

MEMBERSHIP HANDBOOK



BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

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Welcome to SMPS!

Welcome to the Oregon Chapter of the Society for Marketing Professional Services! 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.

With over 200 members in the Oregon chapter and dozens of dedicated volunteers, we offer a range of educational and networking events, along with professional development resources to help make the most of your membership. As a general guide, there are two types of programs throughout the year, educational and social. Our educational programs are some of the most innovative in the Portland metro area with involvement from 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 offers a variety of roundtable programs to members. These currently include: Mentorship, Coordinator's Corner, Business Development, Senior Marketers, Leaders Unite, Balancing Act, and Marketing & Communications Strategy. Roundtables provide an intimate group setting with other professionals at your same level, giving you the opportunity to share and grow from each other.

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.
- » Subscription to Marketer magazine, National's bi-monthly publication 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.
- » Opportunities to create deep industry connections by serving on a committee with your peers and potential clients.

As your current Chapter President and Membership Director, 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 five committees and/or a roundtable. By getting involved you instantaneously expand your network, have an opportunity to hone job skills or develop new skills, and create lasting relationships.

In the following pages you will find more detailed information about the different opportunities that SMPS Oregon has to offer to you. If you have any questions, please feel free to reach out to us.

Thank you for being an important part of SMPS!

Regards,

SMPS Oregon

Greg Fritz

SMPS Oregon President
info@smpsoregon.org

Erin Reed

SMPS Oregon Membership Director
erin.reed@murraysmith.us

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, and 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.

COMMITTEE MEMBERSHIP

SMPS Oregon has five different committees you can participate in to expand your professional network, give you personal satisfaction in contributing to your chapter's success, and expand upon leadership skills. Once you have served as a committee chair, you can further enhance your professional development with opportunities to serve on the SMPS Oregon board and National committees.



ROUNDTABLES

SMPS provides seven focused Roundtables offering members the opportunity to connect monthly with a group of individuals and learn from in the A/E/C industry. Building those connections are invaluable!



AWARDS AND RECOGNITION

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, our industry, and their firms, every year four members are recognized and honored in four categories: Chapter Member of the Year, Business Developer of the Year, Influential Leader of the Year, and the Marketing Achievement Award. Several awards are also distributed to firms for their diverse and innovative communication strategies.

NATIONAL PUBLICATIONS

National's bi-monthly publication, the Marketer features interviews with successful industry leaders, 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.



CAREER ASSISTANCE/ JOB BANK

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

Membership Resources

Visit smps.org/membership

NETWORKING OPPORTUNITIES

- » Participate in the Society's annual Amplify AEC conference.
- » Volunteer for a Society committee.

PUBLICATIONS

- » Subscription to the Marketer Journal.
- » Subscription to the weekly e-newsletter, Marketer QuickLook.
- » Access to research and white papers funded by the SMPS Foundation.
- » Discounts on industry publications from the SMPS.

MARKETING RESOURCE CENTER

- » Access to the MySMPS directory, where you can share files, ask questions, and create a blog using your own experience and knowledge.
- » Access the MySMPS app where you can browse the member directory on the go.

Local Resources

Visit smpsoregon.org/resources

NETWORKING OPPORTUNITIES

- » Attend chapter meetings and programs.
- » Participate in the annual Pacific Regional Conference (PRC).
- » Volunteer for a chapter committee.
- » Participate in a roundtable.

PUBLICATIONS

- » Subscribe to the weekly e-newsletter.
- » SMPS Oregon blog.

EDUCATIONAL OPPORTUNITIES

- » Participate in a study group for the Certified Professional Services Marketer Program (CPSM).
- » Access to our chapter library of books and materials.

- » Access to industry and job-related information.
- » Access to the SMPS Career Center to view job opportunities.

EDUCATIONAL OPPORTUNITIES

- » Complimentary webinars and access to the webinar library (receive discounts on webinars where there is a fee).
- » Earn professional credentials via the Certified Professional Services Marketer Program (CPSM).

LEADERSHIP AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- » Volunteer to serve on Society task forces and committees.
- » Opportunities to present programs, write articles and white papers, and conduct funded research.
- » Gain recognition by participating in the annual Marketing Excellence Awards Program.

- » Apply for the Lynn Parsons Educational Scholarship for the opportunity to pursue ongoing professional development.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

- » Volunteer to serve on the chapter's board of directors or the regional conference planning committee.
- » Participate in the Mentorship Program.
- » Gain recognition by participating in SMPS Oregon's annual Marketing Awards Program.
- » Complimentary Job Center where you can post jobs or find a new opportunity.
- » Access to the annual salary survey.
- » SMPS Oregon Vendor List.

2022-2023 Board of Directors

smpsoregon.org/board.php

MEMBER HANDBOOK



EXECUTIVE BOARD

President



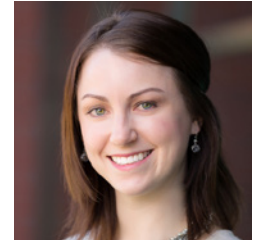
Greg Fritz
Business Dev Manager
PBS Engineering and Environmental

President-Elect



Kate Kearney
Marketing Manager
MWA Architects Inc.

Past President



Kaitlin Virding, CPSM
Business Dev Manager
Stoel Rives LLP

Secretary



Carly Schaefer
Dir. Marketing & Business Dev
Maul Foster & Alongi, Inc.

Treasurer



Vicki Menard AP
Marketing & Communications
Todd Construction

Director-At-Large



Haley Malmberg, CPSM
Principal
David Evans & Associates

COMMITTEE DIRECTORS

Programs Director



Alexi Meuwissen
Marketing Director
Scott Edwards Architecture

Education Director



Katy Byers
Marketing Manager
Pinnacle Architecture

Justice, Equity, Diversity, and Inclusion Director



Kelly Johnson
Marketing Director
3J Consulting

Membership Director



Erin Reed
Marketing Director
Murraysmith + Quincy

Communications Director



Marina Garcia
Proposal Specialist
Andersen Construction

Committee Volunteer Opportunities

Network, give back, gain visibility! Volunteer on an SMPS committee!



COMMUNICATIONS

Communication is central to everything the organization does. This group assists the other committees in marketing communication and promotion including event announcements, press releases, e-mail blasts, event graphics, website maintenance, social media marketing, and the bi-weekly newsletter. There is always creative work to be done and committee members have a chance to enhance and learn skills to help them on the job.

Director: Marina Garcia, Andersen Construction, mgarcia@andersen-const.com



EDUCATION

A major goal for SMPS is to advance the role and skills of professional services marketers through educational programming. This committee is responsible for organizing educational events and workshops throughout the year. Committee responsibilities include developing topics, selecting speakers and making all other arrangements for educational events.

Director: Katy Byers, Pinnacle Architecture, katy@parch.biz



JUSTICE, EQUITY, DIVERSITY, AND INCLUSION

The Justice, Equity, Diversity, and Inclusion Committee leads the chapter's work in advancing and supporting social justice and creating a diverse and inclusive culture within SMPS.

Director: Kelly Johnson, 3J Consulting, kelly.johnson@3j-consulting.com



MEMBERSHIP

If you want to meet people, Membership is the committee to join. This committee is responsible for providing information to new and potential members, organizing networking events, taking care of registration for all events, maintaining the Chapter mailing list, and publishing an annual directory of members. Committee members might find themselves working registration or even organizing events that connect our members.

Director: Erin Reed, Murraysmith + Quincy, erin.reed@murraysmith.us



PROGRAMS

SMPS strives to connect members to trends and hot topics that will help them in their firms marketing, research, and planning. The programs committee is responsible for organizing three such executive events each year. The committee responsibilities include developing topics, getting speakers and making all other arrangements for programs events.

Director: Alexi Meuwissen, Scott Edwards Architecture, ameuwissen@seallp.com

Roundtable Opportunities

MARKETING AND COMMUNICATIONS STRATEGY ROUNDTABLE

This roundtable focuses on branding, digital (social media, website, video), event planning, communications (internal and external), and other “non-proposal” topics. As with all roundtables, the specific topics will be identified by the roundtable participants at the first meeting.

BALANCING ACT ROUNDTABLE

This group is for marketers who often wear many hats and work alone as the sole marketer in their office or firm.

BUSINESS DEVELOPMENT ROUNDTABLE

Those with at least 5 years of experience assuming the role of business development. Topics will cover creating opportunities to interact with your clients, getting buy-in from the ownership for your BD vision, exploring the differences and overlaps between “business development” and “marketing,” and much more.

COORDINATOR’S CORNER ROUNDTABLE

Marketing coordinators, senior coordinators, and proposal coordinators. We will discuss proposal coordination challenges such as proposal strategies, storyboarding, infographics, proposal tracking, RFP response topics, and managing proposal groups.

LEADERS UNITE ROUNDTABLE

Marketing managers, directors, CMO’s, principals, and those who oversee marketing or business development activities within their firm. Example focus areas include challenges around marketing planning, team management, metrics and measurements, internal marketing, leadership transitions, and communication for human resources.

MENTORSHIP ROUNDTABLE

Those who are new to SMPS and/or new to professional services marketing. During the year, members of the program will participate in group discussion, as well as engage in one-on-one mentorship with senior members of our chapter. Topics covered vary from the basics of professional services marketing to personal growth and career development. Exact topics TBD by the incoming mentee group.

SENIOR MARKETERS ROUNDTABLE

Marketing and business development professionals with 7+ years of experience to share lessons learned and best practices as senior members of their firms’ marketing and business development teams. Join us to discuss topics like strategic planning & budgets, HR and marketing collaboration, internal marketing, branding, marketing communications, managing and mentoring, keeping rainmakers engaged, and even a marketing book club.

Email the Education Director for info on this year’s Roundtable Facilitators!

Sponsorship Opportunities



SUSTAINING - \$6,000

- » Five tickets to any event or mix and match (excludes Market Mixer). UP TO \$500 VALUE!
- » Two tickets to SMPS Oregon's 40th Anniversary event.
OVER \$100 VALUE!
- » 1 Ticket for the Market Mixer
- » Sponsored blog posts and promotion of a project or building tour.

Prominent logo exposure:

- » At all events (depending on the venue, this may include looping screen projection, banners, or other signage and other materials).
- » On website, in monthly e-newsletter, and in any advertisements SMPS may opt to procure.
- » Verbal podium recognition at all events.
- » Opportunity to present on firm/services or distribute marketing handouts.
- » Tailored social media posts including up to three posts to highlight firm/services.

PREFERRED VENDORS - \$2,000

- » Opportunity to present on firm/services or distribute marketing handouts.
- » Automatic placement on the SMPS Oregon "Preferred Vendors" list, which reaches over 200 Oregon marketers.
- » Three tickets to any event or mix and match (excludes Market Mixer). UP TO \$300 VALUE!
- » Two tickets to the 40th Anniversary event!

Logo exposure:

- » At all events (depending on the venue, this may include looping screen projection, banners, or other signage and other materials).
- » On website, in monthly e-newsletter, and in any advertisements SMPS may opt to procure.
- » Verbal podium recognition at all events.

Sponsorship Opportunities



COLUMBIA - \$1,500

- » Market Mixer event table sponsor - market sector of sponsor's choosing. Includes two tickets to event. \$375 VALUE!
- » Two tickets to any event or mix and match (excludes Market Mixer). UP TO \$300 VALUE!
- » Two tickets to the 40th Anniversary event.
- » Logo Exposure

WILLAMETTE - \$1,000

- » One ticket to attend the Market Mixer.
- » Two tickets to any event or mix and match (excludes Market Mixer). UP TO \$300 VALUE!
- » Logo exposure

DESCHUTES - \$500

- » Sponsor Social Hour
- » Recognition on SMPS Oregon social media channels.
- » Logo Exposure

IN-KIND SPONSORS: PRINTING, PHOTOGRAPHY, & VIDEOGRAPHY

- » Sponsors will be recognized at the value of their donation as an annual sponsor

INDIVIDUAL EVENT SPONSORSHIPS

- » In addition to the sponsorship opportunities outlined above, SMPS Oregon also presents events throughout the year that may be sponsored by companies or other organizations.

**Logo Exposure: At all events (depending on the venue, this may include looping screen projection, banners, or other signage and other materials).*

- » *On website, in monthly e-newsletter, and in any advertisements SMPS may opt to procure.*
- » *Verbal podium recognition at all events.*

For questions on sponsorships, please contact Kate Kearney at kkeearney@mwaarchitects.com.

Member Firms

3J Consulting
 AECOM
 AKS Engineering & Forestry
 Alta Planning + Design
 Andersen Construction
 Architectural Resources Group
 Balfour Beatty Construction
 Bassetti Architects
 BergerABAM
 Bremik Construction
 BRIC Architecture Inc.
 Brown and Caldwell, Inc.
 Bullivant Houser Bailey PC
 Cardno
 Carleton Hart Architecture
 Catena Consulting Engineers
 Century West Engineering
 Chambers Construction
 Civil West Engineering Services, Inc.
 Clark Kjos Architects
 Cochran, Inc.
 Coffman Engineers
 CSI Construction
 David Evans and Associates
 Diversified
 DKS Associates
 DONE Photography + Marketing
 DOWL HKM
 EC Electric
 ECONorthwest
 Elite Developers
 Emerick Architects
 Emerick Construction
 Emerio Design, LLC
 ERM
 Essex General Construction
 Fantail Collaborative
 FirstCarbon Solutions
 Flint Builders
 Fortis Construction Inc
 Foundation Engineering, Inc.
 GBD Architects
 GeoDesign, Inc.
 GeoEngineers, Inc.
 Gerding Companies
 Glumac
 Graceworks Inc
 Green Building Services Inc
 GreenWorks, PC
 GRI
 Hacker
 Harder Mechanical
 Harper Houf Peterson Righellis Inc
 Harsch Investment Properties
 Hennebery Eddy Architects
 Holst Architecture
 Humber Design Group, Inc.
 IBI Group
 InLine Commercial Construction
 Integrated Systems Group
 Interface Engineering
 James W. Fowler Co.
 JE Dunn Construction
 JENSEN HUGHES
 JLA Public Involvement Inc.
 Kittelson & Associates, Inc.
 Kleinfelder, Inc.
 KPFF, Inc.
 Lease Crutcher Lewis
 Lorentz Brunn Co Inc
 MacKay Sposito
 Mackenzie
 Mahlum Architects
 Marketivity Inc
 Mason, Bruce & Girard, Inc.
 Materials Testing & Inspection (MTI)
 Mazzetti
 MCA Architects PC
 Mead & Hunt
 Morrison Hershfield Corporation
 Murraysmith
 MWA Architects
 Nishkian Dean Structural Engineers
 NorthWest Engineering Service, Inc.
 OBEC Consulting Engineers
 Opsis Architecture
 Otak Inc.
 P&C Construction
 PACE Engineers, Inc.
 PacTrust
 PAE
 Parametrix
 PBS Engineering and Environmental
 Pence Construction
 Perlo Construction
 Peter Meijer Architect, PC
 Peterson Structural Engineers Inc.
 Phoenix Industrial
 Pivot Architecture
 PointNorth
 Portland Internetworks
 Precision Images
 R&H Construction
 RH2 Engineering Inc
 Rider Levett Bucknall
 S.D. Deacon
 Sazan Group, Inc
 Scott Edwards Architecture
 SERA Architects
 Shannon & Wilson
 Shapiro Didway LLC
 Skylab
 Slayden Construction Group
 Snyder of Oregon
 Soderstrom Architects
 Spacesaver Specialists
 SRG Partnership, Inc.
 Swinerton Builders
 Systems West Engineers
 TEECOM
 Todd Construction
 Turner Construction
 Turquoise Marketing
 Urban Resources, Inc.
 VLMK Engineering + Design
 Walker Macy
 Waterleaf Architecture & Planning
 Waveguide LLC, a Compass Group USA /
 FLIK Hospitality brand
 Westlake Consultants Inc
 Willamette Print & Blueprint Company
 Woodblock Architecture
 WRK Engineers
 WSP USA Inc.
 Yost Grube Hall Architecture
 ZGF Architects



2022-23 Calendar of Events

Dates are subject to change. For the most recent event info, visit our website.

<p>SEPTEMBER</p> <p>GROW Event, 27th</p>	<p>OCTOBER</p> <p>Education Workshop</p> <p>New Member Coffee</p>	<p>NOVEMBER</p> <p>Fall Panel</p>	<p>DECEMBER</p> <p>Fireside Chat</p>
<p>JANUARY</p> <p>Education Panel, 16th</p>	<p>FEBRUARY</p> <p>JEDI Event</p>	<p>MARCH</p> <p>Market Mixer</p>	<p>APRIL</p> <p>Education Workshop</p> <p>New Member Coffee</p>
<p>MAY</p> <p>Inclusive Partnership Mixer</p>	<p>JUNE</p> <p>Building Tour</p>	<p>JULY</p> <p>40th Anniversary Celebration</p> <p>New Member Coffee</p>	<p>*Rise & Grind dates coming soon!</p>

