



**Society for Marketing
Professional Services
San Francisco**

SFBAC Calendar of Events 2010

Revised 6/9/10

January	<p>1/6 11:30am – 1:30pm Mentor Pathways Program Kick-Off and Program #1 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i></p>	<p>1/14 12:00pm – 1:00pm CHAT NB Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	<p>1/21 8:30am – 10:30am Educational Program Topic – McGraw Hill Annual Construction Outlook Speaker - Mark Sherwood Domains – 1 & 2 CEUs - TBD Location : City Club, SF</p>	<p>1/28 12:00pm – 1:00pm CHAT SF Topic – Interview Preparation Location – Guttman & Blavoet <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	<p>1/28 5:30 – 7:00pm CPSM Informational Meeting Location - TBD</p>
February	<p>2/11 5:30pm - 7:00pm Membership Happenings Location : Kimball Office Showroom</p>	<p>2/18 8:30am – 10:30am Educational Program Topic – Social Media Part 2 Speaker – Rick Klau Domains – 3, 5, & 6 CEUs – 1.5 Location – City Club SF</p>	<p>2/25 12:00pm – 1:00pm CHAT SF Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>		
To Be Determined/Scheduled: CPSM Study Group Orientation					
March	<p>3/3 time tbd Mentor Pathways Program #2 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i></p>	<p>3/11 12:00pm - 1:00pm CHAT NB Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	<p>3/25 – 3/26 Pacific Regional Conference Location – Sacramento, CA www.smps-prc.org</p>		
To Be Determined/Scheduled: CPSM Study Group Meetings					
April	<p>4/15 9:00am – 1:00pm Educational Program Topic – Becoming a LEED Green Associate Speaker – Karin Giefer Domains – 1, 2, & 3 CEUs - 4 Location – City Club SF</p>	<p>4/29 12:00pm – 1:00pm CHAT SF Topic - Read to Succeed: Generating Business Leads from Newspaper Articles Location – S.F. Business Times Office <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>			
To Be Determined/Scheduled: Webinar; CPSM Study Group Meetings/Exam					
May	<p>5/5 time tbd Mentor Pathways Program #3 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i></p>	<p>5/13 12:00pm – 1:00pm CHAT NB Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	<p>5/20 5:30pm – 7:30pm Social Mixer at AFSF Location – AFSF Office</p>	<p>5/27 12:00pm – 1:00pm CHAT SF Topic – TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	



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June	<p>6/10 5:30pm - 7:00pm Membership Happenings Location - Kimball Office Showroom</p>	<p>6/17 time tbd Educational Program Topic – The Future of Transportation in the Bay Area Speaker(s) – SFCTA, MTC, CalTrans, Port of Oakland Domain – 3 CEUs – 1.5 Location – City Club SF</p>	<p>6/24 12:00pm – 1:00pm CHAT SF Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	
July	<p>5/7 time tbd Mentor Pathways Program #4 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i></p>	<p>7/14 – 7/17 SMPS National Conference Domains 1-6 CEUs – 15+ Location – Boston, MA www.buildbusiness.org</p>	<p>7/22 time tbd "Meet the Press" Speaker(s) - TBD Domains – 3, 4, 5, & 6 CEUs - TBD Location - SF</p>	<p>7/29 5:00pm – 8:00pm Make the Connection 2010 - Joint Mixer with IIDA and IFMA Location – Allsteel Showroom</p>
August	<p>8/10 time tbd Webinar Topic – TBD Location –TBD</p>	<p>8/19 time tbd Annual Business Meeting Location – SF</p>	<p>8/25 time tbd Sponsor Appreciation Lunch Location –TBD</p>	<p>8/26 12:00pm – 1:00pm CHAT SF Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>
To Be Determined/Scheduled: 2011 Mentor Pathways Information/Kick-Off				
September	<p>9/1 time tbd Mentor Pathways Program #5 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i></p>	<p>9/9 12:00pm – 1:00pm CHAT NB Topic – TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	<p>9/16 8:30am – 10:30am Educational Program Topic – Higher Education Trends Speaker(s) - TBD Domains – 1, 2, & 3 CEUs – 1.5 Location – TBD</p>	<p>9/30 12:00pm – 1:00pm CHAT SF Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>
October	<p>10/14 5:30pm - 7:00pm Membership Happenings Location – TBD</p>	<p>10/21 8:30am – 10:30am Educational Program Topic – Professional Practice Roundtable Speaker(s) - TBD Domains – 1 - 6 CEUs – 1.5 Location – City Club, SF</p>	<p>10/28 12:00pm – 1:00pm CHAT SF Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i></p>	



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November	11/3 time tbd Mentor Pathways Program #6 <i>Must be enrolled in the Mentor Pathways Program. For more info., contact the Mentor Pathways Leader here.</i>	11/11 12:00pm - 1:00pm CHAT NB Topic - TBD Location – TBD <i>CHAT is a members-only event. For info., contact the CHAT Affiliate here.</i>	11/18 8:30am – 10:30am Educational Program Topic – TBD Speaker(s) - TBD Domains – TBD CEUs - TBD Location – City Club, SF
December	12/16 time tbd (evening) Holiday Event/SFBAC Volunteer Recognition Location – SF		

Additional Information

For membership information, please contact Membership Director [here](#).

Additional events are planned throughout the year. These will be announced in the monthly Across the Board, which is emailed to all members and posted on the website calendar. For more information on any of our programs and/or events, please contact one of our Board Members or Committee Directors [here](#).

Coordinators Have a Talk (CHAT): CHAT is designed to provide Marketing Coordinators a relaxed, peer-to-peer forum to build a network, discuss concerns, and share A/E/C industry tips. The monthly series rotates between CHAT members' offices or conveniently-located eateries and frequently features senior leaders who facilitate discussions. CHATs are member-only events. For more information on CHAT events, contact the CHAT Affiliate [here](#).

Webinars: SFBAC hosts three SMPS National Webinars per year. It is free for the first 20 members who RSVP.

Mentor Pathways Program: The chapter's one-on-one Mentoring Program offers professional guidance by connecting senior level SFBAC members with marketing coordinator level protégés and/or those members new to the A/E/C industry. The one-year program offers professional guidance in an informal setting also offers quarterly group meetings. Enrollment is open in the Fall with a nominal annual fee for protégés. For more information, contact the Mentor Pathways Leader [here](#).

CPSM Study Group: Led by the CPSM Affiliate, the study group prepares for the CPSM exam with the goal of taking the exam either at a proctored group site or at the SMPS National Conference. Depending on member interest, the study group is held on alternate years. For information, contact the CPSM Affiliate [here](#).

Domains (of Practice):

1. Marketing Research
2. Marketing Plan
3. Client and Business Development
4. SOQs / Proposals
5. Promotional Activity
6. Information, Resource and Organizational Management