Appear at the Top with Powerful SEO
Thank you!
How many years have you been a member of SMPS?
(Please answer the poll)
Nearly 7,000 members!

SMPS ON THE MAP

59 Chapters & Growing!
CORE VALUES

What Defines our Chapter

COMMUNITY
A network of marketers at your finger tips

LEADERSHIP
Developing our industry’s future leaders

EMPOWER
Providing the tools and resources to take you to the next level

RESOURCE
Marketing tools and connections Nationwide

INNOVATIVE
Always learning and sharing to stay ahead

PROFESSIONAL DEVELOPMENT
Developing you as an individual and in your firm
MISSION
To advocate for, educate, and connect leaders in the building industry

VISION
Business Transformed through Marketing Leadership

THEME
Pivot by building a back to basics approach
Calendar of Events

BUILD BUSINESS

October 4th, 2020 | Virtual

smps

EXPERIENCE BUILD BUSINESS 2020.

Play Video
RAFFLE PRIZES

And the winner is...

Prize 1 - SMPS Lunch Box, SMPS mug, Heart coffee

Prize 2 - SMPS On-demand Webinar gift certificate (2 HQ webinars)

Prize - Elephant’s Delicatessen - $40 gift card

Prize 4 - Top Golf - $100 gift card

Special thank you to our Event Sponsor – HHPR!
<table>
<thead>
<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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</thead>
<tbody>
<tr>
<td><strong>GROW Event</strong></td>
<td>Marketing Excellence Awards Submission Deadline Monday, October 5th - Awards to be presented online from mid-October until the New Year</td>
<td>The Trickle Effect of a Global Pandemic How your marketing and BD teams can prepare for resiliency.</td>
<td>SMPS Holiday Fundraiser SMPS will raise money for a local charity throughout the month of December and present the check virtually at the end of the month.</td>
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<tr>
<td><em>September 16th</em> – Meet board members and current committee members and learn about the opportunities available with SMPS.</td>
<td><strong>Starting The Conversation: An Introduction to DEI in the Workplace, October 15th.</strong> Award winning motivational speaker Lou Radja on ‘first steps’ towards creating a DEI culture in your firm.</td>
<td><strong>Fireside Chat</strong> Do you have ideas that you would like the chapter to consider or do you just want to learn more about SMPS Oregon? Join SMPS President, Angie Cole, for a drink and discussion.</td>
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<td>New Member Coffee Learn more about SMPS!</td>
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<td><strong>JANUARY</strong></td>
<td><strong>FEBRUARY</strong></td>
<td><strong>MARCH</strong></td>
<td><strong>APRIL</strong></td>
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<td><strong>Interview Skills</strong></td>
<td><strong>SMPS Trivia Night!</strong> Join us for a night of fun, prizes, and trivia</td>
<td><strong>SMPS Talks 1</strong> Design-Build Teaming: Preparing for Today’s Construction Market</td>
<td><strong>Market Mixer</strong> Get to know more about different industries in a small group setting. Each industry is led by a client and moderator.</td>
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<td><em>Presenting Powerfully - A training led by Scott Johnston at the Johnston Training Group</em></td>
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<td>We invite new members to join us for coffee and to learn more about SMPS</td>
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<td><strong>MAY</strong></td>
<td><strong>JUNE</strong></td>
<td><strong>JULY</strong></td>
<td><strong>AUGUST</strong></td>
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<tr>
<td>RFP Panel <strong>Tips and Tricks for Improving Sustainability and Diversity at Your Firm - Panelists TBD</strong></td>
<td><strong>SMPS Talks 2</strong> Design-Build Teaming Part 2: Partnering for the Win <strong>Speed Networking</strong> Get to know your fellow SMPS colleagues and discover opportunities for collaboration</td>
<td><strong>Boards, Bags &amp; Brews</strong> July 15th 2021 – Our annual cornhole tournament is a must attend each year, so make sure you add it to your calendar and get some practice in before that</td>
<td><strong>Sign up for the Scoop to stay in the know at <a href="mailto:scoop@smpsoregon.org">scoop@smpsoregon.org</a></strong></td>
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J.E.D.I. COLLABORATIVE
justice . equity . diversity . inclusion
MEET THE BOARD

Executive Team

President
Angie Cole
Lorentz Bruun Construction

President-Elect
Kaitlin Virding, CPSM
MacKay Sposito

Past President
McKenzie Richardson
PAE

Treasurer
Nicole Haman, CPSM, LEED AP
AKS Engineering & Forestry

Secretary
Lisa Keohokalole Schauer, CPSM
PointNorth Consulting
Director-at-Large  
Paige Viehouser  
Catena Consulting Engineers

JEDI  
Thy Daniels  
KPFF

Membership  
Leah Lukrofka  
VLMK Engineering + Design

Communications  
Ashley Dichirico  
Turner Construction

Education  
Kelsey Parpart  
Century West Engineering

Programs  
Angel Benavidez  
Joseph Hughes Construction

Professional Development  
Carly Schaefer  
Maul Foster & Alongi, Inc.

Industry Outreach  
Sharon Everett

Special Events  
Zoey O'Donnell  
Cochran, Inc.

PRC Representative  
Marie Franklin  
TEECOM

PRC Representative  
Gregory Fritz  
PBS Environmental
RAFFLE PRIZES

And the winner is...

Prize 5 - SMPS Lunch Box, SMPS mug, Heart coffee

Prize 6 - Amazon $50 gift card

Prize 7 - New Seasons - $50 gift card

Prize 8 - Rejuvenation Day Spa - $100 gift card

Special thank you to our Event Sponsor – HHPR!
ANNUAL SPONSORSHIPS
Consider the Investment Opportunities

Columbia Sponsorship
• 1 spot remaining!
• Verbal recognition at all events
• Distributed marketing materials
• List of SMPS membership
• Present on firm/services at one event
• Table sponsor at the Market Mixer

Willamette Sponsorship
• 3 spots remaining!
• Sponsored blog post
• Promotion of a project or building tour
• Event tickets

Deschutes Sponsorship
• 2 spots remaining!
• Prominent logo exposure
• Recognition on SMPS Oregon social media channels
• Sponsor social hour
MEMBER BENEFITS

- Community
- Professional Development
- Networking
- Publications
- Resources
- Leadership
- Career & Recruitment Resources
- Education
- CPSM Program
CONTINUING EDUCATION SCHOLARSHIPS

ROUND TABLES

EVENT PRICING

COMMITTEE MEMBERSHIP

Share | Learn | Network

Discounted and free events

Expand your professional network, give back, and learn new skills

We investing back into our membership!

Join Us!
SMPS has not only provided me with a network of smart, wonderful people who motivate me, but has also given me countless education opportunities that I can use to drive my career.
Being a Member and Sponsor of SMPS for 18 years has given me a great opportunity to both learn and teach creative aspects of our industry. SMPS has also given me the chance to create lifelong relationships, both professional and personal.
BRING YOUR FRIENDS
Share SMPS

1. 3-Month Extension
2. $25 E-Gift Card
3 & 4. Strive For Five
5. $100 E-Gift Card
The Education Committee plans and organizes diverse educational programming for SMSP Oregon members. Event topics cover everything from proposals to professional development and help members grow their knowledge and skills. Specific tasks include planning and organizing events, identifying event topics, securing speakers and sponsors, managing event logistics, and providing educational materials to members through the Chapter blog and newsletter.

We are always looking for members who have strong insights into current topics and trends to help us plan events!

Contact Kelsey if you are interested in joining the Education committee.

Obtain event planning and leadership skills

Network with new contacts

January
Interview Skills: Presenting Powerfully

May
RFP Panel: Tips and Tricks for Improving Sustainability and Diversity

We are looking for committee members!!
The purpose of the Communications Committee is to assist the all other committees by keeping members informed through communication and promotion including, event announcements, e-mail or surveys to members, website maintenance, social media management, media ads and cross promotion, and the weekly newsletter.

• We currently have a full committee
  • There should be room next year, so let us know if you are interested in a specific role
  • We’ll reach out if we need extra help or set up shadowing opportunities

• Marketers need to be comfortable using many different types of software and this is a great way to learn more
• We often have members shift to another role from year to year to learn something new or make new connections with the media and news outlets in our community

We promote all the other committee’s great events!
The Membership Committee is the first point of contact for new and potential members. Committee involvement is a great way to network while helping your A/E/C industry peers learn and grow with SMPS. We are the registration, recruitment and retention team. The Membership Committee:

- Greets guests at every event
- Manages registration and member records
- Cheerfully answers questions about membership
- Plans and organizes networking events
- Welcome and assist new and potential members
- Execute outreach strategy and contribute ideas
- Promote access to SMPS events, resources and answer questions about membership
- Administrative marketing experience
- Strategic planning and organization experience
- Unparalleled networking and learning opportunities
- Industry visibility for you and your firm

We are looking for committee members!!

Grow with SMPS
Membership Committee

What We Do

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- Industry visibility for you and your firm

Who We Are

Leah Lukrofka
Director

Jeff Morin
Committee Member

Doug Miller
Committee Member

Nikki Johnson
Committee Member

Erin Reed
Committee Member

Judy Straalsund
Committee Member

Marie Franklin
Committee Member

Kaylee Roth
Committee Member

Katie Spilker
Committee Member

Open!
Committee Member

Open!
Committee Member

We are looking for committee members!!

How You Can Help

- Welcome and assist new and potential members
- Execute outreach strategy and contribute ideas
- Promote access to SMPS events, resources and answer questions about membership

Benefits To You

- Administrative marketing experience
- Strategic planning and organization experience
- Unparalleled networking and learning opportunities
- Industry visibility for you and your firm

Events We Host

GROW with SMPS, September
New Member Coffee, Quarterly, Dates TBD
Fireside Chats, December & March
SMPS Member Trivia, February
Speed Networking, June
What We Do

The Industry Outreach/SMPS Talks 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, CREW, ULI, and AGC.

The committee also promotes events and speakers designed to create heightened awareness of the marketing of professional services within the academic community and among industry organizations. An annual educational scholarship is awarded to be used towards higher education and/or certification regarding professional services marketing.

Specific tasks include:
• Plan and organize SMPS Holiday Fundraiser
• Plan and organize SMPS Talks Events - aimed towards veteran Marketing and BD Professionals
• Organize scholarship for two SMPS members

How You Can Help

• Research Scholarship opportunities
• Input for Talks subjects
• Coordinate with speakers
• Set up events

Benefits To You

• Visibility in the industry for you and your firm
• Build relationships with other professionals in the industry
• Event planning experience

Events We Host

December
Holiday Fundraiser
March and June
SMPS Talks

Who We Are

Sharon Everett
Director

Cheryl Nervez
Committee Member

Lindsay Dunton
Committee Member

Kyle Patterson
Committee Member

Open!
Committee Member

Open!
Committee Member

We are looking for committee members!!
The Professional Development Committee provides SMPS members with a wide array of educational and professional resources. Resources include various roundtables to connect members and facilitate peer to peer learning, CPSM certification resources, library for access to Markendium books, online webinars and workshops, job postings on our Chapter’s website, access to salary survey data, and a scholarship opportunity for CPSM certification.

Specific tasks include:

- Facilitate roundtables
- Identify online webinars and workshops
- Manage library
- Plan annual members-only career development event
- CPSMs: assist future CPSMs with study preparation
- Ability to connect with your peers
- Event planning experience
- Access to all the resources offered

**What We Do**

**Who We Are**

- Carly Schaefer, Director
- Jamie Lindelof, Chair
- Melissa Newton, Librarian/Roundtable Facilitator
- Kelly Johnson, Committee Member
- Tanya Boyer, CPSM Roundtable Facilitator
- Kasey DeLucia, FSMPS, CPSM Roundtable Facilitator
- Kristen Roche, Roundtable Facilitator
- Katrina Tran, Roundtable Facilitator
- Abigail Carlen, LEED AP BD+C Roundtable Facilitator
- Nicholas Tahran, Roundtable Facilitator
- Lisa Heath, Roundtable Facilitator
- Elizabeth Flanagan, Roundtable Facilitator
- Jill Daniel, Roundtable Facilitator
- Open CPSM Roundtable Facilitator

**How You Can Help**

- Sign up for a roundtable
- Help plan the members-only career development event
- CPSMs: assist future CPSMs with study preparation

**Benefits To You**

- Ability to connect with your peers
- Event planning experience
- Access to all the resources offered

**Events We Host**

- Ongoing Roundtables
- Spring 2021 Career Development (Members-Only Event)
ROUND TABLES
Share and learn in a group setting

SPECIALTY MARKETING
For those interested in non-proposal topics like branding, communications and event planning

COORDINATORS CORNER
For coordinators with a strong focus on proposals

LEADERS UNITE
For those who hold Marketing leadership positions within their firm

CPSM BOOTCAMP
For those who are wanting to take their CPSM exam
ROUNDTABLES
Share and learn in a group setting

BALANCING ACT
For sole marketers who wear many hats

BUSINESS DEVELOPMENT
For those with Business Development responsibilities

SENIOR MARKETERS
For Marketers and Managers with 7 or more years experience

MENTORSHIP
For those new to SMPS or the industry and are seeking an experienced mentor
Are you interested in joining a SMPS Roundtable?
Grow with SMPS

Programs Committee

What We Do

The Programs Committee develops, plans and produces all programs events. The content is geared to client panels and speakers with a goal of providing education and insight on topics relevant to the A/E/C industry and current market conditions.

Specific tasks include:

- Generate ideas for relevant event topics
- Identify & secure high-quality speakers within the industry
- Coordinate event logistics
- Design program flyer & marketing collateral for each event
- Create promotional campaigns to encourage attendance

Who We Are

Angel Benavidez
Director

Alexi Meuwissen
Committee Member

Open! Committee Member

Open! Committee Member

Open! Committee Member

Open! Committee Member

We are looking for committee members!!

How You Can Help

- Become a full-time committee member
- Offer your design expertise for collateral
- Volunteer for the Market Mixer
- Promote Programs events within your firm

Benefits To You

- Networking within the A/E/C community
- Opportunity to increase leadership role
- Leverage your firm’s talent & resources for visibility in the Portland A/E/C industry

Events We Host

November
The Trickle Effect of a Global Pandemic

April
Market Mixer
The Special Events Committee focuses on building camaraderie, encouraging the growth of our membership, and providing additional opportunities for chapter recognition and networking – all while having a little fun along the way. Our committee plans, organizes, and manages two flagship events: The Marketing Excellence Awards and Boards, Bags and Brews.

Specific tasks include:
• Plan and organize events
• Secure sponsorship
• Coordinate event logistics
• Organize call for entries
• Manage the judging process

We are looking for committee members!!

How You Can Help
• Looking for 3-4 new committee members & a Committee Chair
• A volunteer/volunteers with interest/skill in writing, especially for newsletter/social media
• A volunteer/volunteers with experience in dealing with venues/catering
• A volunteer/volunteers with skill/interest in fundraising/sponsorship

Benefits To You
• Event planning experience
• Meet other chapter members
• Visibility in the industry for you and your firm

Events We Host
October
Marketing Excellence Award (Virtual)

July
Boards, Bags, and Brews
The Justice, Equity, Diversity and Inclusion (JEDI) Committee will guide SMPS Oregon’s work advancing equality for the chapter and creating a more diverse and welcoming experience for all members. The committee will report on any programming needs that are required to achieve the mission of supporting diversity and social justice. Resources will be utilized to advance the organizational plan and strategic direction of the organization in areas of diversity, inclusion, promotion, evaluation, support, mentoring, and committee training and development in collaboration with all chapter leadership.

What We Do

The JEDI committee is looking for volunteers that are passionate about DEI. Volunteers will work with the JEDI director to develop and implement strategies to advance organizational change and ensure that diversity and inclusion considerations are incorporated in the decision-making processes for the chapter. Volunteers will gain a deeper understanding of DEI and how to implement action items at their own firms. You will also have the opportunity to create new relationships and connections with DEI facilitators and experts. A series of DEI programming that focuses on unconscious bias, transformative allyship, coalition building, diversity in hiring, the history of racism and more. In addition, we will be collaborating with other committees to incorporate DEI into their events. Event topics and dates are still TBD.

Who We Are

Thy Daniels
Director
Kelly Johnson
Committee Member
Katelyn Hall
Committee Member
Lily Cox-Skall
Committee Member
Open!
Committee Member
Open!
Committee Member

How You Can Help

- The JEDI committee is looking for volunteers that are passionate about DEI
- Volunteers will work with the JEDI director to develop and implement strategies to advance organizational change and ensure that diversity and inclusion considerations are incorporated in the decision-making processes for the chapter

Benefits To You

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Events We Host

- A series of DEI programming that focuses on unconscious bias, transformative allyship, coalition building, diversity in hiring, the history of racism and more. In addition, we will be collaborating with other committees to incorporate DEI into their events. Event topics and dates are still TBD.

We are looking for committee members!!
Joining Breakout Rooms...

Breakout Room 1
It may take a few moments.
A word from our sponsor...

DJC OREGON
BUILDING INDUSTRY CONNECTIONS
Joining Breakout Rooms...

Breakout Room 1
It may take a few moments.
RAFFLE PRIZES

And the winner is...

Prize 9 - Hip Cooks - Gift certificate for virtual cooking classes (value $30)

Prize 10 - Powell’s City of Books - $50 gift card

Prize 11 - Portland themed gift basket ($80 value)

Prize 12 - SMPS Membership - gift certificate

Special thank you to our Event Sponsor – HHPR!
SOCIAL MEDIA
Connect with us!

FACEBOOK
/SMPSOR

TWITTER
@SMPSOregon

LINKEDIN
/smps-oregon

Don’t forget to use our hashtag! #SMPSOR