



**2024-25**

**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)! Your decision to join SMPS reflects a commitment to advancing your professional development, and you've chosen the ideal organization to support you on this journey.

As one of the largest chapters within the Society, boasting over 240 members, we provide a robust offering of programs throughout the year. These include both educational and networking opportunities, presented in a flexible blend of in-person and virtual formats.

Our educational programs stand out as some of the most innovative in the country. They feature participation from dynamic and influential clients and presenters in the A/E/C industry, ensuring you receive cutting-edge insights and knowledge.

In addition, our networking events are designed to help you expand your professional network, foster personal growth, and enrich your social circle within the industry. We believe in creating an environment where connections flourish, providing you with invaluable opportunities for both personal and professional development.

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
- 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 the Membership Director, my primary goal is to ensure you maximize the benefits of your SMPS membership. Joining one of our chapter committees is an excellent way to achieve this. By becoming a committee member, you not only expand your professional network instantly but also get the chance to refine existing skills, develop new ones for future readiness, and forge enduring relationships.

As an SMPS member, you have access to valuable resources such as mySMPS and Market Share. I strongly encourage you to make the most of these resources to enhance your membership experience.

Feel free to reach out if you have any questions. Your participation is crucial to the success of SMPS, and I eagerly anticipate your engagement in the upcoming year!



**Beata Bukai**  
SMPS SFBAC  
Membership Director  
[membership@smpssf.org](mailto:membership@smpssf.org)

# MEMBERSHIP BENEFITS



## NETWORK OF MARKETING PROFESSIONALS

Chapter events, national programs, and specialized sessions for all marketing and business development professionals. Access extensive lists and directories connecting you with clients, peers, and allied firms. Benefit from cost savings with reduced rates for events, exclusive access to members-only occasions, and even attend certain events for free. Elevate your network, gain insights, and maximize value with SMPS membership!

## COMMITTEE MEMBERSHIP

Unlock growth and leadership with SMPS SFBAC committees! Engage to expand your professional network, contribute to your Chapter's success, and cultivate essential leadership skills. After chairing a committee, elevate your professional journey by exploring opportunities to serve on Society committees. At SMPS, those who contribute find their investment returned ten-fold in benefits!



## PROFESSIONAL DEVELOPMENT

Explore a diverse range of learning opportunities with SMPS! From educational panels, seminars, workshops, and webinars to regional and national conferences, we cover techniques and leadership skills crucial for successful marketing management. Dive into our highly regarded Certified Professional Services Marketer (CPSM) program, structured around the six Domains of Practice, to elevate your professional standing



## MENTORSHIP

SMPS offers our Mentoring Pathways Program, which is designed to promote long-term leadership and career development through mentor-protégé relationships and monthly group workshops. Successful mentoring is a dynamic process rooted in rapport building. Participants candidly and objectively work with their mentors to define professional and personal growth goals.

## AWARDS

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, every other year, we recognize every year a member in each of these five categories: Rising Star, Volunteer of the Year, Marketer of the Year, Business Developer of the Year, and Lifetime Achievement.



## 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 e-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.



## CAREER ASSISTANCE/ JOB BANK

Take advantage of our comprehensive job resources! Access our Chapter Job Bank and the Society Career Center to effortlessly post resumes, job descriptions, and explore job listings.

# BOARD OF DIRECTORS

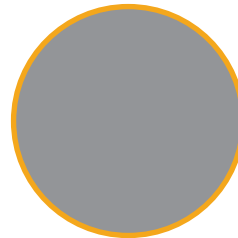
## EXECUTIVE BOARD 2024 - 2025



**PAST PRESIDENT**  
**Justin Nagy, CPSM**  
Stok



**PRESIDENT**  
**Hildegard Dodd**  
Wilson Ihrig



**PRESIDENT-ELECT**  
**TBD**  
TBD



**TREASURER**  
**Elaine Moal**  
Affiliated Engineers, Inc.



**SECRETARY**  
**Jillian Grabenstein, CPSM, ENV SP**  
Swinerton

## DIRECTORS

### COMMUNICATIONS



**Jessica Cadkin**  
TRC

### MEMBERSHIP



**Beata Bukai**  
WSP USA

### FUTURE & EMERGING MARKETERS



**Rebekah McMenamin**  
HOK

### PROGRAMS



**Myrna Wagner, FSMPS, CPSM**  
Independent Consultant

### DEI DIRECTOR



**Talina Hansen**  
Blach Construction

# VOLUNTEER OPPORTUNITIES



## PROGRAMS COMMITTEE

The Programs Committee plans and executes all SFBAC client and educational programs, both in-person and virtual events. 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 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 COMMITTEE

The Membership Committee oversees the chapter's member services, recruitment, and retention programs in association with SMPS National. The Membership Committee is also responsible for overseeing the job bank, Buddy Program, and the Business Leaders' Forum, as well as planning member engagement events, including the Taste of SMPS for new and prospective members, Annual Chapter Celebration, and holiday lunch, to name a few. Volunteering for this committee provides great opportunities to network with the entire membership, personally and professionally, to help grow the chapter, and contribute to its ongoing success.



## FUTURE & EMERGING MARKETERS COMMITTEE

The Future and Emerging Marketers Committee is focused on empowering the next generation of Marketers. The committee oversees the CPSM Study Group, Mentoring Pathways program, Emerging Leaders Forum, Student Outreach, and Giving Back. Involvement with Future and Emerging Marketers offers members the opportunity to influence the Chapter's future growth and a chance to give back in the form of mentorship.



## DIVERSITY, EQUITY, & INCLUSION COMMITTEE

We recognize, respect, and value the dignity of all people. We are united in our stance against all forms of injustice and inequity. We commit to actively championing DEI within our organization, the firms we represent, the communities we serve, and the A/E/C industry. We are intentionally working to: increase participation in our organization and the A/E/C industries by underrepresented groups; be an advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for all.



Want to get involved? Fill out our [Volunteer Request Form](#) to get paired up with a committee.

# FUTURE & EMERGING MARKETERS

## EMERGING LEADERS FORUM

[Emerging Leaders Forum](#) is for early- to mid-career A/E/C marketing professionals to come together to learn, grow, and network. The program is an in person, peer-based learning experience where participants discuss a range of marketing and career development topics over coffee and continental breakfast. The forum will cover essential topics to the industry, guided by two experienced professionals.

## 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 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/](http://www.smpssf.org/Students/)

## 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.

## 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/](http://www.smps.org/Certification/).

## PROFESSIONAL ORGANIZATION COLLABORATION

We collaborate with other SMPS chapters and Bay Area professional organizations to offer value to our collective membership. By partnering with these organizations we share opportunities, thereby minimizing the need to have individual industry-focused programs and events. This also helps our organizations better schedule events so they don't fall on the same day/time.



# MORE WAYS TO GET INVOLVED

## 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.

## REGIONAL MEET-UPS

Make sure to keep an eye out for our regional meetups! These range from coffee chats, outdoor activities, and happy hours where you can introduce yourselves, talk about SMPS committees, programs, and upcoming events, and answer any questions. It's a great opportunity for new members to get acquainted and for existing members to share their experiences.

## BUDDY PROGRAM

New to SMPS SFBAC? Or maybe you're involved and remember what it felt like to be "the new kid?" To help foster connections, our Regional Leads also serve as buddies for new members in their area, offering support and guidance.



# SPONSORSHIP OPPORTUNITIES

## WHY SPONSOR SMPS SFBAC IN 2025?



### BRAND PROMOTION

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



### PROFESSIONAL DEVELOPMENT

Increase professional development opportunities with free tickets to educational and special events, and speaking opportunities at Chapter Celebrations.



### INDUSTRY LEADERSHIP

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



## BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP



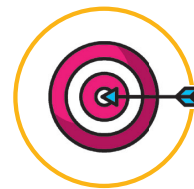
### VISIBILITY

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



### 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.

# MEMBER FIRMS

AC Martin	Construction Testing Services	Guidepost Solutions	NBS	Siegel and Strain Architects
ACCO Engineered Systems	Cornerstone Earth Group	Guttman & Blaevoet	Nelson\Nygaard Consulting Associates	Skanska
Adelphes	Crosby Group	Haley & Aldrich	Nibbi Brothers General Contractors	Skyline Construction
Aedis Architects	DAHLIN Architecture   Planning   Interiors	Harris & Associates	NK Interactive	Skyline Enterprises
Affiliated Engineers	Degenkolb Engineers	Hathaway Dinwiddie Construction Co	Northland Control Systems	SmithGroup
Agnetic	Delve Underground	HGA	Nova Group	Stantec
AGS	DES	HLB Lighting Design	O'Connor Construction Management	Stok
Allana Buick & Bers Inc	DIALOG	HMH	OKTA	Studio PR
Altura	Dome Construction	HNTB	Pacific Ridge Builders	Summit Engineering
Anderson Brule Architects	DPR Construction	Hohbach-Lewin	Page	Susie Smith Consulting
Annika Dukes Consulting	Dudek	HOK	Pinnacle	Swinerton Builders
Architectural Resources Group Inc	Earth Systems	Hornberger + Worstell	PlaceWorks	TEECOM
Arup	ECC	IDA Structural Engineers	PM Group	TEF Design
Atelier Ten	EHDD	JL Modular	Power Engineering Construction Company	Terracon Consultants
Axis Building Envelope Design	EKI Environment & Water	Kennedy/Jenks Consultants	ProjectMark	TETER Architects & Engineers
BAR Architects & Interiors	ELS Architecture and Urban Design	Kier + Wright	Psomas	The Collective
Biggs Cardosa Associates Inc	Emily Hagopian Architectural Photography	Kittelson & Associates	PULLMAN	Tipping Structural Engineers
BKF Engineers	ENGENEO	Knowledge Architecture	Quattrocchi Kwok Architects	Tyler Chartier Photography
Blach Construction Company	ENGIE Services	KPFF Consulting Engineers	Quezada Architecture	Underground Construction Co
Black & Veatch	Environmental Science Associates	LCA Architects	Ratcliff Architects	Verde Design
Brelje & Race Consulting Engineers	Fehr & Peers	Lisa Thomson Consulting	RIM Architects	Walsh Construction Company II
Brown & Caldwell	Feldman Architecture	LPAS Architecture + Design	Rockridge Geotechnical	WDA   William Duff Architects
C. Overaa & Company	FlowWest	Mack5	Rosendin Electric	Webcor Builders
Cahill Contractors	FoodSpace	Mark Cavagnero Associates	RRM Design Group	West Yost
Carducci Associates	Freyer & Laureta	Mark Thomas	Salas O'Brien	Wilson Ihrig
Carollo Engineers	FTF Engineering	McCullough Landscape Architecture Inc	Salter	Woods Bagot
Clark Construction Group	GHD	McGuire and Hester	San Francisco State University	WRA
Clune Construction	Gidel & Kocal Construction Company	Merrill Morris Partners	SC Builders	WSG Marketing
Coastland	Gilbane Building Company	Meiers+ Engineers	Shah Kawasaki Architects	WSP USA
CoBUILD Construction Services	Glumac	Michelle Manos Design	Shannon Leigh	XL Construction
Colin Gordon & Associates	Goring and Straja Architects	MNS Engineers	Sherwood Design Engineers	ZFA Structural Engineers
Consort PMCM	GPLA	Montrose Environmental Group		

# 2023-2024 BOARD YEAR IN REVIEW



**3**  
BAY PLATINUM

**9**  
GOLDEN GATE

**11**  
SILVERADO

**4**  
REDWOOD

  
sponsorships

### MENTORING PATHWAYS

**9**   
mentor/protege  
pairs

### COMMUNICATIONS

**35%**   
email newsletter  
open rate

**57**  
Events

**21**   
Topaz Awards  
winners

**10%**  
increase in  
LinkedIn followers

**4**   
Senior business leader forums  
SAN FRANCISCO • EAST BAY • SOUTH BAY • VIRTUAL

**141**  
LinkedIn posts

**54**  
blog posts

**27**   
CEU hours  
offered

**44**   
CPSMs