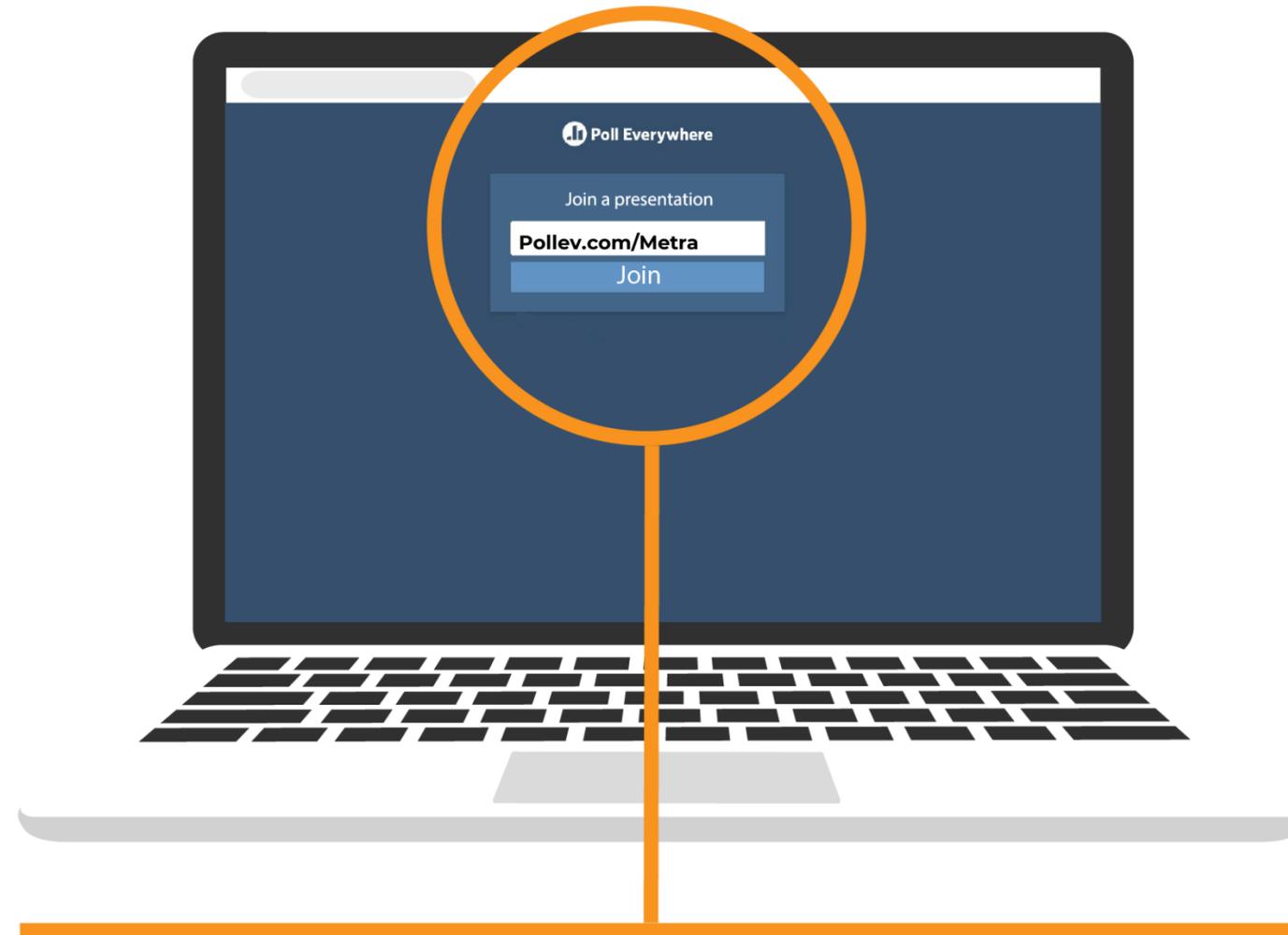
APP



Download the free PollEverywhere App and enter "**Metra**" into the field reading: [Pollev.com/username](https://pollev.com/username)

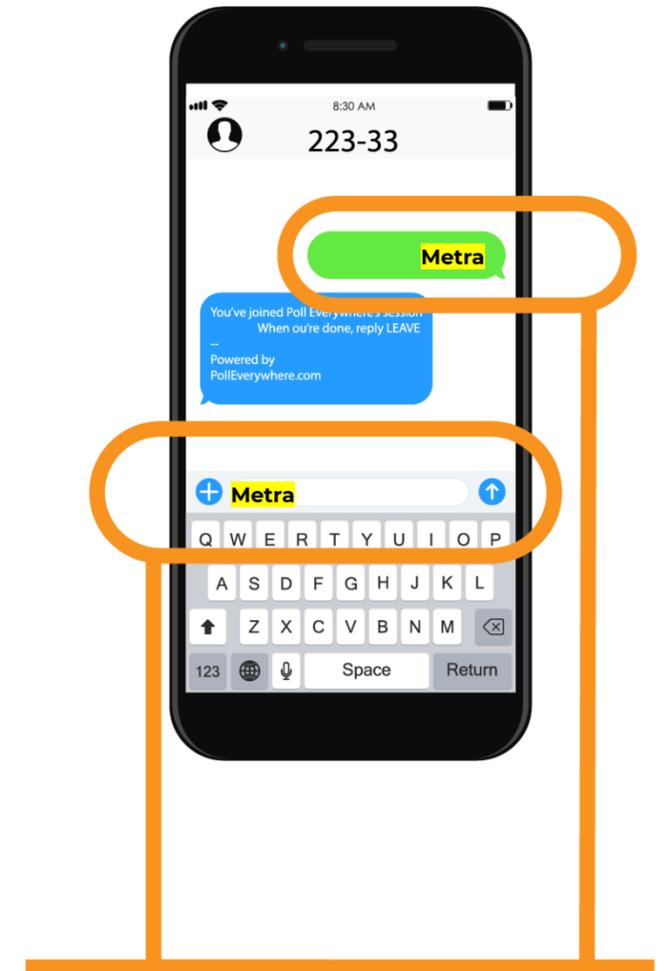


WEB



Go to [Pollev.com/Metra](https://pollev.com/Metra) to enter the poll via web browser.

TEXT



Text "**Metra**" to 223-33 to enter the poll via text.



What organization are you representing today?



What social media platforms do you/your organization currently engage in professionally?

LinkedIn

Facebook

Twitter

Instagram

Youtube

NextDoor

Other

Today's Panelists



Cecily Miniaci, WSP–Senior Marketing
Coordinator/Staff Manager
Central Region



Kerri Daniels, Ardmore Roderick–Vice President,
Marketing & Communications



Jeffrey Yates, WSP–Senior Manager
Marketing Communications
Central Region





Cecily Miniaci

Senior Marketing Coordinator based out of WSP's Kansas City, MO office.

Cecily brings seven years of A/E/C marketing experience and is responsible for helping drive strategy discussions and executing proposals and presentations for pursuits in the Plains and Midwest Districts.

Cecily is also a member of the Inclusion & Diversity Taskforce in the Kansas City office and is passionate about implementing inclusion and diversity best practices in every aspect of her role.

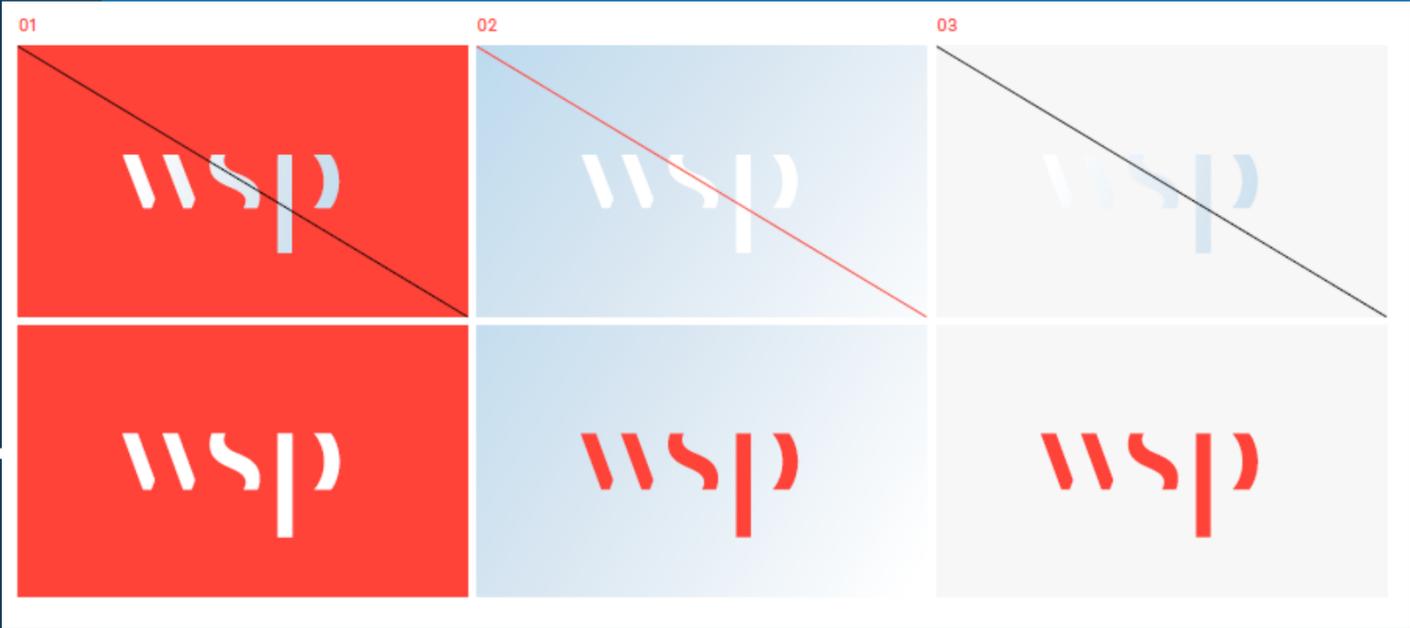
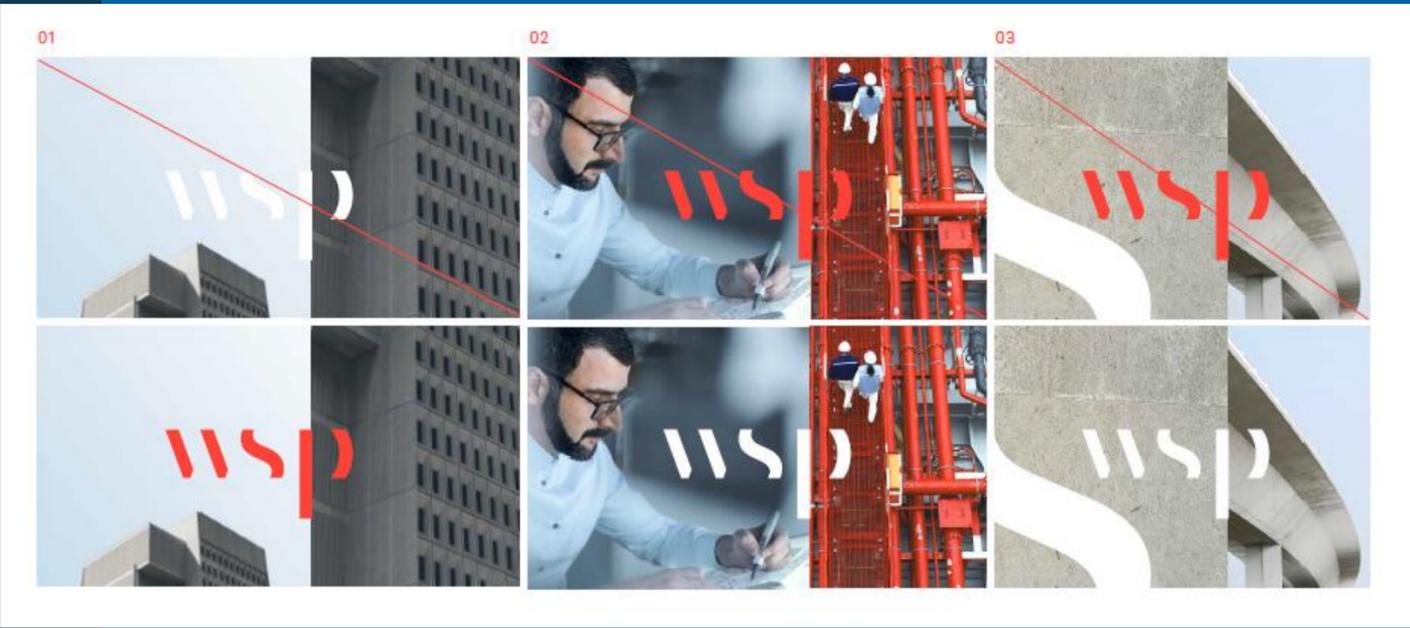
Prior to joining WSP, Cecily worked in public relations and specialized in external media relations for an agency that represented local, national, and global clients.



Brand Guidelines

Clearly defined rules and standards that communicate how your brand should be represented to the world.

- Consistency is key
- Explains the what and how
- Helps define the why



Consistency is Key

What is the first logo that comes to mind? What if you saw it in a different font or color?

Montserrat

MEDIUM
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

MEDIUM ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

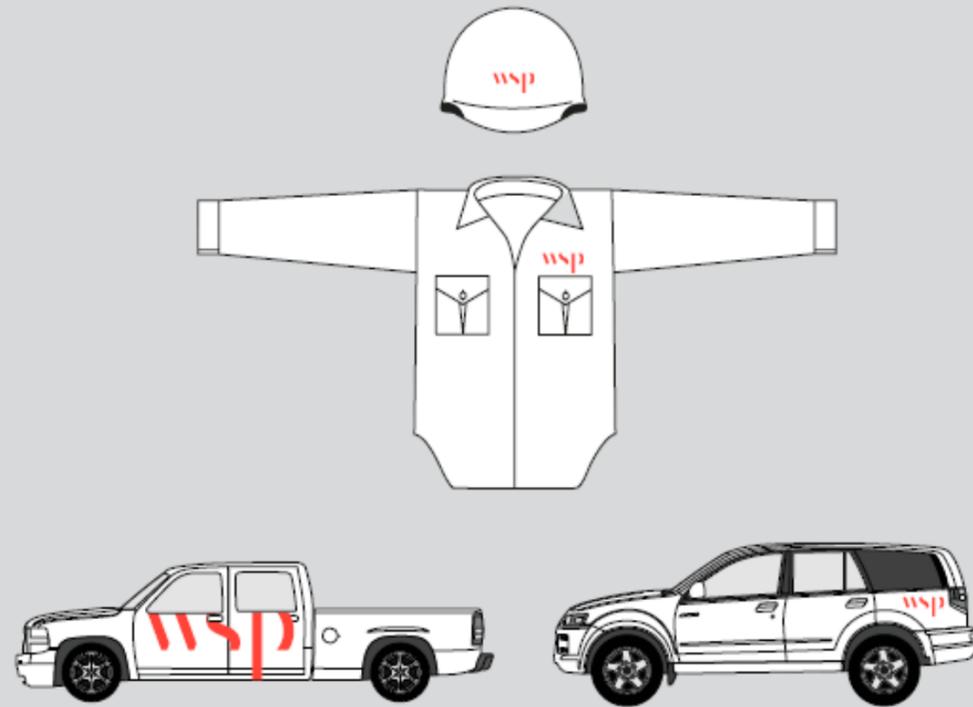
SEMIBOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gentium Basic

REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

ITALIC
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz





Consistency helps establish the what and how

- Establishing a recognizable brand helps amplify the voice for your firm – when people see a logo or brand that is consistent, they are more likely to remember what the firm does, and how they do it.

wsp **FIRSTNAME LASTNAME, Designation**
Title, Discipline Title, Discipline



XX Years with WSP

XX Years of experience

Professional qualifications
 Professional Board, Year
 Professional Board, Year

Area of expertise
 Insert text here for longer text

Language
 Insert text here

CAREER SUMMARY
 [Profile should fill a third to no more than half of the front page 1st paragraph introduce the person to the reader – current position, key experience, expertise and special skills that the person brings to a typical project.
 2nd paragraph supports the first paragraph, providing more details and unique project examples. 3rd paragraph (optional) can highlight education, specialized computer skills, participation in WSP internal committees, courses taught, or any additional relevant information. Do not include basic Microsoft programs (Office, Word, Excel, Outlook, Powerpoint).
 Insert text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

EDUCATION

Diploma, specialty, institution, city, state	years
Diploma, specialty, institution, city, state	years

ADDITIONAL TRAINING

Course name, institution	years
Course name, institution	years

PROFESSIONAL MEMBERSHIPS

Association	years
Association	years

PROFESSIONAL HISTORY

Title, department, firm, city, state, country	year - present
Title, department, firm, city, state, country	year - year

PROFESSIONAL EXPERIENCE

Insert area of expertise

Sub-area (if required)

[Option 1 - Projects for different clients]

- Project Title, City, State, Country (year): Role on Project. Brief project description. Client Name. Project Value: \$ Award winning project.
- Project Title, City, State, Country (year): Role on Project. Brief project description. Client Name. Project Value: \$ Award winning project.

Also helps define the *why*

- Consistency across branding builds awareness and can build the story of *why* – *your firm's values and principles*. The why should be clearly stated in all communication – internal & external.





Kerri Daniels

With over 25+ years of Marketing, Design, and Communication experience, Kerri has performed in roles in architecture & engineering, corporate retail, real estate, product design, and fundraising & development.

Her time in fundraising and development in the nonprofit sector allowed Kerri to work with various board of directors and develop a deep passion for volunteering and giving back.

A loving mom to four children, Kerri is a certified yoga instructor, an avid biker, and dog owner!

Elevator Pitch

- Differentiate yourself
- Be authentic
- Show enthusiasm
- Know your audience

Metra





Share your pitch!

Visit our website for further inquiries
www.metra.com

Metra

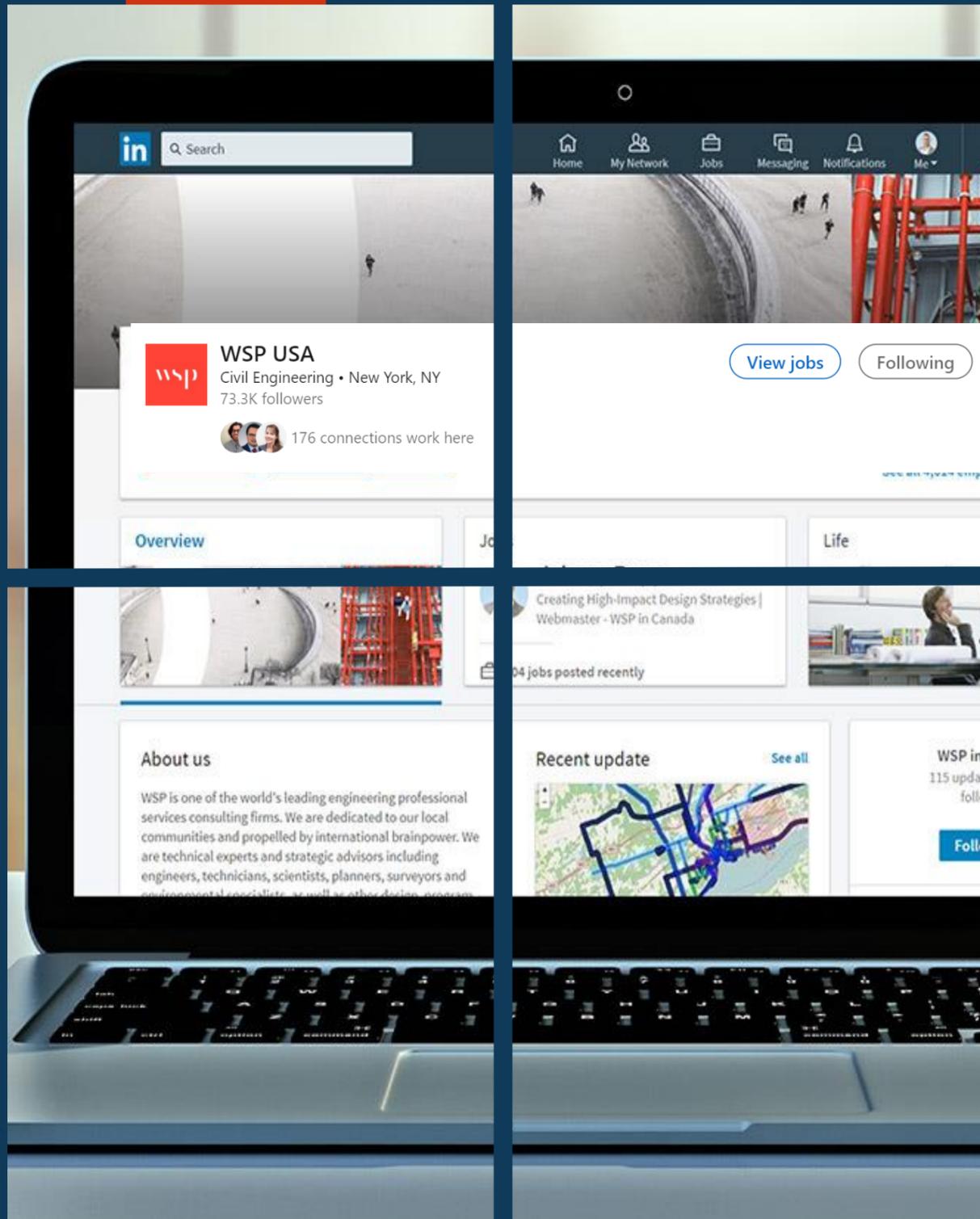


Jeffrey Yates

Jeffrey Yates, WSP-Senior Manager, Marketing Communications, Central Region

Jeffrey has completed a 360-degree tour in the AEC industry, working first as a marketing coordinator for KCCT Architects, marketing manager for Clark Construction's Texas office and regional group pursuing mega projects, aviation marketing manager at WSP USA, Jeffrey is now a senior manager for marketing and communications for WSP's fifteen-state Central Region.

Jeffrey was recognized as a 2022 Top Young Professional by ENR Texas & Louisiana and participated in the 2022 WSP's Bridges to Prosperity bridge-build in Rwanda. He serves as a board member of the Conference of Minority Transportation Officials (COMTO) Houston Chapter.



Why LinkedIn?

Build your **AUTHORITY**

- Continue building your online reputation / your voice
- Sharing insight on content of interest to you and your audience
- Be recognized as a thought leader

Increase your **INFLUENCE**

- Build stronger relationships with your peers, clients, prospects, etc.

Broaden your **REACH**

- Increase your reach of followers (not just connections)
- Connect with potential clients, prospects, alumni, influencers
- Engagement leads to greater visibility



Edwin Tatem, PE · 1st

Central Region PMCM Leader at WSP USA

Detroit, Michigan, United States · 500+ connections ·

[Contact info](#)

Message

More...



WSP USA



Wayne State University

Experience



WSP USA

6 yrs 8 mos

Central Region PMCM Leader

Full-time

Jan 2021 – Present · 4 mos

Detroit Metropolitan Area

Central Regional Program Management Construction Management Leader -Vice President

I am the Central Regional Program Management Construction Management Leader. In this role, I have championed the delivery of high quality program management and construction management projects in the areas of Engineering and Inspection services that meet or exceed client and expectations. The PMCM Leader is responsible for providing the leadership and skills necessary to drive growth and operating performance for the region, which encompasses 16 states: North Dakota, South Dakota, Nebraska, Minnesota, Wisconsin, Michigan, Ohio, I ...see more



Chairman of WSP Michigan Inc

Full-time

Sep 2014 – Present · 6 yrs 8 mos

Detroit, MI

As the chairman, I am responsible for all the performance of the Michigan Operations including engineering, architecture, planning, administration and business development. Some other responsibilities are to expand the performance in marketing, production, and management. The chairman serves as a troubleshooter for our local business which includes crafting strat ...see more



Modernize 75: May 2020
- 9 Mile Road to I-696



Rosa Parks Transit Center

Regional Construction Services Manager for the Central Region VP

Full-time

Nov 2016 – Jan 2021 · 4 yrs 3 mos

Greater Detroit Area

Build your profile

- Recent photo
- Cover photo
- Position / role description
- Showcase your experience

Content to share

You or Your PEOPLE

- Work anniversaries
- New credentials
- Industry recognition

Your PROJECTS

- Major milestones
- Project wins
- Project news
- Industry Awards

Your INDUSTRY PARTICIPATION

- Conference sponsorships/attendance
- Speaking engagements
- Articles
- Community involvement

Jamal Grainawi • 1st
Vice President and Technical Fellow / Manager of Movable Bridges / Chief Str...
3mo • Edited • 🌐

Lake Shore Drive (LSD) Bascule Bridge widening and rehabilitation project is nearing completion
Congratulations to the [Chicago Department of Transportation](#) as the Lake Shore Drive (LSD) Bascule Bridge widening and rehabilitation project nears completion. Originally completed in 1937, repairs to the architecturally significant structure was paramount to CDOT's project goals. Widening the sidewalk to 22' was not only a more economical approach compared to building a separate bridge, but also preserves the historic entry to the city over the Chicago River. [WSP USA](#) served as the Engineer-of-Record and provided conceptual and concept study, preliminary engineering services and final design (PS&E) as well as construction phase technical consulting. Many thanks to CDOT Managing Commissioner [Daniel Burke](#), CDOT Chief Bridge Engineer, Luis Benitez, CDOT PM, Moira Kent and all CDOT engineers for their collaboration and trust to deliver this project for CDOT and the City of Chicago residents. Thanks also to the entire WSP Team, CM consultant (TY Lin.) and Contractor (Granite Construction) for delivering this amazing project. [#WSPUSA](#) [#WSPCentral](#) [#CDOT](#) [#MovableBridges](#) [#basculebridge](#) [#WSPproject](#) [#WSPinnovation](#)

Milestone Achievement
**LAKE SHORE DRIVE
BASCULE BRIDGE**
2022

WSP welcomes
Mikki Taylor

Karen Block • 1st
National Executive, Water Business at WSP USA
2mo • 🌐

Today I'm celebrating [Andrew Feigenbaum, P.G.](#) a Senior Geologist based out of [WSP USA's](#) Austin office. This month he celebrates his 10-year anniversary with [#WSP USA](#). He's my go-to guy for the techy knowledge of groundwater resource management, geologic and hydrogeologic interpretations, environmental due diligence, and remediation. But he's great because he can put it all in real people terminology, making him perfect in his role as the communications chair and board member of the Industry Council on the Environment – Texas. He's also the first person to sign up when we do [#waterforpeople](#) activities, and he is a beast on his road bike. Thanks for all you do, Andrew!
[#WSPTexas](#) [#geology](#) [#groundwater](#) [#appreciation](#)

“Being at WSP has afforded me the ability to gain experience, develop skillsets across a variety of market sectors, and seamlessly apply this knowledge to help meet and exceed our clients' needs. As I continue to advance in my career here, I look forward to mentoring younger staff so that they can have similar opportunities.”

Andrew Feigenbaum, PG
Senior Geologist

with [Andrew Feigenbaum, P.G., E.P.](#)

You and 106 others
16 comments • 5 shares

O'HARE MODERNIZATION PROGRAM
Construction Safety Week 2021
Safety Stand Down



Midwest District Leader, Senior Vice President at WSP USA
1mo · 🌐

WSP USA congratulates **Jamal Grainawi**, PE, SE on being named a Technical Fellow after a thorough review by WSP's Technical Leadership Committee. Jamal manages WSP's Movable Bridges Group and has spent the past three decades designing all types of bridges across the United States, including 60+ movable bridges. Jamal has celebrated many "firsts" in the industry, such as designing the first movable bridge to use Exodermic deck (Ray Nitschke Memorial Bridge), and the first bascule bridge to use a modern orthotropic deck system (Congress Parkway Rehabilitation project). Working closely with our clients, Jamal has been devoted to solving some of our client's most challenging bridge problems. Thank you for your technical leadership, industry innovation, and mentorship of others to strengthen WSP. [#WSPUSA](#) [#WeAreWSP](#) [#WSPCentral](#) [#bridgedesign](#)



WSP congratulates
Jamal Grainawi, PE, SE



👍🌐 236

50 comments · 11,912 views



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Notifications



Jobs

Client ▶



Mohammed Bishtawi, P.E., MSc. · 2nd
Assistant District Engineer at CT DOT, DISTRICT 1

1mo · ...

I can't think of more deserving Engineer. Congrats my friend.. 👍👍

Like · 👍 1 | Reply · 1 Reply



Jamal Grainawi · 2nd
Vice President/ Manager of Movable Bridges /Chief Structural En...

1mo · ...

Thank you, Mohammed.



Rajendra Shah · 2nd
Consultant Project Engineer at Illinois Department of Transportation

1mo · ...

Congratulation Jamal.

Have a great day.

Like · 👍 1 | Reply



Aleksandra Tadic Assoc. AIA, CCM, LEED GA · 2nd
Principal Chicago Transit Planning & Design Division

1mo · ...

Congratulations Jamal!

Like · 👍 1 | Reply



Shukri Abuhuzeima · 2nd
Executive Regional Manager, NJDOT

1mo · ...

Congratulations Jamal

Like · 👍 1 | Reply

Client ▶

Client ▶

Client ▶



Group Check-in



How would you describe your organizations current marketing efforts?

Great! Super strong!

It's okay

Could use some improvement



How would you describe your organizations current marketing efforts?

Great! Super strong!

It's okay

Could use some improvement



What is a topic that you are excited to learn more about from today's marketing workshop panelists?



Panel Discussion



Questions?

Metra



Next Workshop:

June 28, 2022

How to Successfully do

Business with Metra

Metra



**To request more information or to register,
please contact:**

Metra's Office of Diversity & Business
Enterprise

Address:
547 W. Jackson Blvd.
Chicago, IL 60661

Phone: 312-322-6323

Email Address: metradbe@metrarr.com

Visit our website for further inquiries

www.metra.com

