



**Society for Marketing
Professional Services**

FOR IMMEDIATE RELEASE

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**SMPS ANNOUNCES RECIPIENTS OF 2006 MARKETING
COMMUNICATIONS AWARDS**

ALEXANDRIA, VA --The Society for Marketing Professional Services (SMPS) is pleased to announce the recipients of the 2006 Marketing Communications Awards (MCA). This annual competition recognizes firms for outstanding marketing and communications materials submitted in 18 categories. Awards were announced at the annual SMPS national conference held in Los Angeles in mid-August.

According to MCA program chair Barbara Shuck, CPSM, Marketing Director, Emc2 Group Architects Planners, PC, “As usual the quality of entries was very high this year, and the number of entries – 359 – was the most since 2001. We are noticing a trend that marketers are getting more sophisticated in using technology to communicate and differentiate. For example, we are seeing more electronic pieces in Promotional Campaigns, Special Events, and Holiday Pieces. As a rule, winning entries demonstrated extraordinary creativity, quality, and results.” Seventy-one judges and 10 volunteers participated in the judging held earlier this year in Phoenix.

The first-place winners are as follows:

- *Advertising*, Arup, San Francisco
 - *Annual Report*, Arup, San Francisco
 - *Book/Monogram*, Stantec Inc., Vancouver, Canada, and Elliott + Associates Architects, Oklahoma City (small-firm award)
 - *Brochure*, KS Associates, Inc., Elyria, OH, and The Lentz Group, Houston (small-firm award)
 - *Corporate Identity*, Hickok Cole Architects, Washington, DC, and RedCarpet Creations, Alexandria, VA (small-firm award)
 - *Direct-Mail Campaign*, ThenDesign Architecture Ltd., Willoughby, OH, and Crosby Group, Redwood City, CA (small-firm award)
 - *Feature Writing*, Hillier Architecture, Princeton, NJ
 - *Holiday Piece*, Degenkolb Engineers, San Francisco, and Quantum Consulting Group Consulting Engineers, Seattle (small-firm award)
- more •

SMPS MCA Award winners
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- *Internal Communications*, Gensler, Santa Monica, CA
- *Magazine*, Carter & Burgess, Inc., Forth Worth
- *Multimedia and 3-D Design*, EDAW, Inc., San Francisco.
- *Newsletter-External*, Skanska, Parsippany, NJ
- *Newsletter-Internal*, Arup, San Francisco
- *Promotional Campaign*, EDAW, Inc., Alexandria, VA
- *Special Event*, TSP, Inc., Sioux Falls, SD, and Archimania, Memphis, TN (small-firm award)
- *Specific Project Marketing*, Austin Commercial, Dallas
- *Target Marketing*, Linbeck Group, LP, Houston, and AEC Marketing Solutions, Charlotte, NC (small-firm award)
- *Web Site*, Bar Architects, San Francisco, and Amenta/Emma Architects, PC, Hartford, CT (small-firm award)

Best of Show Awards. The Best of Show Award for a Large Firm, bestowed by a jury of national trade magazine editors, was awarded to EDAW, Inc., San Francisco, for Multimedia and 3D Design. The same jury bestowed the Best of Show Award for a Small Firm to The Lentz Group, Houston, for Brochure. This year's People's Choice Award, which is voted on by conference attendees, went to Gensler, Santa Monica, CA. for Internal Communications. *A full list of award winners and their entries can be viewed at www.smeps.org/awards/mca.htm.*

The 2007 MCA program will get underway in early 2007. The entry deadline will be in early April 2007. Details will be available on the SMPS web site in January (www.smeps.org).

SMPS has nearly 5,700 members in 50 chapters across the United States and Canada. Its members are marketing and business development professionals employed by architectural, engineering, planning, interior design, construction, and specialty consulting firms. Together, these professionals contribute support for the SMPS mission: To advocate for, educate, and connect leaders in the building industry.

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