



Society for Marketing
Professional Services

FOR IMMEDIATE RELEASE

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**SMPS ANNOUNCES RECIPIENTS OF 2010
NATIONAL MARKETING COMMUNICATIONS AWARDS**

ALEXANDRIA, VA—The Society for Marketing Professional Services (SMPS) is pleased to announce the 2010 recipients of the 33rd Annual National Marketing Communications Awards (MCA). This annual competition is the longest-standing, most prestigious awards program recognizing excellence in marketing and communications by professional services firms in the design and building industry. Awards were announced at **Build Business: “Reinvent. Retool. Rebound,”** the SMPS National Conference held in Boston in mid-July.

MCA Program Chair Melissa M. Lutz, FSMPS, CPSM, Principal/Marketing Director, Champlin Architecture, Cincinnati, OH, stated that this year’s program was “an amazing demonstration of the top notch work that A/E/C firms are producing, even in the new economy.” Spanning 20 categories, including two new ones for 2010, the awards competition is one of SMPS’ premier events, drawing nearly 200 entries this year.

More than 80 jurors from across the country gathered at offices of Champlin Architecture in downtown Cincinnati in late March to evaluate the high-quality submittals. “The entries this year were an incredible display of the expertise of talented marketing professionals working at A/E/C firms today,” says Lutz. Web Site, Special Event, Holiday Piece, Brochure, Corporate Identity, and Promotional Campaign were among the more competitive categories. After being displayed at Build Business, the winning entries will be sent to various locations throughout the year to help educate SMPS members and the industry about the marketing trends and innovative tactics that firms are using during these difficult economic times.

The first-place winners are as follows:

- *Advertising*, Baker Concrete Construction, Inc., Monroe, OH
- *Annual Report*, Gannett Fleming, Harrisburg, PA
- *Book/Monogram*, Gresham, Smith and Partners, Nashville, TN
- *Brochure*, GLY Construction Inc, Bellevue, WA; The Krill Co. Inc., Cleveland, OH (1st small firm)
- *Corporate Identity*, BOND, Everett, MA; ArchitectureisFun, Inc., with Dianne Ludman Frank, FSMPS, Chicago, IL (1st small firm)

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- *Direct-Mail Campaign*, RATIO Architects, Inc, Indianapolis, IN
- *Feature Writing*, Cannon Design, Grand Island, NY
- *Holiday Piece*, USKH Inc, Anchorage, AK; Bloomfield Group Inc., Mission Viejo, CA (1st small firm)
- *Internal Communications*, EYP Architecture & Engineering, Boston, MA
- *Magazine*, HNTB Corporation, Kansas City, MO
- *Media Relations Campaign*, HNTB Corporation, Kansas City, MO
- *Newsletter-External*, MulvannyG2 Architecture, Bellevue, WA
- *Newsletter-Internal*, Faithful+Gould, Alexandria, VA
- *Promotional Campaign*, EYP Architecture & Engineering, Boston, MA
- *Recruitment & Retention Communications*, Degenkolb Engineers, San Francisco, CA
- *Social Media Campaign*, Capelin Communications Inc., New York, NY
- *Special Event*, Hickok Cole Architects, Washington, DC; MW Builders, Overland Park, KS (1st small firm)
- *Specific Project Marketing*, HGA Architects and Engineers, Minneapolis, MN
- *Target Marketing*, CBT Architects, Boston, MA
- *Web Site*, RATIO Architects Inc, Indianapolis, IN; Silverscape, Boston, MA (1st small firm)

The Best of Show Award for a Large Firm, bestowed by a jury of national trade magazine editors and association executives, was awarded to HGA Architects and Engineers for their Specific Project Marketing entry. Juror comments included “[The entry] was very professional looking with beautiful pictures and graphics. This was a high-dollar project but [HGA] justified the budget as a percentage (2.4%) of the overall project fee, which put it into perspective. We liked everything about this proposal.” The jury also bestowed the Best of Show Award for a Small Firm to MW Builders for their Special Event entry—a game created for a trade show. Juror comments included, “All you can do at a trade show is be memorable. This entry cut through the monotony of trade shows [with] dramatic results . . . the length of stays of people visiting the booth increased 100%.” The People’s Choice Award, voted on by conference attendees, was awarded to Degenkolb Engineers for their Holiday Piece entry. *A full list of award winners is available at www.smeps.org/mca.*

The 2011 MCA program will get underway early next year, with the entry deadline of March 7, 2011. Details will be available on the SMPS Web site in December (www.smeps.org/mca). Judging will be held in Houston and the awards gala will take place at **Build Business: The Bottom Line**, the SMPS National Conference, August 24–27 in Chicago, IL. Both SMPS members and nonmembers may enter the awards competition.

The Society for Marketing Professional Services (www.smeps.org) represents a dynamic network of more than 6,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty construction firms located throughout the United States and Canada. The Society and its 50+ chapters benefit from the support of 3,700 design and building firms, encompassing 80% of the *Engineering News-Record* Top 500 Design Firms and Top 400 Contractors. SMPS’ mission is to advocate for, educate, and connect leaders in the building industry. SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry.