



SMPS SAN DIEGO

MEMBER BENEFITS

A background image showing a group of people at a professional networking event. Some are seated at a table with laptops, while others are standing and talking. The image is slightly faded to allow the text to be the primary focus.

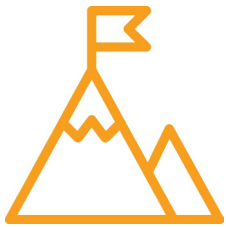
// From continuous opportunities for professional development, to developing an incredible network of local peers and resources, joining SMPS and actively engaging with the chapter is one of the best things I've done for my career. //

-Lindsey Gregory, CPSM, WSP

ABOUT SMPS

The Society for Marketing Professional Services (SMPS), established in 1973, is the only professional organization dedicated to creating business opportunities and enhancing the careers of marketing professionals in the A/E/C industry. The organization provides its members with the tools to succeed in the fast-paced, competitive world of professional services marketing, and the ability to tap into powerful regional and national networks of marketing colleagues, strategic partners and potential clients. Through networking, leadership training and professional development, educational opportunities and leading market research and resources, SMPS members gain a competitive advantage in successfully positioning their firms in the market.

Incorporated in January 1984, SMPS San Diego is your premier, local portal to the wide-ranging benefits of SMPS. With nearly 150 members, we are among the largest of 60 chapters throughout the U.S. and Canada. We invite you to continue reading about SMPS San Diego at www.smpssd.org



MISSION

To advocate for, educate, and connect leaders in the building industry



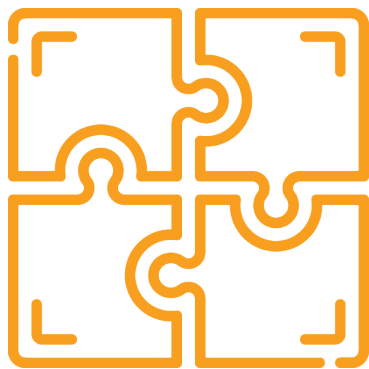
VISION

Business transformed through marketing leadership



PURPOSE

Enrich knowledge and advance practices that build business for professional services firms



SAN DIEGO CHAPTER CULTURE AND VALUES

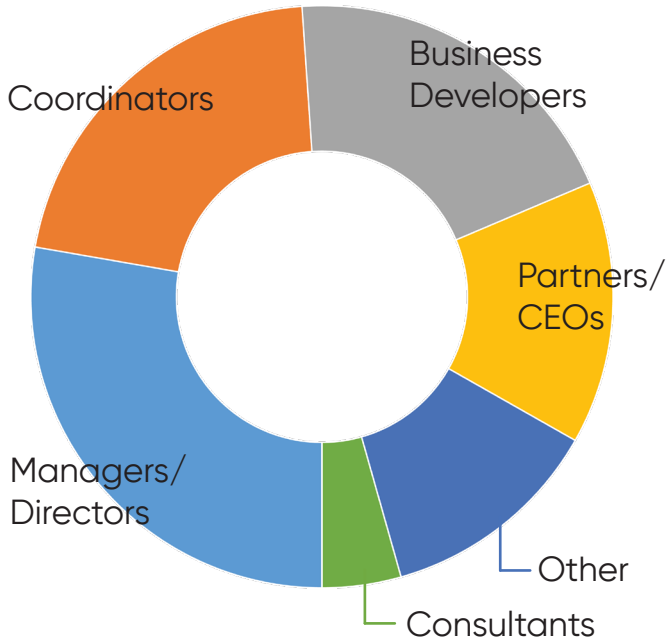
SMPS San Diego is committed to serving the professional development needs of our members and fostering active engagement and chapter volunteerism. Providing marketing education, mentorship and industry network connections, we strive to deliver on our collective society vision: Business transformed through marketing leadership.

As a chapter, we work to build mutually beneficial and lasting business relationships with each other, our clients and those we serve. We encourage open and direct communication between our members, volunteers and board of directors, and we value diversity, governance best practices, transparency and collaboration in our leadership.

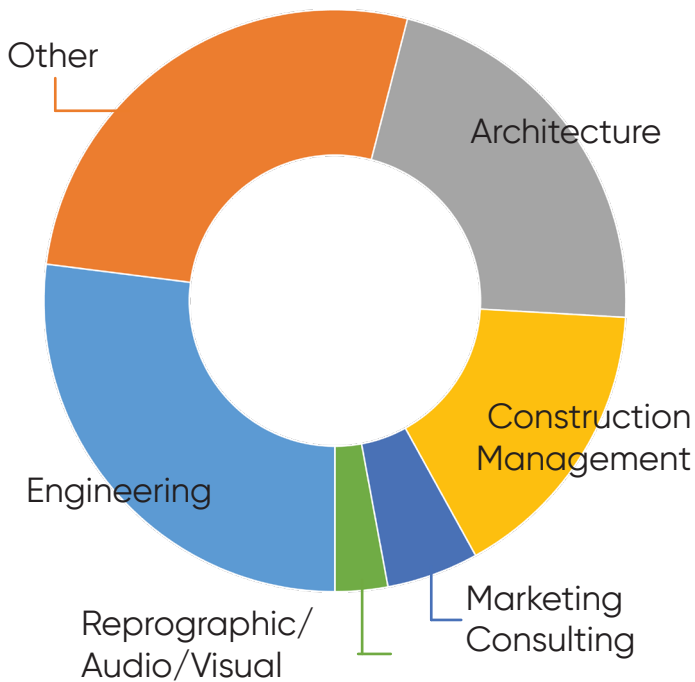
We embrace this culture as we advance positive changes that will form a solid foundation on which to build a dynamic future for SMPS San Diego.

ABOUT SMPS

Member Composition



Firm Demographics



San Diego Chapter SMPS Fellows

Theresa Casey, FSMPS, CPSM | [On Target Marketing & Communications LLC](#)

Angela Kimble, FSMPS | [The Black Dog Collaborative](#)

Simon Andrews, FSMPS | [Graphic Solutions](#)

Shiloh Swanson, FSMPS, CPSM | [Stantec](#)

San Diego Chapter Certified Professional Services Marketers

Carina Orsino, CPSM | [WSP USA](#)

NK Mbayo, CPSM | [S&B Christ Consulting](#)

Catherine McCullough, CPSM | [McCullough Landscape Architecture](#)

Cindy Hill, CPSM | [KPF Consulting Engineers](#)

Diane Elias, CPSM | [Michael Baker International](#)

Karen Santoro, CPSM | [CRB](#)

Kelly Michajlenko, CPSM | [Glumac](#)

Kristie Bevacqua, CPSM | [Nasland Engineering](#)

Lindsey Gregory, CPSM | [WSP USA](#)

Marylou Flanders, CPSM

Sharon Singleton, CPSM | [KTU+A](#)



MEMBER BENEFITS

Your SMPS San Diego membership provides you access to organization-wide benefits offered by SMPS San Diego and SMPS headquarters. We encourage you to spend some time exploring mysmps.org; you will find valuable information on marketing and business development best practices, and various other resources to help you along your career.

Member-only benefits include:

- Participation in San Diego chapter member-only events and programs, including:
 - Curated Focus Networking Groups
 - Principals Roundtable
 - Lessons in Leadership mentorship program
 - New member meetups
- Discounted registration to monthly educational workshops and client/market specific panel and socials
- Leadership opportunities through participation on committees and board of directors
- Access to resources on SMPS headquarters website at mysmps.org, including free lunchtime Learning Labs, a comprehensive membership directory, discounted subscriptions to trade magazines, and cutting edge industry research white papers, sample A/E/C industry marketing templates and example documents
- Quarterly trade specific marketing publication sent directly to members
- Education programs designed to elevate your technical skills and capabilities at all levels of your career, including seller-doers and rising firm leaders
- Advocacy for the A/E/C marketing and business development profession
- An unrivaled network of A/E/C industry professionals including dozens of topic-specific communities or you can create your own
- Access to up-to-date marketing compensation and metrics survey data
- Monthly emails from SMPS headquarters

Annual and event sponsorship opportunities are available for member firms.
Please visit the website for benefit and pricing details: www.smpssd.org/annual-sponsorship



BOARD OF DIRECTORS & COMMITTEES

We invite you to check out our committees and encourage you to get involved. Volunteering for a committee affords you the opportunity to build a rich network of industry peers and learn from colleagues, all while gaining valuable leadership and marketing and business development experience.

We hope that you consider joining one of these outstanding groups.



Programs

The Programs Committee develops and coordinates the annual program of open-registration and member-only activities for the chapter, including industry and client panels, roundtable exchanges, social events, educational workshops, focus networking groups and our Lessons in Leadership mentoring program. Additionally, the Programs Committee is responsible for accommodations logistics of each event, wherein it serves as a liaison between the host venue staff, Programs co-chairs and chapter president and treasurer, working behind the scenes – and in front – to ensure that our events yield a positive experience for everyone involved.

As a member of the committee, you will have a hand in shaping the content and quality of our events, from conceptualization to day-of-event coordination. It's a great way to make the most of SMPS members' experience while interacting with peers, speakers and panelists – industry leaders who bring to us their valuable time, knowledge, perspective and expertise.



Membership

The Membership Committee is responsible for the recruitment and retention of SMPS San Diego members. This group serves the essential function providing our members with access to all the benefits and resources available to them, and providing ample opportunity to fully engage as active chapter volunteers. The goal of this committee is ensuring that each member is experiencing and taking away the substantial value of their SMPS membership.

If you are interested in ensuring all of our members are getting the most out of their SMPS experience, explore the opportunities offered by the membership committee.



Marketing

The Marketing Committee curates, creates and distributes all chapter brand and programming communications for SMPS San Diego. Regular activities include website blog posts, and weekly email and social media promotion of industry and chapter news and events, members spotlights and thought leadership content. The committee is integral to chapter operations and to providing important and timely information to our members and community.

If you are passionate about communications, writing or graphic design, consider joining our creative team.

CHAPTER PROGRAMMING

Industry/Client Programs or Panels

Typically 60-90 minutes, these programs are designed to introduce a trending or important market or topic related to the A/E/C industry – healthcare, education, infrastructure, alternative delivery – and offer a variety of perspectives from public agency representatives, elected officials and industry leaders. The format offers an opportunity for members and non-members to interact with their industry peers, hear from those in the know about industry projections, future capital programs and project opportunities, and follow up with targeted questions.

Education Workshops

Marketing education is a cornerstone of the SMPS mission and member experience. Our chapter offers a broad array of educational opportunities for marketers of all levels and disciplines, covering the six domains of practice with topics including: business development tactics, strategic pursuit planning best practices, winning proposal development and design, finances for marketing, presentation coaching, client relationship management tools and data capture and more. This is where the rubber hits the road for marketing professionals looking to advance their knowledge and their careers.

Focus Networking Groups (members only)

Focus Networking Groups offer members a valuable opportunity to build relationships in small, topic-based group settings. Each group comprises 10-12 members who meet regularly to discuss topics of interest, such as challenges they face in their work environment, business development tactics or marketing best practices. Coordinated by fellow marketing and business development professionals, focus groups provide a unique opportunity to learn from one another and cultivate relationships in a casual, yet committed and accountable environment that fosters open dialogue and trust.

Lessons in Leadership (members only)

Lessons in Leadership is our mentoring program. It provides SMPS members a structured program for achieving their professional aspirations and career goals. The program focuses on the skills, behaviors and traits of successful leaders, helping participants to develop habits proven to strengthen their value as a professional. The 10-month program consists of 90-minute monthly meetings with guided instruction and group interaction with speakers, peers and mentors. The curriculum includes such topics as team building strategies, strategic planning, presentation skills, business development best practices, influence and negotiation techniques, leadership styles and characteristics, and time and stress management.

Principals Roundtable (member firms only)

The Principals Roundtable is a series of quarterly meetings sponsored by SMPS San Diego to provide principals of our member firms with a forum to discuss with their peers select marketing and other business issues of concern to leaders within the A/E/C industry.

Socials (networking, parties, new member meet-ups)

A significant aspect of every marketing and business development professional's life involves communicating – with team members, technical professionals, company leadership, project partners and clients. Equally important, however, is the time we take to communicate with peers. While structured programs provide some opportunity to network, SMPS social events are specifically designed for this purpose. From meet-ups that allow new members to connect and become acquainted, to holiday and member parties to celebrate the season, to dedicated networking forums, we recognize the value of connections and help our members make them.