Description

In times of crisis, it may be hard for professionals to know where to begin. The Society for Marketing Professional Services Oregon offers many resources to support marketers, business developers, and firm owners in building their businesses and advancing their careers: from business contacts, to publications, professional development programs, samples, and tools, to opportunities to get more involved in the A/E/C community and hone their leadership skills.

Interested in joining a committee or being more involved this year? Learn more about SMPS and what it can do for your professional development. We have a great year planned with educational events, program events and networking opportunities and the volunteer-led committees are always looking to add new members. By volunteering, you can unlock your leadership potential by planning events, working with your marketing and business development peers, building new relationships (essential during this new virtual world), and so much more!

Special Thank you to our Event Sponsor:
About SMPS Oregon Committees

Education Committee

**Director Of Education**

Kelsey Parpart, CPSM

**What we do**

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: Plan and organize events, identify event topics, Secure speakers and sponsors, Manage event logistics, Provide educational materials to members through the Chapter blog and newsletter.

**How you can help**

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

**Benefits to you**

- Obtain event planning and leadership skills
- Network with new contacts

**Events we host**

- Interview Skills: Presenting Powerfully, January
- RFP Panel: Tips and Tricks for Improving Sustainability and Diversity, May

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About SMPS Oregon Committees

Communications Committee

Director Of Communications
Ashley Dichirico

What we do
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.

How you can help
We currently have a full committee, but there should be room next year, so let us know if you are interested in a specific role and we’ll reach out if we need extra help or set up shadowing opportunity.

Benefits to you
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.

Events we host
We promote all the other committee’s great events and keep our chapter informed!

Committee Members

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About SMPS Oregon Committees

Membership Committee

**Director Of Membership**

Leah Lukrofka

**What we do**

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

Committee members can expect an average time commitment of 3-5 hours most months with regular event and meeting attendance. Subcommittee positions and micro-volunteer opportunities are also available.

**How you can help**

- Greet and assist guests at the registration table
- Welcome and assist new and potential members
- Execute outreach strategy and contribute ideas
- Promote access to SMPS events, resources, and answer questions about membership
- We are currently looking for a few new committee members

**Benefits to you**

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

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**Events we host**

- Grow with SMPS, September
- New Member Coffee, October, January, April
- Fireside Chats, December, March
- SMPS Trivia Night, February
- Speed Networking, June
About SMPS Oregon Committees

Industry Outreach Committee

**Director Of Industry Outreach/SMPS Talks**

**Sharon Everett**

**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 Event - 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

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**Committee Members**

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**Events we host**

- Holiday Fundraiser, December
- SMPS Talks 1, March
- SMPS Talks 2, June
About SMPS Oregon Committees

Professional Development Committee

Director Of Professional Development
Carly Schaefer

What we do
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.

How you can help
• Facilitate roundtables
• Identify online webinars and workshops
• Manage job bank
• Manage library
• Plan annual members-only career development event
• Sign up for a roundtable
• 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

Committee Members

Jamie Lindelof
Professional Development Chair

Melissa Newton
Senior Marketing Coordinator
DKS Associates

Meat Roundtable Facilitators at
smpsoregon.org
About SMPS Oregon Committees

Programs Committee

Director Of Programs
Angel Benavidez

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

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

Committee Members

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Events we host
The Trickle Effect of a Global Pandemic, November
Market Mixer, April
About SMPS Oregon Committees

Special Events Committee

**Director Of Special Events**

**Zoey Zemanek**

**What we do**

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

**How you can help**

- Communications liaison
- Venue relations and logistics
- Sponsorship support
- Micro-volunteer opportunities

**Benefits to you**

- Event planning experience
- Meet other chapter members
- Visibility in the industry for you and your firm

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About SMPS Oregon Committees
Justice Equity Diversity And Inclusion

**Director Of Justice Equity Diversity And Inclusion**
Thy Daniels

**What we do**
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.

**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**
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.

**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.

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Upcoming SMPS Events

Marketing Excellence Awards Submissions - Coming Soon!

Build Business - 2020
Pivot & Focus

Build Business 2020 is going virtual! SMPS wants to bring you an amazing conference experience. One that’s reimagined without limits. One that’s focused on business continuity and transformation, with relevant content for 2020 and beyond. This year’s virtual conference will take place from October 5–9 throughout the entire week. The reimagined virtual experience will connect today’s leading marketing and business development professionals and decision-makers in A/E/C. The conference will focus on relevant and timely programming to help move you and your firm forward with topics on business continuity and transformation.

Date: October 5th - 9th, 2020

Starting The Conversation - A Webinar Introduction to DEI In The Workplace

Join us for a conversation with motivational speaker Lou Radja as he breaks down terminology and foundational steps of implementing Diversity, Equity, and Inclusion in the workplace.

Date: October 15th, 2020
Time: 11:00 AM to 12:30 PM

New Member Coffee

Register Online @smpsoregon.org