

2019 - 2020

MEMBERSHIP HANDBOOK



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WELCOME TO SMPS!

Welcome to the San Francisco Bay Area Chapter of the Society for Marketing Professional Services (SMPS SFBAC)! 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 there.

Our chapter is one of the largest in the Society, with almost 300 members. We offer two types of programs throughout the year, educational and social. Our educational programs are some of the most innovative in the Bay Area with involvement from the most 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 award-winning Chapter takes great pride in the educational and networking opportunities offered to our members. In 2016, we won the National SMPS Striving for Excellence Outstanding Extra Large Chapter of the Year Award. It was our second national award in three years following our 2014 Grand Prize Chapter of the Year Award.

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
- Access to a premier source of industry-related news and information
- Electronic communications including Across the Board and The Shortlist, our quarterly newsletter
- A subscription to Marketer magazine, the Society's bi-monthly publication for members only that offers timely marketing articles and the latest business development techniques
- Access to Society's membership directory and marketing resource center on [MySMPS](#)
- Reduced rates to attend all our programs and the national and regional conferences
- Great opportunities to serve on a committee with your peers and potential clients
- Sponsorship opportunities to expose and market your firm to the entire chapter

As Membership Co-directors, 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 our six Chapter committees. By joining a committee you instantaneously expand your network, have an opportunity to hone in on applicable work related skills or develop skills that you would like to eventually apply at work, and develop lasting relationships. There are a number of resources available to you as a member, like mySMPS and Market Shares, which we strongly encourage you to take advantage of.

Following you will find more detailed information about the different opportunities that SMPS SFBAC has to offer you as a new member. If you have any questions please feel free to reach out to us. Thank you for being an important part of SMPS, and we look forward to your involvement in the coming year!

Regards,



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SMPS SFBAC
Membership Co-director
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Lisa Radigonda
SMPS SFBAC
Membership Co-director
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MEMBERSHIP BENEFITS



NETWORK OF MARKETING PROFESSIONALS

Monthly Chapter events, numerous national events, multiple special programs for coordinator and senior-level marketers, and 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 free events.

PROFESSIONAL DEVELOPMENT

SMPS offers a wide variety of educational panels, seminars, workshops, webinars, and regional and national conferences on techniques and leadership skills integral to successful marketing management. SMPS Society 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.

CHAPTER PUBLICATIONS

The Shortlist is a blog with feature articles. The Chapter also publishes results from membership and salary surveys.



NATIONAL PUBLICATIONS

National's bi-monthly publication, the Marketer, features interviews with industry leaders bi-monthly, articles from veteran marketers covering the basics and what's new in marketing, as well as best practice business development models and techniques, national news, book reviews, and much more.

COMMITTEE MEMBERSHIP

SMPS SFBAC has six 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 Society committees. Those who give to SMPS get back ten-fold in benefits!



MENTORSHIP

SMPS also provides a formal one-on-one Mentoring Pathways Program offering professional guidance by connecting senior level SMPS SFBAC members with members at the marketing coordinator level or members new to the A/E/C industry.

AWARD

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 and industry, every other year four members are recognized and honored in four categories: Rising Star, Volunteer of the Year, Marketer of the Year, and Lifetime Achievement.



CAREER ASSISTANCE/ JOB BANK

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

2019-20 BOARD OF DIRECTORS

EXECUTIVE BOARD



PRESIDENT-ELECT
Allison Halvorson
McMillen Jacobs



PRESIDENT
Susie Smith
KPFF



PAST PRESIDENT
Michelle Martin
SmithGroup



TREASURER
Justin Nagy
Enovity, a Veolia Company



SECRETARY
Hannah Mobarekeh
Mazzeti

COMMITTEE DIRECTORS

COMMUNICATIONS



Marika Docous
Degenkolb



Karen Roberson
Stantec



Shannon Dagget
Langan



Christina Benedict
Swinerton



Lisa Radigonda
Brown and Caldwell

SPONSORSHIP

MEMBERSHIP

OUTREACH & DEVELOPMENT

PROGRAMS



Julia Oseland
Executive Coach



Cathy Kohatsu
Swinerton



Diana Banh
ELS Architecture



Wendy Osaki
William Duff
Architects

COMMITTEE VOLUNTEER OPPORTUNITIES



PROGRAMS

A centerpiece of the SMPS year is inspiring programs that teach, drive us, and inspire! The Programs Committee plans and executes all SFBAC programming, including the Signature Event of the Year, Building Tours, Professional Development Series, and Market Share. Joining this committee offers members the chance to influence the chapter's educational curriculum, gain experience in event planning and registration, and access some amazing networking opportunities.



COMMUNICATIONS

The Communications Committee is responsible for branding and designing various chapter materials and resources, including the website, calendar, event announcements, social media, press releases, and the award-winning Chapter newsletter, The Shortlist. Communications Committee volunteers learn how to shape a creative brief, managing promotional campaigns for an event or initiative from concept to completion, including graphics, content, and distribution.



MEMBERSHIP

The Membership Committee oversees SFBAC's member services and recruitment and retention programs in association with the SMPS Society. The Membership Committee is also responsible for overseeing the Job Bank and planning the Holiday Party and Annual Business Meeting. Volunteering with Membership provides great opportunities to network with the entire membership on a personal and professional level to help grow the chapter and contribute to ongoing Chapter success.



SPONSORSHIP

Sponsorship solicits and secures sponsors for all Chapter programs, events, and publications. The primary goal is to secure valued sponsors and provide each with an exceptional experience throughout the year. The committee seeks members who wish to provide a vital need to the Chapter through sponsorship outreach, while gaining experience in how to finance a large organization.



OUTREACH AND DEVELOPMENT

The Outreach and Development Committee is focused on strategic planning for the Chapter and professional development for our members. This committee strives to provide leadership and mentoring moments with groups like the CPSM Study Group, Business Leaders Forums, Mentoring Pathways, Student Outreach, Philanthropy, and Make the Connection. Involvement with Outreach and Development offers members the opportunity to influence the Chapter's strategic direction and gain valuable skills in benchmarking and networking.



FOUNDER'S AWARDS

This committee is focused on producing a gala celebration of marketing communications awards and marketing achievement. This effort includes coordinating and facilitating a jury day, marketing the event and the awards competition, and planning and coordinating all details related to the gala. The committee seeks members interested in event planning and production from budgeting to branding to marketing. Participation on the committee does not preclude one from entering in any of the awards categories.



2019-20 SPONSORSHIP OPPORTUNITIES



BAY PLATINUM

GOLDEN GATE

SILVERADO

REDWOOD

COST

\$3,500

\$2,000

\$1,000

\$500

VALUE

\$5,065

\$2,435

\$1,200

\$515

BENEFITS

TICKET TO THIS YEAR'S CHAPTER SIGNATURE EVENT: BOOTCAMP

1

1

TICKET TO ANNUAL PACIFIC REGIONAL CONFERENCE

1

TICKETS TO ANNUAL HOLIDAY PARTY

2

1

TICKETS TO MONTHLY EDUCATIONAL PROGRAMS

6

4

2

1

AD IN CHAPTER JOB BANK

✓

✓

AD IN CHAPTER BLOG

✓

✓

✓

✓

LOGO AND URL DISPLAY ON CHAPTER WEBSITE

✓

✓

✓

✓

RECOGNITION

VIDEO SHOWCASE

✓

FIRM DEDICATED ARTICLE IN CHAPTER BLOG

✓

✓

CUSTOM SOCIAL MEDIA PROMOTION

✓

✓

✓

✓

FIRM LOGO PLACEMENT ON ALL PUBLICATIONS AND MEDIA

✓

✓

✓

✓

FIRM LOGO IN PROMOTIONAL MATERIAL FOR ANNUAL EVENT

✓

✓

✓

FIRM DISPLAY TABLE AT MONTHLY EDUCATIONAL PROGRAMS

✓

✓

✓

RECOGNITION AT ANNUAL BUSINESS MEETING

✓

✓

✓

For more information, please contact: Shannon Daggett at sdaggett@langan.com or 415-955-5288

MEMBER FIRMS

19six Architects
 ACC Environmental Consultants, Inc.
 ACCO Engineering Services
 Adelphe, Inc.
 Advance Design Consultants, Inc.
 AEC Marketing Services, LLC
 AECOM
 Aedis Architects
 Affiliated Engineers
 AIA San Francisco
 AlfaTech
 Allana Buick & Bers, Inc.
 Anderson Brulé Architects, Inc.
 Applied Materials & Engineering, Inc.
 Arup
 Auerbach + Associates, Inc.
 Avison Young
 BAR Architects
 Bay Area Builders Exchange
 Beal Creative
 Biggs Cardosa Associates
 BKF Engineers
 Blach Construction
 Blattel Communications
 Bohlin Cywinski Jackson
 Bond & Kennedy
 Brown and Caldwell
 C. Overaa & Company
 Cahill Contractors
 California Surveying & Drafting Supply
 Cammissa + Wipf Consulting Engineers
 Charles M Salter Associates, Inc.
 CHS Consulting Group
 Coastland
 Colin Gordon & Associates
 Consolidated Engineering
 Laboratories
 Cornerstone Earth Group, Inc.
 Cornerstone Structural Engineering
 Group, Inc.
 CPM Associates, Inc.
 Crosby Group
 CSW/Stuber-Stroeh Engineering
 Group, Inc.
 Cumming Management Group, Inc.
 Dahlin Group, Inc.
 DCI Engineers
 Degenkolb Engineers

DES Architects + Engineers
 Design Blitz
 Distinction in Marketing
 DKS Associates
 Dome Construction Corporation
 DPR Construction
 ELS Architecture and Urban Design
 Emily Hagopian Architectural
 Photography
 ENGEO Incorporated
 ENGIE Services
 Enovity, a Veolia Company
 Environmental Science Associates
 ERM
 FCCGA Architecture
 Fehr & Peers
 Field Paoli Architects
 Forell/Elsesser Engineers, Inc.
 FORGE
 Freyer & Laureta, Inc.
 FTF Engineering
 GCI General Contractors
 Gensler
 Gensler
 GHD, Inc.
 Gilbane Building Company
 Gordon Prill, Inc.
 Gould Evans
 Granite Construction
 GSE Construction
 Guidepost Solutions LLC
 Guttman & Blaevoet
 Harris & Associates
 Hawley Peterson Snyder
 HDR
 HGA
 Hillhouse Construction
 Hinman Consulting Engineers
 HKIT Architects
 HMM
 HOK
 Hornberger + Worstell
 IDA Structural Engineers, Inc.
 Integral Group
 JL Modular, Inc.
 Kenney and Associates
 Kimley Horn
 KPFF

KPFF Consulting Engineers
 KPW Structural Engineers Inc
 Langan
 Lea & Braze Engineering
 Leddy Maytum Stacy Architects
 LEFF Construction Design Build
 Level 10 Construction
 Lisa Wise Consulting, Inc.
 Lowney Architecture
 LPAS Architecture + Design
 M Seth Design
 Mack5
 Marketing Plus
 Mazzetti
 McCullough Landscape
 Architecture, Inc.
 McGuire and Hester
 McMillen Jacobs Associates
 MIG, Inc. (Moore Iacofano Goltsman)
 MNS Engineers, Inc.
 NBS
 NCE
 Nibbi Brothers General Contractors
 Ninyo & Moore
 Nishkian Monks PLLC
 Noll & Tam Architects
 Northland Control Systems
 Nova Group
 O'Connor Construction
 Management, Inc.
 OneWorkPlace
 OUM
 Overaa Construction
 PAE Consulting Engineers
 Pankow Builders
 Papadimos Group
 PARADIGM Structural Engineers
 Perkins and Will
 Perkins+Will
 PFAU Long Architecture
 Portnoy Consulting, Inc.
 PSOMAS
 Quad Knopf, Inc. dba QK
 Ratcliff
 Revel Architecture & Design
 Rider Levett Bucknall
 RIM
 Rincon Consultant

Rosendin Electric, Inc.
 Rutherford + Chekene
 Salas O'Brien Engineers, Inc.
 San Francisco State University
 SANDIS
 SC Builders, Inc.
 Sequoia Ecological Consulting, Inc.
 SGPA Architecture & Plan
 Shah Kawasaki Architects
 Shen Milsom & Wilke LLC
 Skanska
 Skyline Construction
 SmithGroup
 Stantec
 stok
 Studio PR
 STUDIOS Architecture
 Swinerton Builders
 Swinerton Management & Consulting
 T.Y. Lin International
 Talentstar, Inc.
 Taylor Design
 TEECOM
 Terracon Consultants, Inc.
 Terrain Studio
 TETER
 The Engine is Red
 Thorburn Associates
 Tipping Structural Engineers
 Topcon
 Truebeck Construction, Inc.
 Turner & Townend
 Turner Construction Company
 Tyler Chartier Photography
 Verde Design, Inc.
 Volz Company
 Wagner Creative Group
 Walker Consultants
 WDA | William Duff Architects
 Webcor Builders
 Wilson Ihrig
 Wood Environment & Infrastructure
 Solutions
 Woodard & Curran
 WSP USA Inc.
 XL Construction



CALENDAR OF EVENTS

JANUARY - HOW STANDUP COMEDY CAN MAKE YOU A BETTER MARKETER

It's no joke: marketing and comedy have a lot in common. In this panel that has been a hit at SXSW, four marketers who moonlight as stand-up comics will share how they use joke writing and live performance techniques to engage and delight their audiences. You'll hear key learnings from their experience in both fields, including the importance of listening to your audience, being true to your brand, and learning from failures—whether you bomb on stage or on a landing page.

MARCH - EXPLORING AR/VR FOR MARKETING PURPOSES

Do you know the similarities and differences between virtual reality (VR), augmented reality (AR) and mixed reality (MR)? Speakers will demonstrate how they are using this immersive technology, its value in our industry for marketers and business developers, and what the future holds for these technologies.

APRIL - MINI MBA PART II

Having an understanding of your firm's business operations strengthens your business development and marketing strategy as well as your credibility. Learn more about business management, including finances and accounting, in order to affect change at a higher level in your organization. Leadership from successful AEC firms will demystify some of the more challenging aspects of finance, ownership and business practices.

MAY - MARKETING COORDINATORS + MARTECH BOOTCAMP (SIGNATURE EVENT)

This dynamic one-day bootcamp brings together expert instructors for valuable hands-on training in two key areas: marketing coordination and martech (marketing technology). In the morning, we'll give those new to the industry -- and those who want a refresher -- a review of best practices for AEC marketing coordination, including proposal creation, business development basics, data management, and collaboration with technical staff. In the afternoon, we'll take it digital, covering the latest approaches for marketing technology (martech) including content marketing and storytelling, social media and video, design thinking, and transforming BD with inbound strategies. Register for both halves, or just one, but don't miss this inspiring two-in-one symposium.

JULY - INTERVIEW/PRESENTATION COACHING AND PUBLIC SPEAKING

Do your interview presentations deliver the right messages that will resonate with your audience? Presented by leading presentation strategists, this workshop in communication, presentation and public speaking skills will enhance participants' abilities to effectively prepare for competitive marketing presentations, talk about design and management ideas more successfully, and improve communication among team members.

OCTOBER - TRANSFORMATIONAL LEADERSHIP II

Following Katie Miller's very successful SMPS SFBAC program last year, we've brought her back for a second session! Are you passionate about leading your team toward success? Whether you're managing for the first time or have been managing for years and looking to stretch your leadership style, this session is for you. Be prepared to engage and participate, it will be a dynamic 90 minutes!

Note: Programs are subject to change. Please check our [Programs Calendar](#) for latest program information.

OUTREACH AND DEVELOPMENT

SENIOR BUSINESS LEADERS FORUM

Our [business leaders forum](#) is a members-only program designed for those in senior business development and marketing roles who are looking for peer-based learning through exchanging ideas and experiences. Members share success (and not so successful) stories about how they support their firm's leadership and guide management teams through difficult and challenging business decisions. Members also learn from colleagues who have chartered their paths to leadership positions within their firms, have built and fostered business development cultures that work vertically throughout their organizations, and manage staff and structure their internal departments to align with greater business goals of their firms.

CPSM INFORMATION SESSIONS

Gain confidence, professional recognition, and advancement by becoming a Certified Professional Services Marketer (CPSM). Attend one of our chapter's CPSM Information Sessions to understand more about the benefits of certification and the process to achieve it! Information sessions will cover the CPSM process, eligibility, and tips on how to prepare for the exam. To learn more about the CPSM process and eligibility, go to www.smps.org/Certification/.

STUDENT OUTREACH

The goal of our student outreach campaign is to bring awareness of SMPS and marketing careers in our industry to local colleges and universities. We connect with department heads, instructors, and student associations to coordinate campus visits and informational sessions. Every year, our chapter awards a \$1,000 student scholarship and discounted membership price to engage students in all that SMPS has to offer, including mentorship, networking, and volunteer and internship opportunities. Spread the word, post an internship (for free!) and raise the next generation of marketers.

www.smpssf.org/Students/

MENTORING PATHWAYS

[Mentoring Pathways](#) is a year-long mentoring program that begins in January and is a members-only benefit. The program is designed to promote long-term leadership and career development through a one-on-one mentor-protégé relationship in conjunction with bi-monthly group workshops.

MAKE THE CONNECTION

Make the Connection is an annual mixer that brings together professionals from the architecture, engineering, construction, real estate, interior design, and marketing communities for an evening of conversation and cocktails. The event takes place in July. Proceeds from the event benefit a local A/E/C non-profit.

