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**SMPS ANNOUNCES RECIPIENTS OF 2005 MARKETING
COMMUNICATIONS AWARDS**

ALEXANDRIA, VA --The Society for Marketing Professional Services (SMPS) is pleased to announce the recipients of the 2005 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 New Orleans in mid-August.

According to MCA program chair J. Rossi, chief marketing officer with Burt Hill, more than 300 entries were submitted. "This year's juries saw a more sophisticated product. Firms are designing communication pieces that enable them to better differentiate themselves from their competition when competing for the attention of clients." 67 jurors and volunteers participated in the judging held earlier this year in Philadelphia.

The first-place recipients are as follows:

- *Advertising*, Chong Partners Architecture, San Francisco, and The Church Insurance Agency Corp. New York City (small firm award)
- *Annual Report*, URS Corporation, New York City
- *Book/Monograph*, Payette, Boston
- *Brochure*, Ohlson Lavoie Collaborative/Bianca e Nero, Denver
- *Corporate Identity*, SMMA/Symmes Maini & McKee Associates, Cambridge, MA
- *Direct-Mail Campaign*, The Frause Group, Seattle, and ah'bé' landscape architects, Culver City, CA (small firm award)
- *Feature Writing*, Walter P. Moore, Houston, and Elliott + Associates Architects, Oklahoma City (small firm award)
- *Holiday*, Degenkolb Engineers, San Francisco, and Collins Cooper Carusi Architects, Inc., Atlanta (small firm award)
- *Internal Communications*, RTKL Associates Inc., Baltimore
- *Magazine*, Gensler, San Francisco, and National Association of Women in Construction, Ft. Worth, TX (small firm award)
- *Multimedia and 3-D Design*, Donley's, Cleveland, and TIAA-CREF/Pappas MacDonnell, Southport, CT (small firm award)

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- *Newsletter-External*, Skanska USA Building Inc., Parsippany, NJ, and Dunn Associates, Inc., Salt Lake City (small firm award)
- *Newsletter-Internal*, WK Dickson & Co. Inc., Charlotte
- *Promotional Campaign*, FOX Architects, Vienna, VA, and Goodmans Interior Structures, Phoenix (small firm award)
- *Special Event*, Hickok Warner Cole Architects, Washington, DC, and Interactive Resources, Point Richmond, CA (small firm award)
- *Specific Project Marketing*, Gould Evans, Kansas City, MO
- *Target Market*, Flack + Kurtz, San Francisco
- *Web Site*, EDAW, San Francisco, and archimania, Memphis (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 Degenkolb Engineers for their holiday piece. The same jury bestowed the Best of Show Award for a Small Firm to archimania for its website. This year's People's Choice Award, which is voted on by conference attendees, also went to Degenkolb Engineers. This is the first time that the same entry won both Best of Show and People's Choice awards. *A full list of award winners and their entries can be viewed at www.smeps.org/awards/mca.htm.*

The 2006 MCA program will get underway in early 2006. The entry deadline will be in early April 2006. Details will be available on the SMPS web site in January (www.smeps.org).

SMPS has nearly 5,300 members in 52 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 be the premier source for education, information, and resources in marketing professional services for the built and natural environments.

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