

## SMPS MEMBER SPOTLIGHT

### Jack B. Evans, P.E.

#### How did you decide to have a career in the A/E/C industry?

Born with engineer genes, I decided by junior high at the latest to be a designer/builder. Growing up in '50s and '60s, I was influenced by great economic and social progress.

#### How would you describe your role/job?

As principal engineer, I analyze conditions and designs by others and offer practical and economical solutions or design alternatives. I help others make informed decisions.

As primary marketer and business developer, I set direction: which types of clients we wish to consult and collaborate with and which types of facilities or projects we wish to be involved in. Everybody in this firm has client relationships and writes proposals for new efforts. I assist and support them.

#### What is your favorite part of the job?

I really enjoy meeting and being with other professionals in public, such as SMPS luncheons and technical/scientific conferences. I am also proud to see visible landmarks in several cities in which our firm played beneficial parts ... the satisfaction of creating.

#### What have been the challenges and rewards of your career?

*Challenges:* As consultants we must be team players, and as firm leader, I must keep my employees happy and satisfied. Dealing with personal problems can be so difficult.

*Rewards:* Travel related to conferences, both technical and business is very educational and stimulating, plus the successful completion of so many projects and collaborations.

#### What has been your most meaningful project?

For the past couple of years, our firm has consulted on a new hospital, a new research building, and a new medical office building that are essential components of a completely new medical school for The University of Texas. As a

group, those buildings represent more than just structures and facilities.

#### How has membership in SMPS helped you to advance your firm and your career?

I can honestly say, and have told many others over the years, that I would not have started my business in 1986 without the knowledge and confidence gained about business development from SMPS. As a professional engineer, I had competence to get a job or have a career, but, the things I learned and the other professionals I met through SMPS gave me the conviction that a purely technical background could not.

#### What has contributed to your success?

Thomas Edison's famous statement, "Success is 10 percent inspiration and 90 percent perspiration." Persistence has brought job security and success.

#### What advice would you give to someone who is about to enter the marketing or business development field?

1. Keep a relaxed mental attitude.
2. Read directions and follow them (RFQs, RFPs).
3. Respect other professionals you work with, whether as collaborators or competitors.
4. Maintain confidences.
5. Do not call people names.
6. Restrain vulgar language.
7. Be worthy of your colleagues.
8. Read broadly. Seek and recognize linkages between events, things, and personalities.
9. Seek and maintain relationships that return continuing rewards and satisfaction.
10. Avoid devaluing your firm with cheap fees.

#### What is the best advice you've received regarding your career or working in the A/E/C industry?

Develop professional relationships—do not focus on individual project opportunities. ■



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#### POSITION:

Founder, President, JEAcoustics

#### YEARS IN THE A/E/C INDUSTRY:

46 (first job as tracer/blueprinter for architects while in high school!)

#### YEARS IN SMPS:

Continuous dues-paying member since 1984 (31 years)

