

2021-22

MEMBERSHIP HANDBOOK

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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 there.

Our chapter is one of the largest in the Society, with over 200 members. We offer two types of programs throughout the year: educational and social. Our educational programs are some of the most innovative in the country 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 chapter has adapted to the COVID-19 climate with our educational and social events offered virtually.

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. It was our second national award in three years following our 2014 Grand Prize Chapter of the Year Award.

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
- Weekly Chapter newsletter and our Chapter blog, The Shortlist
- A subscription to Marketer magazine, the Society's bi-monthly publication for members only that offers timely marketing articles and the latest business development techniques
- Access to Society'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 Director, it is my 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 our seven Chapter committees. By joining a committee you instantaneously expand your network. You have an opportunity to hone in on work-related skills, develop new skills to prepare you for the future, and form lasting relationships. A number of resources are available to you as a member, like mySMPS and Market Share, which I strongly encourage you to take advantage of.

On the next page you will find more detailed information about the different opportunities that SMPS SFBAC has to offer you. If you have any questions please feel free to reach out to me. Thank you for being an important part of SMPS, and I am looking forward to your involvement in the coming year!

Regards,



Jillian Grabenstein, CPSM, ENV SP
SMPS SFBAC
Membership Director
Jillian.Grabenstein@weareharris.com

MEMBERSHIP BENEFITS



NETWORK OF MARKETING PROFESSIONALS

Monthly Chapter events, numerous national events, multiple special programs for all professional levels in marketing and business development, and 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, and attend free events.

PROFESSIONAL DEVELOPMENT

SMPS offers a wide variety of educational panels, seminars, workshops, webinars, and regional and national conferences on techniques and leadership skills integral to successful marketing management. SMPS Society 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 blog 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 industry leaders, articles from veteran marketers covering the basics and what's new in marketing, as well as best practice business development models and techniques, national news, book reviews, and much more.

COMMITTEE MEMBERSHIP

SMPS SFBAC has four committees and three task forces with which you can participate to expand your professional network, contribute 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 Society 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 new to 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 member contributions to the Chapter and industry, we recognize every year a member in each of these four categories: Rising Star, Volunteer of the Year, Marketer of the Year, and Lifetime Achievement.



CAREER ASSISTANCE/ JOB BANK

Access to our online Society Career Center and Chapter Job Bank to post resumes and job descriptions and review job listings.

2021-22 BOARD OF DIRECTORS

EXECUTIVE BOARD & CHAPTER ADVISOR



PRESIDENT-ELECT
Laurie Lumish
Degenkolb Engineers



PRESIDENT
Shannon Daggett
Langan



PAST PRESIDENT
Allison Halvorson
McMillen Jacobs



TREASURER
Christina Benedict
Swinerton



SECRETARY
Cathy Kohatsu
Swinerton



CHAPTER ADVISOR
Marion Thatch
B-Distinct Marketing

COMMITTEE DIRECTORS & TASK FORCES

COMMUNICATIONS



Nicole Medina
Harris & Associates

PROGRAMS



Tyler Chartier
Tyler Chartier
Photography



Lillian Martin
Swinerton

MEMBERSHIP



Jillian Grabenstein
Harris & Associates

OUTREACH & DEVELOPMENT



Devon Bacon
BKF Engineers



Kate Blocker
Blach Construction

TASK FORCES

- Diversity, Equity & Inclusion (DEI)
- Sponsorship
- Special Events



VOLUNTEER OPPORTUNITIES



PROGRAMS COMMITTEE

A centerpiece of the SMPS year is inspiring programs that teach, drive, and inspire us! The Programs Committee plans and executes all SFBAC programming, including the Signature Event of the Year, Building Tours, Professional Development Series, and Market Share. 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 COMMITTEE

The Communications Committee is responsible for branding and designing 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 COMMITTEE

The Membership Committee oversees SFBAC's member services, recruitment, and retention programs in association with the SMPS Society. The Membership Committee is also responsible for overseeing the Job Bank and planning the Holiday Party and Annual Business Meeting. Volunteering with Membership provides great opportunities to network with the entire membership on a personal and professional level, and helps grow the chapter and contribute to ongoing Chapter success.



OUTREACH & DEVELOPMENT COMMITTEE

The Outreach & Development Committee is focused on strategic initiatives planning, and benchmarking for the Chapter as well as professional development for members. The committee leads the Chapter's long-range growth plan through community involvement, professional development, continuing education, and marketing/business development research. This includes overseeing various committees which include the CPSM Study Group, the Mentoring Pathways Program, Business Leaders Forum, Student Outreach, Giving Back, Annual Focus Groups, and joint collaborations with other professional organizations.



DIVERSITY, EQUITY, & INCLUSION TASK FORCE

The Diversity, Equity, & Inclusion (DEI) Task Force is driving the change and action around DEI within our chapter and beyond. This task force collaborates with all of our Chapter's committees to cultivate a knowledge of and engage in courageous conversations about DEI with our members. The task force seeks members who want to help foster a diverse, equitable, and inclusive environment within our Chapter and the A/E/C industry.



SPECIAL EVENTS & ANNUAL CHAPTER AWARDS NIGHT TASK FORCE

The Special Events & Annual Chapter Awards Night Task Force is focused on producing a gala celebration of marketing communications awards and marketing achievement. Responsibilities include coordinating and facilitating a jury day, marketing the event and the awards competition, and planning and coordinating all details related to the gala. The task force 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 TASK FORCE

The Sponsorship Task Force solicits and secures sponsors for all Chapter programs, events, and publications. The primary goal is to secure valued sponsors and provide each with an exceptional experience throughout the year. The task force 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.



2021-22 SPONSORSHIP OPPORTUNITIES

WHY SPONSOR SMPS SFBAC IN 2022?



BRAND PROMOTION

Elevate your firm brand with promotion on the SMPS SFBAC website, at events, in email communications, and social media.



PROFESSIONAL DEVELOPMENT

Increase professional development opportunities with free tickets to virtual educational events, special events, and exclusive access to breakout rooms with program speakers.



VISIBILITY

Receive recognition and exposure for you and your company at programs and events in front of targeted audiences in the A/E/C industry.



BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP



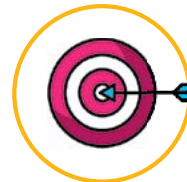
INDUSTRY LEADERSHIP

Position your company as a leader and supporter of the SMPS mission to increase the value of marketing within professional services firms.








VIRTUAL NETWORKING

SMPS SFBAC offers networking opportunities with local, regional, and national A/E/C professionals and industry leaders that help make connections to fuel business growth.



LEAD GENERATION

Generate new leads and nurture existing relationships. Connections made through SMPS lead directly to business opportunities with clients and teaming partners.

	 BAY PLATINUM	 GOLDEN GATE	 SILVERADO	 REDWOOD	 IN-KIND
COST	\$3,500	\$2,000	\$1,000	\$500	In-kind contributions, either through products or services, help our chapter offer a better experience for our members while achieving great exposure for your firm. In return for your in-kind contribution, your company name will appear on promotional materials and you will receive recognition at events. We welcome the following in-kind contributions:
VALUE	\$6,078	\$2,922	\$1,440	\$618	
TOP TIER BENEFITS					
ONE YEAR MEMBERSHIP TO SMPS	1				<ul style="list-style-type: none"> • Wine or alcohol donation • Logo'd promotional items • Color printing/ scanning services • Raffle prizes for special events • Event space • Audiovisual equipment/ rentals
AD IN CHAPTER JOB BANK	2	1			
MARKETING OR BD CONSULTATION WITH AN SMPS EXPERT	1				
EVENT TICKETS					
TICKET TO CHOICE OF SPECIAL PROGRAM*	1	1			
TICKETS TO ANNUAL HOLIDAY PARTY	2	1	1		
TICKETS TO EXCLUSIVE SPONSOR NETWORKING EVENT (FALL 2022)	2	2	1	1	
FREE TICKETS FOR ALL VIRTUAL EDUCATIONAL PROGRAMS	✓	✓	✓	✓	
FIRM PROMOTION					
SPEAKING OPPORTUNITY AT ANNUAL BUSINESS MEETING	✓				
DEDICATED ARTICLE IN SHORTLIST	✓	✓			
PUBLIC RECOGNITION					
LOGO AND HYPERLINK ON SMPS SFBAC WEBSITE	✓	✓	✓	✓	
FIRM LOGO ON SMPS SFBAC COMMUNICATIONS	✓	✓	✓		
FIRM NAME ON SMPS SFBAC COMMUNICATIONS				✓	
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓	

* Special programs include Creative Mind Series, Business Leaders Forum, OR Mentoring Pathways

FOR MORE INFORMATION, PLEASE CONTACT: Chapter President Shannon Daggett at sdaggett@langan.com

Note: Sponsor benefits take effect upon receipt of payment. SMPS SFBAC accepts business checks, VISA and MasterCard. SMPS SFBAC cannot guarantee participation of specific speakers at sponsored programs. Though payments to SMPS SFBAC are not tax deductible as charitable contributions for Federal income tax purposes, they may be deductible as business expenses under provisions of the Internal Revenue Code.



BAY PLATINUM

COST: \$3,500

VALUE: \$6,078

- 1 SMPS Society membership (individual)
- 2 advertisements in the SMPS SFBAC Job Bank
- 1 marketing or BD consultation with an SMPS expert
- 1 ticket to your choice of program: Creative Mind Series, Business Leaders Forum, OR Mentoring Pathways
- 2 tickets to SMPS-SFBAC Holiday Party
- 2 tickets to exclusive sponsor networking event (Fall 2022)
- Unlimited tickets for Sponsor firm employees (members & nonmembers) to virtual educational programs (includes DEI programming)
- Speaking opportunity at Annual Business Meeting with custom slide
- Feature article (up to 700 words) about your firm, project, or leadership to be included in The Shortlist chapter blog
- Logo and hyperlink on SMPS SFBAC website
- Logo on SMPS SFBAC communications (weekly email, social media pages, event marketing)
- Social media mentions



GOLDEN GATE

COST: \$2,000

VALUE: \$2,922

- 1 advertisement in the SMPS SFBAC Job Bank
- 1 ticket to your choice of program: Creative Mind Series, Business Leaders Forum, OR Mentoring Pathways
- 2 tickets to SMPS-SFBAC Holiday Party
- 2 tickets to exclusive sponsor networking event (Fall 2022)
- Unlimited tickets for Sponsor firm employees (members & nonmembers) to virtual educational programs (includes DEI programming)
- Feature article (up to 700 words) about your firm, project, or leadership to be included in The Shortlist chapter blog
- Logo and hyperlink on SMPS SFBAC website
- Logo on SMPS SFBAC communications (weekly email, social media pages, event marketing)
- Social media mentions



SILVERADO

COST: \$1,000

VALUE: \$1,440

- 1 ticket to SMPS-SFBAC holiday party
- 1 ticket to exclusive sponsor networking event (Fall 2022)
- Unlimited tickets for Sponsor firm employees (members & nonmembers) to virtual educational programs (includes DEI programming)
- Logo and hyperlink on SMPS SFBAC website
- Logo on SMPS SFBAC communications (weekly email, social media pages, event marketing)
- Social media mentions



REDWOOD

COST: \$500

VALUE: \$618

- 1 ticket to exclusive sponsor networking event (Fall 2022)
- Unlimited tickets for Sponsor firm employees (members & nonmembers) to virtual educational programs (includes DEI programming)
- Firm name and hyperlink on SMPS SFBAC website
- Firm name on SMPS SFBAC communications (weekly email, social media pages, event marketing)
- Social media mentions

MEMBER FIRMS

ACCO Engineered Systems
 Adelphes Inc.
 Advance Design Consultants
 AECOM
 Aedis Architects
 Affiliated Engineers Inc.
 Allana Buick & Bers Inc.
 Alta Planning + Design, Inc.
 Altura Associates
 Anderson Brulé Architects, Inc.
 Arup
 Atelier Ten
 Auerbach + Associates Inc
 BAR Architects
 BAR Architects
 Biggs Cardosa Associates, Inc.
 BKF Engineers
 Blach Construction
 Black Kite
 Brejle & Race Consulting Engineers
 brick.
 Brown and Caldwell
 C. Overaa & Company
 Cahill Contractors
 Cal Engineering & Geology
 California State University, Chico
 Cammisia + Wipf Consulting Engineers
 Carollo Engineers
 CHS Consulting Group
 Clark Construction Group
 CMG Landscape Architecture
 Coastland
 Colin Gordon & Associates
 Cornerstone Earth Group, Inc.
 CPM Associates, Inc.
 Crosby Group
 CSW/Stuber-Stroeh Engineering
 Group Inc
 Dahlin Group Architecture Planning
 DCI Engineers
 Degenkolb Engineers
 DES Architects + Enginners
 Distinction in Marketing
 Dome Construction
 DPR Construction
 EHDD

Element Structural Engineers, Inc
 ELS Architecture and Urban Design
 Emily Hagopian Architectural
 Photography
 ENGEO Incorporated
 ENGIE Services
 Enovity, a Veolia Company
 Environmental Science Associates
 Fehr & Peers
 Flad Architects
 FTF Engineering
 Garavaglia Architecture, Inc.
 GCI General Contractors
 Gensler
 GHD Inc.
 Gilbane Building Company
 Glumac
 Gould Evans
 Guidepost Solutions
 Guttman & Blaevoet
 Harbor Linx
 Harris & Associates
 Hathaway Dinwiddie Construction
 Company
 Herrero Builders
 HGA
 Hillhouse Construction
 Hinman Consulting Engineers
 HKIT Architects
 HMH
 HNTB
 HOK
 Hornberger + Worstell
 IDA Structural Engineers, Inc.
 Independent Consultant
 JL Modular, Inc.
 Kenney and Associates
 Kier & Wright Civil Engineers &
 Surveyors Inc.
 Kittelson & Associates, Inc
 KPFF
 KPW Structural Engineers, Inc.
 Langan Engineering Inc.
 LCA Architects
 Lea & Braze Engineering
 Leland Saylor Associates

Level 10 Construction
 LPAS Architecture + Design
 Mack5
 Mazzetti
 McCullough Landscape Architecture,
 Inc.
 McMillen Jacobs Associates
 Merrill Morris Partners
 Millennium Consulting Associates Inc.
 MNS Engineers, Inc.
 NBS
 Nelson\Nygaard Consulting
 Associates, Inc.
 Nibbi Brothers General Contractors
 Ninyo & Moore
 Noll & Tam Architects
 North Coast Engineering, Inc.
 Northland Control Systems
 Nova Group
 O'Connor Construction Management
 Inc.
 OUM
 Overaa Construction
 Pacific Ridge Builders
 PAE Consulting Engineers
 PAE Engineers
 Perkins&Will
 Project Management Advisors, Inc.
 PSOMAS
 Quad Knopf, Inc. dba QK
 Quezada Architecture
 Revel Architecture & Design
 RHAA Landscape Architecture &
 Planning
 Rider Levett Bucknall
 RIM Architects
 Rosendin Electric Inc.
 Rudolph and Sletten Inc.
 Rutherford + Chekene
 Salas O'Brien
 Salter
 SC BUILDERS, Inc.
 Sequoia Ecological Consulting, Inc.
 Shen Milsom & Wilke LLC
 Sherwood Design Engineers
 Skanska

Skyline Enterprises
 SmithGroup
 Stantec
 Steinberg Hart
 Studio PR
 STUDIOS Architecture
 Summit Engineering
 Swinerton
 Swinerton Management & Consulting
 TY. Lin International
 Taylor Design
 TEECOM
 TEF Design
 Terracon Consultants, Inc.
 TETER Architects & Engineers
 The Collective
 Thorburn Associates
 Tipping Structural Engineers
 TRC Companies Inc
 Truebeck Construction, Inc.
 Turner Construction Corp
 Tyler Chartier Photography
 Verde Design, Inc.
 W.E. O'Neil Construction
 Walker Consultants
 William Duff Architects
 Webcor Builders
 Whiting-Turner
 Woodard & Curran
 WRA, Inc.
 WRECO
 WRNS Studio
 WSG Marketing
 WSP
 XL Construction



CALENDAR OF EVENTS

Programs will be scheduled in January, March, April, May, July, and September.

PROFESSIONALS PONDER BUSINESS DEVELOPMENT

DOMAINS 1 AND 3: MARKETING RESEARCH; CLIENT AND BUSINESS DEVELOPMENT

A panel of seasoned business development professionals will talk about their new strategies for cultivating, building, and growing client relationships in a virtual world, how they conduct market research and partner with marketers, and why business development is so important in A/E/C industry. Audience members will have ample time to ask questions. Think of this as everything you always wanted to know about BD but were afraid to ask!

HOW LEAN'S A3 IS DISRUPTING THE PROPOSAL PROCESS

DOMAIN 4: PROPOSALS

For decades, a proposal submittal that was less than 20 pages was considered brief. But, who wants (or has the time) to sift through a proposal even that "brief", and then 10 more just like that? More and more owners are now requesting the placemat-style A3 format (named after the A3 print size of 11.7 x 16.5 inches), which was built from the LEAN principal to focus on the essential information. Learn why the A3 format is taking hold and how to balance strategic thinking and graphic design in A3 proposals.

GO FROM MARKETER TO LEADER

DOMAIN 6: MANAGEMENT

You are honed in on how to market your firm and technical staff, but how are you at marketing yourself? For BD and marketing professionals alike, this program will focus on soft skills aimed at professional growth and developing leadership skills. Develop your personal vision statement and earn where your talents lie and how to harness them.

SMPS SFBAC MARKETING WORKSHOPS: CREATIVE MINDS 2022

DOMAINS 1-6

This dynamic marketing coordinator training gives those new to the industry – and those who want a refresher – a review of best practices for A/E/C marketing coordination, including proposal creation, business development basics, data management, and collaboration with technical staff.

PARTNERING WITH NON-MARKETERS TO PROMOTE YOUR FIRM

DOMAINS 2, 5 & 6: MARKETING PLANNING; PROMOTIONAL ACTIVITY; AND MANAGEMENT

Communications is an essential role for BD, marketing, and HR professionals. How do we rely on each other and work together to grow a firm's visibility? We take a deeper dive with case studies of how firms are succeeding at this in their social media, internal communications, and even winning pursuits.

TRENDS IN GRAPHICS

DOMAIN 4: PROPOSALS

From infographics to org charts, get an in-depth look at graphics and how to create and apply them meaningfully. When and where should we use graphics? What are the current trends in graphics? How do we distill complex layers of information into an eye-popping graphic?

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



OUTREACH & DEVELOPMENT

SENIOR 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 manage staff and structure their internal departments to align with greater business goals of their firms.

MENTORING PATHWAYS

[Mentoring Pathways](#) is a year-long mentoring program that begins in January 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.

STUDENT OUTREACH

The goal of our student outreach campaign is to bring awareness of SMPS and marketing careers in our industry to local colleges and universities. We connect with department heads, instructors, and student associations to coordinate campus visits and informational sessions. Every year, our chapter awards a \$1,000 student scholarship and discounted membership price to engage students in all that SMPS has to offer, including mentorship, networking, and volunteer and internship opportunities. Spread the word, post an internship (for free!) and raise the next generation of marketers.

www.smpssf.org/Students/

MAKE THE CONNECTION

Make the Connection is an annual mixer that brings together professionals from the architecture, engineering, construction, real estate, interior design, and marketing communities for an evening of conversation and cocktails. The event takes place in July. Proceeds from the event benefit a local A/E/C non-profit.

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 exam. To learn more about the CPSM process and eligibility, go to www.smps.org/Certification/.

GIVING BACK

Each year, SMPS SFBAC partners with a Bay Area non-profit to support their fundraising efforts. In the past, SMPS SFBAC has donated raffle ticket proceeds purchased at our annual Holiday Party as well as raise funds through other SMPS SFBAC sponsored events and activities throughout the year.

PROFESSIONAL PARTNER ALLIANCE

The A/E/C Professional Partner Alliance collaborates with other Bay Area professional organizations to offer value to our collective membership during the COVID-19 crisis. By partnering with the A/E/C Professional Partner Alliance, we share opportunities on events thereby minimizing the need to have individual industry-focused virtual events. This also helps our local professional alliance partner organizations better schedule events so things don't fall on the same day/time.

