

SMPS Washington, DC, Awarded Grand Prize in Striving for Excellence Program

The Striving for Excellence (SFE) Awards recognize chapters for excellence in their management and service to members through quality programs, increased membership, effective communications, and financial health. The following chapters were recognized for their activities, accomplishments, and achievements in management and service for the 2010–11 programming year.

Grand Prize: SMPS Washington, DC

President: **Alison A. Carney**, *CPSM, Director of Marketing, Balfour Beatty Construction*

Service Accomplishments:

- Increased number of programs equating to 32 CEUs for members, while concurrently increasing attendance rates.
- Implemented the CPSM Boot Camp to increase the number of CPSMs in the chapter.
- Offered 4 separate program series to provide education to all levels of marketing and business development professionals.
- Offered the “Guru Guidance” mentorship program for upcoming marketing stars.
- Merged the Social Media Subcommittee with the PR/Communications Committee, creating the positions of Blog Manager, Wednesday Tweeter, and Facebook Champion.
- Offered a New Membership Sponsorship, placing new members’ firm logos on all chapter materials for a three-month period after the membership promotion period.
- Have maintained a strong financial position for the last several years, despite the challenging economy.
- Grew membership to a point where this is currently the largest SMPS chapter in the country.

First Place Large Chapter: SMPS Columbus

President: **Jennifer Horvath**, *Marketing & Client Relations, DesignGroup*

Service Accomplishments:

- Increased membership by 16.5%.
- Increased the chapter’s total programming to include all domains of practice and an emphasis on diversity.
- Led the way in community contributions with its annual golf outing.
- Offered an awards program that recognizes both members and excellence in marketing and communication.
- Initiated a Chapter Membership Retention Initiative.
- Increased volunteer participation to 60%.

Outstanding Large Chapter: SMPS Central Florida

President: **Rosalind C. Crapps**, *Associate & Marketing Specialist – Healthcare, TLC Engineering for Architecture*

Service Accomplishments:

- Created a more diverse program mix, including both industry and community-based events.
- Offered an awards program featuring the Shining Star Award, honoring an outstanding newer member.
- Invested in growing membership through free-to-members events.
- Created the Consulting Consortium to assist displaced members in finding work.
- Has one of the most effective student chapters in the country; worked with SMPS National to create a student chapter handbook.
- Provides \$6,500 annually for chapter member scholarships and academic scholarships.

First Place Small/Medium Chapter: SMPS St. Louis

President: **Cindy M. Hausler, CPSM**, Manager of Marketing & Corporate Communications, KAI Design & Build

Service Accomplishments:

- Created a more diverse program calendar, including its first program located in Illinois.
- Focused charity efforts on the Construction Careers Center, a public, independent, tuition-free high school committed to preparing students for a career in construction.
- Created Chapter Volunteer of the Year Awards.
- Provided financial support for members to attend SMPS regional and national conferences.
- Initiated a monthly Tweet Chat focusing on the Domains of Practice and other relevant marketing topics.
- Updated the chapter's Web site.

Chapter Communications Awards

Web Site, First Place: SMPS Washington, DC

President: **Alison A. Carney, CPSM**

Chapter Program Awards

Educational Program, First Place: SMPS Seattle

President: **Chris Imbeau, CPSM**, Marketing Manager, Rafn Company

Educational Program, Outstanding: SMPS Atlanta

President: **Sarah Mackley Gonnella**, Senior Consultant/Director of Business Development, Acumen Advisors

Special Event, First Place: SMPS Tampa Bay

President: **Jamie Knapp**, Southeast Region Marketing Coordinator, Greeley and Hansen

Special Event, Outstanding: SMPS San Francisco

President: **Sara M. Paul, CPSM, LEED AP**, Business Development Group Leader, Arup

These winning chapters were recognized during the SMPS Awards Gala on August 25 during Build Business in Chicago.

The 2010–11 Striving for Excellence Awards Committee was chaired by **Bethany Rustic Smith, CPSM**, regional marketing manager with Turner Construction Company in Cincinnati, OH. Also serving on the committee were:

- **Gina A. Bedoya, FSMPS, CPSM**, president, Bedoya Business Strategies, Inc.
- **Lianne M. Becker**, senior marketing coordinator, HGA Architects and Engineers
- **Jennifer A. Bentley**, director of marketing, PSMJ Resources Inc.
- **Holly R. Bolton, CPSM**, director of marketing, CE Solutions Inc.
- **Jessica R. Cadkin**, marketing, WRNS Studios LLP
- **Amy J. Collins, CPSM**, marketing specialist, Gannett Fleming
- **Barri W. Garrison, CPSM**, marketing director, KPS Group Inc.
- **Beth Harris, CPSM**, regional business development manager, McDonough Bolyard Peck (MBP)
- **Michelle Jameson**, marketing director, Elliott + Associates Architects
- **Kathy A. Kaiser**, marketing coordinator, Schirmer Engineering Corporation
- **Michelle Kelly**, business development manager, Barton Malow Company
- **Brandy L. Little, CPSM**, director of business development, S&K Engineers
- **Michael J. McTamney**, director of business development, Klein & Hoffman Inc.
- **Susan B. Merrigan, CPSM**, director of marketing, WilconMiller Stantec
- **Amy M. Moen, CPSM**, associate vice president, marketing manager, Haynes Whaley Associates Inc.
- **Michelle Monnett**, associate vice president, business development director, AECOM
- **Judy Pullar**, senior business development manager, Gilbane Building Company
- **Stacy L. Robben, CPSM, LEED AP**, director, business development, McCarthy Building Companies, Inc.
- **Stacy A. Stout, CPSM**, marketing/business development manager, Shaw Construction
- **Marion T. Thatch, FSMPS, CPSM**, marketing director, AMEC Geomatrix Inc.
- **Marisa V. Varga, CPSM, LEED AP**, business development manager, Barton Malow Company
- **Barbara Vo, CPSM, LEED Green Assoc.**, director of client services, Somerville, Inc. Architects – Engineers
- **Rachel E. Yoka, LEED AP, CPSM**, marketing manager, Timothy Haahs & Associates
- **Kevin Hebblethwaite, FSMPS, CPSM**, National Board liaison and president/CEO, Hebblethwaite LLC, Newnan, GA
- **Tina Myers, CAE**, staff liaison and senior vice president, SMPS National, Alexandria, VA 