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Welcome to the Society for Marketing Professional Services Oregon Chapter!

The Society for Marketing Professional Services is the only marketing organization dedicated to creating business opportunities in the A/E/C industry. SMPS represents a dynamic network of 6,000+ marketing and business development professionals working to secure profitable business relationships for their design and building companies. The Society and its chapters benefit from the support of 3,500 firms, encompassing 80% of the Engineering News–Record Top 500 Design Firms and Top 400 Contractors.

The Oregon Chapter of SMPS is an award winning, leading chapter of SMPS with over 200 members. Our members come from diverse backgrounds and we welcome all professionals in the A/E/C industry, from firm principals to college students pursuing an education in architecture, engineering, construction, or marketing.

As a member of SMPS, you will have access to all the educational and networking benefits available through SMPS Oregon including:

- Monthly education or programs events.
- Professional development and career advancement training.
- Peer to peer roundtables.
- Annual regional and national marketing awards.
- Access to a premier source of industry-related news and information.
- A subscription to Marketer magazine, SMPS headquarter’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 local events and the national and regional conferences.
- Great opportunities to serve on a committee with your peers and potential clients.
- Sponsorship opportunities to promote your firm to the entire chapter and leading industry professionals.

As your current Chapter President and Membership Director, our goal is for SMPS members to get as much as possible out of your membership. A great way to do that is by joining one of the seven committees, attending a roundtable meeting and/or one our of monthly education or programs events. By getting involved you instantly expand your network, develop new skills, and inspire lasting professional and personal relationships. There are a number of resources available to you as a member, like mySMPS, which we strongly encourage you to take advantage of as soon as you’re a member.

In the following pages you will find more detailed information about the opportunities SMPS Oregon 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 member of SMPS and we look forward to your involvement in the coming year!

Regards,

Christina Blaser
SMPS Oregon President
christinab@harsch.com

Chance Williams
SMPS Oregon Membership Director
Chance.Williams@lewisbuilds.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.

**COMMITTEE MEMBERSHIP**
SMPS Oregon has seven 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 the SMPS Oregon board and National committees. Those who give to SMPS get back ten-fold in benefits!

**ROUNDTABLES**
SMPS also provides seven focused Roundtables offering members the opportunity to connect monthly with a group of individuals they can relate to 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 members 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 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.

**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

smps.org/membership

NETWORKING OPPORTUNITIES
• Participate in the annual Build Business 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 to the MySMPS app where you can access the member directory when you are on the go
• Access to industry and job-related information
• Access to the SMPS Career Center, where you can search for 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 Communications Awards Program

Local Resources

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, Scoop
• 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
• The Lynn Parsons Educational Scholarship

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 bi-annual salary survey
• SMPS Oregon Vendor List
2018-2019 Board of Directors

EXECUTIVE BOARD

President
Christina Blaser
Director of Marketing
Harsch Investment Properties

President-Elect
McKenzie Richardson
Marketing Production Manager
PAE

Past President
Alexi Meuwissen
Director of Marketing
Bremik Construction

Secretary
Leah Lufrofka
Administrative Assistant
VLMK Engineers + Design

Director-At-Large
Samantha Jordan
Director of Business Development and Marketing
Emerick Construction

Treasurer
Jill Daniel, CPSM
Northwest Pipe Company

COMMITTEE DIRECTORS

Programs Director
Jenn Bollenbacher
Director of People & Culture
Harder Mechanical Contractors, Inc.

Education Director
Adrienne Lindsey
Business Development and Marketing
GeoEngineers, Inc.

Membership Director
Chance Williams
Marketing Specialist
Lease Crutcher Lewis

Communications Director
Kaitlin Virding, CPSM
Business Development Manager
MacKay Sposito

Special Events Director
Angie Cole
Director of Marketing
Lorentz Bruun Construction

Industry Outreach Director
Kate Kearney
Associate, Marketing
Peter Meijer Architect, PC

Professional Development Director
Kelly Johnson
Marketing Director
3J Consulting
Committee Volunteer Opportunities

COMMUNICATIONS
Communication is central to everything the organization does. This group assists all of the other committees in marketing communication and promotion including event announcements, press releases on monthly activities and events, e-mail blasts to all members, web site maintenance, social media marketing, DJC ads, and the weekly newsletter. There is always creative work to be done and committee members have a chance to enhance and learn skills that will help them on the job.
Director: Kaitlin Virding, MacKay Sposito, kvirding@mackaysposito.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: Adrienne Lindsey, GeoEngineers, alindsey@geoengineers.com

INDUSTRY OUTREACH
The Industry Outreach committee promotes the understanding and importance of marketing in the built environment through outreach to peer organizations and the academic community. Committee members work to strengthen SMPS’ relationship with other industry organizations, such as AIA, ACEC, and AGC. The committee also hosts two SMPS Talks events with senior marketing speakers openly discussing a hot marketing topic in a casual, open format. An annual scholarship is awarded to a high school senior who hopes to pursue a career in professional services marketing.
Director: Kate Kearney, Peter Meijer Architect, KateK@pmapdx.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 (new, old, and even those contemplating membership).
Director: Chance Williams, Lease Crutcher Lewis, chance.williams@lewisbuilds.com

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: Jenn Bollenbacher, Harder Mechanical Contractors, jbollenbacher@harder.com

PROFESSIONAL DEVELOPMENT
This committee promotes professional development through Roundtables, CPSM Study Groups, Mentorship Program, Chapter Library, Job Postings, and a bi-annual Membership Survey and Salary Survey.
Director: Kelly Johnson, 3J Consulting, Kelly.johnson@3j-consulting.com

SPECIAL EVENTS
The special events committee is responsible for organizing our annual awards celebration and summer fundraising event. The committee responsibilities include planning for awards, finding a non-profit partner, and making all other arrangements for special events.
Director: Angie Cole, Lorentz Bruun Construction, angie@lbruun.com
ROUND TABLE OPPORTUNITIES

COORDINATOR’S CORNER ROUNDTABLE
Target group is marketing coordinator, senior coordinator, proposal coordinator, etc. Example focus areas include the challenges and advancement of positions that are coordinator and proposal based (e.g. proposal strategy, storyboarding, info graphics, event planning, social media/communications, proposal tracking, RFP response topics, managing proposal groups, keeping schedule, etc.).
Facilitator Contact: Alexandra Orozco, Urban Resources Inc., alex@urbanresourcesinc.com

BUSINESS DEVELOPMENT ROUNDTABLE
If you currently assume the role of business development and have at least 5 years of experience, this group is for you. 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.
Facilitator Contact: Allison Tivnon, ECONorthwest, tivnon@econw.com

MENTORSHIP ROUNDTABLE
Members who are new to SMPS and/or new to services marketing are invited to join our SMPS Mentorship Program. During the year, members of the program participate in both group discussion, as well as engage in one-on-one mentorship with senior members of our chapter. This group is ideal for those who are just entering the field or are trying to grow from an entry level to next level position. Topics covered vary from the basics of marketing for the AEC firm to personal growth and career development.
Facilitator Contact: Alexi Meuwissen, Bremik Construction, am@bremik.com

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.
Facilitator Contact: Nick Tahran, OBEC Consulting Engineers, ntahran@obec.com

SENIOR MARKETERS ROUNDTABLE
A “safe space” for marketers and managers with 7+ years of experience to share best practices, problem solve, and share pro-tips.
Facilitator Contact: Nicole Haman, CPSM, AKS Engineering & Forestry, hamann@aks-eng.com

LEADERS UNITE ROUNDTABLE
Target group is marketing managers, directors, CMO’s, principals, those who oversee marketing or business development activities, or hold marketing leadership positions within their firm. Example focus areas include challenges and advancement of leadership issues (e.g. marketing planning, team management, metrics and measurements, leadership transitions, etc.).
Facilitator Contact: Kim De Alba, CPSM, Interface Engineering, KimD@interfaceeng.com

MENTORSHIP ROUNDTABLE
Members who are new to SMPS and/or new to services marketing are invited to join our SMPS Mentorship Program.
Facilitator Contact: Alexi Meuwissen, Bremik Construction, am@bremik.com

CERTIFIED PROFESSIONAL SERVICES MARKETER (CPSM) EXAM STUDY GROUP
Are you ready to take the next step in your career? SMPS members who wish to sit for the CPSM exam sometime in the next 12 months are encouraged to join our 6-session boot camp. Each meeting will be facilitated by CPSM certified members who will guide you through the important concepts and key terms to study for each of the 6 domains of marketing.
Facilitator Contact: Stacey Ho, WSP, stacey.ho@wsp.com
Sponsorship Opportunities

SUSTAINING (1 AVAILABLE) - $6,000
• Five tickets to any event or mix and match (excludes Market Mixer). UP TO $500 VALUE!
• One team ticket (2 individuals) to annual Boards, Bags & Brews network and fundraising event. OVER $100 VALUE!
• Provide moderator at one Program event.
• 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.
• Right to give out marketing materials to attendees at all SMPS events.
• Current list of SMPS membership.
• Tailored social media posts including up to three posts to highlight firm/services.

PREFERRED VENDORS (3 AVAILABLE) - $3,000
• Opportunity to present on firm/services for three minutes at one education event and have a display table setup for 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!
• Team ticket (2 individuals) to annual Boards, Bags & Brews network and fundraising event. OVER $100 VALUE!
• 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.

INDUSTRY LEADER (4 AVAILABLE) - $1,500
• Market Mixer event table sponsor - market sector of sponsor’s choosing. Includes two tickets to event. $375 VALUE!
  > 2018 tables included decision makers from Hillsboro School District, REACH, City of Beaverton, Specht Development, Prologis, Urban Asset Advisors and American Assets Trust, and Beam Development.
• Three tickets to any event or mix and match (excludes Market Mixer). UP TO $300 VALUE!
• Team ticket (2 individuals) to annual Boards, Bags & Brews network and fundraising event. OVER $100 VALUE!
• 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**

**FOUNDATION (10 AVAILABLE) – $500**
- Logo exposure at all planned events (depending on the venue, this may include looping screen projection, banners or other signage and other materials)
- Exposure on website, in monthly e-newsletter and in any advertisements SMPS may opt to procure

**IN-KIND SPONSORS: PRINTING, PHOTOGRAPHY, & VIDEOGRAPHY**
- Sponsors will be recognized at the value of their donation as an annual sponsor

**INDIVIDUAL EVENT SPONSORSHIPS AVAILABLE**
- 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.
- Programs – in November, March, May
- Education Events – in October, February and April
- Special Events – in January and August
- Membership-Focused Gatherings – throughout the year

To reserve your 2018-2019 sponsorship or for questions on sponsoring an individual event, please contact McKenzie Richardson at McKenzie.Richardson@pae-engineers.com or (503) 542-0515. Must confirm sponsorship by September 31 to have your logo appear on promotional materials.
Member Firms

3J Consulting
AECOM
AKS Engineering & Forestry
Alta Planning + Design
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
DOWA-IBI Group
DOWL HKM
EC Electric
ECONorthwest
Elite Developers
Emerick Architects
Emerick Construction
Emersio 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.
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.
OBE 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 and 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
Calendar of Events

**SEPTEMBER**
GROW Event: Learn more about our Chapter, member benefits & network with the Board of Directors! September 12

**OCTOBER**
Education Event: Marketing Plans Made Simple October 11

**NOVEMBER**
Programs Event: The Path to 2035 November 14

Members Only: Speed Networking November 28

**DECEMBER**
Industry Outreach Event: Meet the Reporters + Holiday Fundraiser for Rose Haven Women’s Shelter December 5

**JANUARY**
Education Event: Topic TBD January 9

Pacific Regional Conference in Honolulu, HI January 30 – February 1

**FEBRUARY**
Industry Outreach: SMPS Talks/Marketing in the Low Tide (Recession Economics) February 20

**MARCH**
Programs Event: Market Mixer, Networking with Clients + Developers Event March 13

**APRIL**
Special Events: Annual SMPS Marketing Awards April 11

Industry Outreach: SMPS Talks April 17

**MAY**
Education Event: BD Live! May 15

**JUNE**
Programs Events: New Building Tour June 6

Education Event (free to members): Salary Negotiations June 26

**JULY**
Special Events: Boards, Bags, and Brews Networking + Fundraiser for Girls Build July 17

**AUGUST**
Build Business (National Conference) in Washington, DC August Date TBD
2018-19 Sponsors

SUSTAINING

PREFERRED VENDOR

IN-KIND SPONSORS

INDUSTRY LEADERS

FOUNDATION

PAE