

SMPS

Society for Marketing
Professional Services
San Francisco

2016 - 2017 Membership Handbook

Celebrating 35 Years



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WELCOME TO SMPS!

Welcome to the San Francisco Bay Area Chapter of the Society for Marketing Professional Services (SMPS SFBAC)! By joining SMPS, you have decided that taking your professional development to the next level is important to you, and SMPS is the perfect organization to help get you to that next level.

Our chapter is currently the largest in the Society, with 300+ members. We offer two types of programs throughout the year, educational and social. Our educational programs are some of the most innovative in the Bay Area with involvement from the most dynamic and influential clients and presenters in the A/E/C industry. We also have numerous social functions that contribute to expanding your network and personal growth.

Our award-winning chapter takes great pride in the educational and networking opportunities offered to our members. In 2016, we won the National SMPS Striving for Excellence Outstanding Extra Large Chapter of the year award. Our second National award in three years following our 2014 Grand Prize Chapter of the Year Award. In 2013, SMPS SFBAC won two Chapter Communication Awards – Outstanding Website and First Place for The Shortlist Newsletter – and a Chapter Program Award – First Place for our ongoing Educational Program, Business Leaders Forum.

Some of the KEY BENEFITS your membership provides include:

- Networking opportunities with clients, industry professionals, and your peers (locally and nationally)
- Continuing education programs, training, career enhancement, and recognition
- Access to a premier source of industry-related news and information
- Electronic communications including Across the Board and The Shortlist, our quarterly newsletter
- Subscription to Marketer magazine, National's bi-monthly publication for members only that offers timely marketing articles and the latest business development techniques
- Access to National's membership directory and marketing resource center on [MySMPS](#)
- Reduced rates to attend all our programs and the national and regional conferences
- Great opportunities to serve on a committee with your peers and potential clients
- Sponsorship opportunities to expose and market your firm to the entire chapter

As Membership Directors, it is our goal for you to get as much as possible out of your membership and a great way to do that is by joining one of the six committees. By joining a committee you instantaneously expand your network, have an opportunity to hone in on applicable work related skills or develop skills that you would like to eventually apply at work, and develop lasting relationships. There are a number of resources available to you as a member, like mySMPS and Market Shares, which we strongly encourage you to take advantage of.

Following you will find more detailed information about the different opportunities that SMPS SFBAC has to offer to you as a new member. If you have any questions at all please feel free to reach out to us.

Thank you for being an important part of SMPS and we look forward to your involvement in the coming year!

Regards,



Samantha Stettler, LEED Green Associate
SMPS SFBAC Membership Director
sstettler@cammisawipf.com



Chet Roan
SMPS SFBAC Membership Co-Director
chet.roan@epicscan.com

MEMBERSHIP BENEFITS



NETWORK OF MARKETING PROFESSIONALS

Monthly Chapter events, numerous national events, multiple special programs for both coordinator and senior-level marketers, several list-serves and directories put you in touch with a vast network of clients, peers, and allied firms. By becoming a member, you can attend events at a lower cost than non-members, attend members-only events, or attend some free events.

PROFESSIONAL DEVELOPMENT

SMPS offers a wide variety of educational panels, seminars, workshops, webinars, and both regional and national conferences on techniques and leadership skills integral to successful marketing management. SMPS National also has a highly regarded program to become a Certified Professional Services Marketer (CPSM) based on the six Domains of Practice.



LOCAL MARKET AWARENESS

Watch presentations by leaders in marketing and in public and private sectors on emerging market trends and opportunities, local news, and business and economic forecasts and analysis.

CHAPTER PUBLICATIONS

The Shortlist is a quarterly newsletter with feature articles. The Chapter also publishes results from membership and salary surveys.



NATIONAL PUBLICATIONS

National's bi-monthly publication, the Marketer features interviews with successful industry leaders bi-monthly, articles from veteran marketers covering the basics and what's new in marketing, as well as successful business development models and techniques, national news, book reviews and much more. The National Bookstore offers a wide range of books on marketing, career satisfaction, mentoring and other topics.

COMMITTEE MEMBERSHIP

SMPS SFBAC has six different committees with which you can participate to expand your professional network, give you personal satisfaction in contributing to your chapter's success, and expand upon valuable leadership skills. Once you have served as a committee chair, you can further enhance your professional development with opportunities to serve on National committees. Those who give to SMPS get back ten-fold in benefits!



MENTORSHIP

SMPS also provides a formal one-on-one Mentoring Pathways Program offering professional guidance by connecting senior level SMPS SFBAC members with members at the marketing coordinator level or members just joining the A/E/C industry.

AWARD

Members are the beating heart of our Chapter and we wouldn't be as successful as we are without their commitment and dedication. As a way to acknowledge members contributions to the Chapter and industry every other year four members are recognized and honored in four categories: Rising Star, Volunteer of the Year, Marketer of the Year, and Life Time Achievement.



CAREER ASSISTANCE / JOB BANK

Access to on-line National Career Center and Chapter Job Bank to post resumes, job descriptions and review job listings.

2016-2017 BOARD OF DIRECTORS

Executive Board



President

Vanessa Pelletier CPSM
 Marketing Manager
 FME Architecture + Design



President-Elect

Nicole La
 Experience Director
 TEECOM



Past-President

Katie Spurlock
 Marketing Director
 Charles M. Salter Associates



Treasurer

Ginger Kelly
 Vice President, Marketing
 RIM Architects



Secretary

Heather Perez
 Director, Marketing &
 Business Development
 Acutherm

Committee Directors

FINANCIAL DEVELOPMENT

Director

Will Cannell
 Business Development Manager
 JL Modular, Inc.

Co-Chair

Liz-Jordan Teicheira
 Regional Director, Project
 Development
 Guidepost Solutions LLC

PROGRAMS

Director

Catherine Clow
 Marketing Specialist
 Gensler

Co-Chair

Traci Vogel
 Marketing Manager
 TEECOM

COMMUNICATIONS

Director

Justin Nagy CPSM LEED AP
 Marketing Manager
 Enovity

Co-Chair

Tina Barni LEED Green Assoc.
 Senior Marketing Coordinator
 Degenkolb Engineers

OUTREACH & DEVELOPMENT

Director

Allison Halvorson
 Marketing Manager
 AE3 Partners

Co-Chair

Susie Smith
 Marketing Director
 KPFF Consulting Engineers

MEMBERSHIP

Director

Samantha Stettler LEED Green Assoc.
 Business Operations &
 Marketing Manager
 Cammissa + Wipf Consulting
 Engineers

Co-Chair

Chet Roan
 Business Development Manager
 Epic Scan

FOUNDERS AWARDS

Director

Michelle Martin
 Marketing Manager
 SmithGroupJJR

Co-Chair

Alethea O'Dell
 Global Director of Marketing
 Communications
 Northland Controls

COMMITTEE VOLUNTEER OPPORTUNITIES



PROGRAMS

The Programs Committee plans and executes all SFBAC educational programs, including the Marketing Bootcamp, Building Tours, Professional Development Series, and the Annual Holiday Event. Joining this committee offers members the chance to influence the chapter's educational curriculum, gain experience in event planning and registration, and access some amazing networking opportunities.



COMMUNICATIONS

The Communications Committee is responsible for SFBAC's branding and the design of various chapter materials and resources including the website, calendar, event announcements, social media, press releases, and the award-winning Chapter newsletter, The Shortlist. Communications Committee volunteers learn how to shape a creative brief, managing promotional campaigns for an event or initiative from concept to completion, including graphics, content, and distribution.



MEMBERSHIP

The Membership Committee oversees SFBAC's member services, recruitment, and retention programs in association with SMPS National. The Membership Committee is also responsible for overseeing the Job Bank and planning the annual members-only wine tour. Volunteering with Membership provides great opportunities to network with the entire membership on a personal and professional level, to help grow the chapter, and contribute to the ongoing chapter success.



FINANCIAL DEVELOPMENT

Financial Development solicits and secures sponsors for all chapter programs, events, and publications and also coordinates overall fundraising efforts. The committee seeks members who wish to provide a vital need to the chapter through sponsorship outreach, while gaining experience in how to finance a large organization.



OUTREACH AND DEVELOPMENT

The Outreach and Development Committee is focused on strategic planning for the Chapter and professional development for our members. The committee also oversees the CPSM Study Group, Market Share, Business Leaders Forums, Mentoring Pathways program, Student Outreach, Philanthropy, and Make the Connection (an annual joint event with other professional organizations). Involvement with Outreach & Development offers members the opportunity to influence the Chapter's strategic direction and to gain valuable skills in benchmarking and networking.



FOUNDER'S AWARDS

This committee is focused on producing a gala celebration of marketing communications awards and marketing achievement. This effort includes coordinating and facilitating a jury day, marketing the event and the awards competition, and planning and coordinating all details related to the gala. The committee seeks members interested in event planning and production from budgeting to branding to marketing. Participation on the committee does not preclude one from entering in any of the awards categories.



SPONSORSHIP OPPORTUNITIES

BENEFITS	BAY PLATINUM \$3,500	GOLDEN GATE \$2,000	SILVERADO TRAIL \$1,000
VISABILITY/ RECOGNITION			
Logo, profile, and link on SMPS SFBAC website	✓	✓	✓
Logo on SMPS SFBAC Twitter and Facebook	✓	✓	✓
Logo recognition (slideshow/banner) at all major and education events	✓	✓	✓
Sponsorship ribbon on name tags for your sponsored event	✓	✓	✓
Logo on SMPS SFBAC bi-weekly email updates	✓	✓	
SMPS SFBAC Job Bank unlimited access	✓	✓	
PROMOTIONS/ ADVERTISING			
Quarterly Shortlist newsletter promotional ad	Full page	1/2 page	1/4 page
Seat drops at sponsored programs	✓	✓	
Recognition in media sponsor advertisements, as available	✓	✓	
PROGRAMS/ ADMISSIONS			
Pacific Regional Conference (number of tickets to conference only)	1		
Holiday Party (number of tickets)	2	1	
Individual Programs (see Events & Programs Calendar)**	3 events + 2 tickets	2 events + 1 ticket	1 event + 1 ticket
SPONSOR ONLY EVENTS			
Networking Event	✓	✓	✓
Appreciation Luncheon	✓	✓	✓

* Must confirm sponsorship by December 31st to have your logo appear on promotional materials.

** Program selection is on a first come first served basis with priority given to highest level of sponsorship.
Program sponsorship includes number of designated tickets as noted above.

To reserve your 2017 sponsorship, please visit smpsf.org and use our online application. For questions, contact Will Cannell, Sponsorship Director - willc@jlcbuild.com, (415) 272-9965.

MEMBER FIRMS

ACCO Engineered Systems
 Acutherm LLC
 Adelphes Inc.
 AE3 Partners
 AECOM
 Affiliated Engineers Inc.
 Alfa Tech
 Allana Buick & Bers Inc.
 Amec Foster Wheeler
 American Modular Systems/Gen7 Schools
 Aon Fire Protection Engineering
 Architectural Resources Group, Inc.
 ARUP
 ATI Architects and Engineers
 Auerbach + Associates Inc.
 AXIS Architecture + Design
 Balfour Beatty Construction
 BAMO
 BAR Architects
 BCA Architects
 BCV Architects
 BD Solutions
 Beal Creative
 Biggs Cardosa Associates
 Bigham Taylor Roofing
 BKF Engineers
 Blach Construction
 Blattell Communications
 Bond & Kennedy
 Brereton Architects
 Brown and Caldwell
 Bull Stockwell Allen
 C. Overaa & Company
 C.W. Driver
 Cahill Contractors
 Cammisa + Wipf Consulting Engineers
 Cannon
 CARDNO ATC
 CCS Architecture
 CDM Smith
 Charles M. Salter Associates Inc.
 CMG Landscape Architecture
 Coastland
 Coffman Engineers
 Colin Gordon & Associates
 Consolidated Engineering Laboratories
 Cornerstone Earth Group, Inc.
 CRB Consulting Engineers
 Crosby Group
 CSDA Design Group
 CSW/Stuber-Stroeh Engineering Group Inc.
 Cumming Corporation

Cuschieri Horton Architects
 Dahlin Group Architecture Planning
 DCI+SDE Engineers
 Degenkolb Engineers
 DES Architects + Engineers
 Distinction in Marketing
 DKS Associates
 Dome Construction Corporation
 DPR Construction
 DRB Associates
 Duncan+Coleverria, Inc.
 ELS Architecture and Urban Design
 EMG
 ENGEO Incorporated
 Enovity, Inc.
 Environmental Science Associates
 Epic Scan
 ERM
 FME Architecture + Design
 Garavaglia Architecture Inc.
 Gensler
 Geosphere Consultants, Inc.
 GHD Inc
 Gilbane Building Company
 Glumac
 Gordon Prill Inc.
 Granite Construction Company
 Green Valley Consulting Engineers
 Guidepost Solutions LLC
 Guttman & Blaevoet
 Hamilton & Aitken Architects
 Harris & Associates
 Hatch Mott MacDonald
 Hathaway Dinwiddie Construction Company
 Hawley Peterson Snyder
 HDR
 HGA Architects and Engineers
 Hinman Consulting Engineers, Inc.
 HKIT Architects
 HOK
 Hornberger + Worstell
 Huntsman Architectural Group
 IBI Group
 IDA Structural Engineers, Inc.
 IMA Design
 In the Mix Productions
 Integral Group
 Jacobs Associates
 Jeff Luchetti Construction
 K2A Architecture + Interiors
 Kava Massih Architects
 Kennedy/Jenks Consultants

Kenney and Associates
 KJWW Engineering Consultants
 KMD Architects
 Langan Treadwell Rollo
 LCA Architects
 Lea+Elliott, Inc.
 Lecet Southwest
 Lend Lease
 Level 10 Construction
 LPAS Architecture + Design
 M.L. Nielsen Construction Inc.
 Mack5
 Marjanne Pearson Associates
 Marketing Milestones
 Marketing Plus
 Mazzeti
 MBH Architects
 McCarthy Building Companies
 McCutcheon Construction
 MEI Architects
 MIG, Inc. (Moore Iacofano Goltsman)
 Mills College
 MK2 Engineers
 MWH Global, Inc.
 NBS
 Nexant
 NicholsBooth Architects
 Nishkian Monks PLLC
 Noll & Tam Architects
 Northland Control Systems
 Nova Group
 Novo Construction
 NUVIS Landscape Architecture +
 Planning
 O'Connor Construction Management Inc.
 PAE
 Page & Turnbull
 Pankow Builders
 Paoletti Consulting
 Parsons Brinckerhoff Inc.
 Perkins Eastman
 PFAU Long Architecture
 PGH Wong Engineering
 Plant Construction Company
 Polytech Associates Inc.
 Power Engineering Construction
 Company
 Quantum Secure
 Ratcliff
 RGA Environmental, A Terracon
 Company
 RIM Architects

RMC Water and Environment
 RMW architecture & interiors
 Rosendin Electric Inc.
 Royston Hanamoto Alley & Abey
 Rutherford + Chekene
 Safework, Inc.
 Saint Mary's College of California
 Salas O'Brien
 San Francisco State University
 SANDIS, Civil Engineers Surveyors
 Planners
 Saylor Associates
 Shah Kawasaki Architects
 Shen Milsom & Wilke LLC
 Sherwood Design Engineers
 Silverman & Light
 Skanska USA Building
 Skyline Construction
 SmithGroupJJR
 Solomon Cordwell Buenz
 Stantec
 STUDIOS Architecture
 Summit Engineering
 Swinerton Builders
 Swinerton Management & Consulting
 T.Y. Lin International
 TEECOM
 The Covello Group Inc.
 Thorburn Associates
 Thornton Tomasetti
 Tipping Structural Engineers
 TLCD Architecture
 Turner & Townsend
 Turner Construction Company
 URS Corporation
 Vali Cooper & Associates
 Vanir
 Webcor Builders
 Wedrell James General Engineering
 Contractor
 William Duff Architects
 WilmerHale
 Wilson Ihrig & Associates
 Wiss, Janey, Elstener Associates, Inc.
 WLC Architects
 WNB Architects
 WRA, Inc.
 WSP
 XL Construction
 ZFA Structural Engineers



CALENDAR OF EVENTS



JANUARY
 Philanthropy Event

FEBRUARY
 Event Membership Drive
 Pacific Regional Conference (PRC)

MARCH
 Founder's Awards

APRIL
 Client Round Table

MAY
 Digital Marketing Workshop

JUNE
 Wine Tour

JULY
 Make the Connection
 Build Business (National Conference in Indianapolis)

AUGUST
 Annual Business Meeting

SEPTEMBER
 Start of New Board Year

OCTOBER
 Experience Mapping

NOVEMBER

DECEMBER
 Holiday Party

Note: Programs are subject to change. Please check our [Programs Calendar](#) for latest program information.

OUTREACH AND DEVELOPMENT



MARKET SHARE

Market Share is a bi-monthly gathering where SMPS SFBAC members get together to share knowledge across all levels of marketing and business development. This free member-only benefit has something for everyone. Not a member? You may attend one free market share to evaluate if SMPS is the organization for you. Market Shares are held at various locations in all four bay area regions:

San Francisco Leader: Abby Reader, areader@enovity.com

East Bay Leader: Melissa Moulton, mmoulton@integralgroup.com

North Bay leader: Sandra Wislicenus, sandra.wislicenus@ghd.com

Southbay Leader: Melinda Foster, melinda.foster@avdg.com

MENTORING PATHWAYS

Mentoring Pathways is a year-long mentoring program that begins in January of every year, and is a members-only benefit. The program is designed to promote long-term leadership and career-development through a one-on-one mentor-protégé relationship in conjunction with bi-monthly group workshops.

BUSINESS LEADERS FORUM

Our business leaders forum is a members only program designed for those in senior business development and marketing roles who are looking for peer-based learning through exchanging ideas and experiences. Members share success (and not so successful) stories about how they support their firm's leadership and guide management teams through difficult and challenging business decisions. Members also learn from colleagues who have chartered their paths to leadership positions within their firms, have built and fostered business development cultures that work vertically throughout their organizations, and who manage staff and structure their internal departments to align with greater business goals of their firms.

CPSM INFORMATION SESSIONS

Gain confidence, professional recognition and advancement by becoming a Certified Professional Services Marketer (CPSM). Attend one of our chapter's CPSM Information Sessions to understand more about the benefits of certification and the process to achieve it! Information sessions will cover the CPSM process, eligibility, and tips on how to prepare for the examination. Contact Laurie Lumish at llumish@degenkolb.com for more details regarding the 2017 offerings. To learn more about the CPSM process and eligibility, go to www.smeps.org/Certification/.

STUDENT OUTREACH

The goal of our student outreach campaign is to bring awareness of SMPS and the careers in our industry to local universities through presentations, a \$1000 student scholarship, and internships. Help spread the word! www.smpsf.org/Students/

MAKE THE CONNECTION

Make the Connection is an annual mixer that brings together professionals from the architectural, construction, engineering, facility management, green building, interior design and marketing communities in Northern California for an evening of conversation and cocktails. Presented by the AIA, IIDA, IFMA, SMPS, USGBC, and RECON. For more information please visit: <http://maketheconnection-sf.com/>