

FOR IMMEDIATE RELEASE

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SMPS Hawaii February 25 Lunch Program Bada BIM Bada Boom! — The Future of BIM (Building Information Modeling) in Hawaii

Learn about how BIM is revolutionizing the way design and construction is being done in Hawaii, and hear case studies on its success.

HONOLULU – The Society for Marketing Professional Services (SMPS) Hawaii Chapter announces its December lunch program titled “Bada BIM Bada Boom! — The Future of BIM (Building Information Modeling) in Hawaii”. The Oxford English Dictionary defines "Bada Bing Bada Boom" as an exclamation to emphasize that something will happen effortlessly and predictably. Although it might not happen effortlessly, learn how Building Information Modeling (BIM) will predictably become an important tool in Hawaii's A/E/C industry. Through a panel of experts including architects, engineers, and contractors, see how BIM can be used to demonstrate the entire building life cycle, including the processes of construction and facility operation.

The panel of speakers includes moderator Yoshi Honda from U.S. CAD of Hawaii, Danny Polkinhorn, Corporate CAD Manager of WATG, Melanie Santer, Civil Engineering Technical Manager from U.S. CAD, Eric Hashizume, Building Division Manager with Hawaiian Dredging Construction Company, Tom Tran of Lincolne Scott, and Steve Baldrige, president of Baldrige and Associates Structural Engineering.

The lunch program will be held on February 25, 2009 from 11:30am – 1:30pm at the Plaza Club in the Coronet Room. Cost is \$30 for SMPS members, \$35 for AIA members, \$45 for non-members, and \$50 at the door. AIA CES credits are available. Lunch is provided. To register for the event, visit www.smpshawaii.org or contact Julie Chen at julie@smpshawaii.org for more information.

Founded in 1973, SMPS has more than 6,900 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry.

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