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SMPS Announces Recipients of 2017 Marketing Communications Awards
MCA recognizes excellence in marketing and communications in the A/E/C industries

Alexandria, VA—The Society for Marketing Professional Services (**SMPS**), the premier A/E/C marketing and business development association, is pleased to announce the recipients of its 2017 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. The SMPS [Marketing Communications Awards \(MCA\)](#) recognize the individuals and teams who create outstanding communication vehicles for architectural, engineering, design, and construction firms.

This is the only awards program that highlights the critical role and immense value marketing professionals bring to the design and building industry. The award winners were announced and honored on July 13th in Indianapolis, as a part of [Build Business](#), the SMPS annual conference, held July 12–14.

The Best of Show Award, bestowed by a jury of industry executives, was awarded to Notkin Mechanical Engineers from Seattle, Washington, for their Book/Monograph entry titled, *Architecture of the Pacific Northwest: A Playing Card Artwork Project*. Jurors said this playing card artwork project took the focus off the client and showcased the talent of the Pacific Northwest design community. It was extremely creative, well written, and demonstrated results.

The People's Choice Award, voted on by the attendees of the SMPS conference, was awarded to Hensel Phelps from Greeley, Colorado, for its Recruitment and Retention category, "Work Hard, Play Hard."

New this year, winners are spotlighted in our online gallery sponsored by Cosential. Visit smps.org/mcagallery to see the winning entries and to help benchmark your marketing communications efforts.

Congratulations to the following firms that were recognized:

ADVERTISING CATEGORY

Award of Excellence: [Ostrom Creative](#), Excelsior, Minnesota

Merit Award: [DAVIS Construction](#), Rockville, Maryland

Merit Award: [JE Dunn Construction](#), Kansas City, Missouri

BOOK/MONOGRAPH CATEGORY

Award of Excellence: [Notkin Mechanical Engineers](#), Seattle, Washington

Merit Award: [FXFOWLE](#), New York, New York

Merit Award: [MMC Corp](#), Overland Park, Kansas

BRAND AWARENESS CAMPAIGN

Award of Excellence: [Brownstein Group](#), Philadelphia, Pennsylvania and [The McBride Company](#), Manchester Center, Vermont

Merit Award: [Hickok Cole Architects](#), Washington, District of Columbia

Merit Award: [Notkin Mechanical Engineers](#), Seattle, Washington



BROCHURE CATEGORY

Award of Excellence: [Henderson Engineers](#), Lenexa, Kansas

Merit Award: [GreenbergFarrow](#), New York, New York

Merit Award: [ICON Venue Group](#), Greenwood Village, Colorado

Merit Award: [Tepa](#), Colorado Springs, Colorado and [Tukuh Technologies](#), Kansas City, Missouri

CORPORATE IDENTITY CATEGORY

Award of Excellence: [Bialosky Cleveland](#), Cleveland, Ohio

Merit Award: [Hafer](#), Evansville, Indiana

Merit Award: [NAC Architecture](#), Seattle, Washington

Merit Award: [Sasaki](#), Watertown, Massachusetts

DIRECT-MAIL CAMPAIGN CATEGORY

Award of Excellence: [Stantec](#), Lynwood, Washington

Merit Award: [NAC Architecture](#), Seattle, Washington

Merit Award: [Schaefer](#), Cincinnati, Ohio

HOLIDAY PIECE CATEGORY—DIGITAL

Award of Excellence: [Charles M. Salter Associates](#), San Francisco, California

Merit Award: [HGA Architects and Engineers](#), Minneapolis, Minnesota

Merit Award: [Karpinski Engineering](#), Cleveland, Ohio

Merit Award: [Neuger Communications Group](#), Minneapolis, Minnesota

HOLIDAY PIECE-MIXED MEDIA CATEGORY

Award of Excellence: [VHB](#), Watertown, Massachusetts

Merit Award: [M+A Architects](#), Columbus, Ohio

Merit Award: [University Mechanical Contractors, Inc.](#), Mukilteo, Washington

HOLIDAY PIECE-PRINT CATEGORY

Award of Excellence: [Orcutt | Winslow](#), Phoenix, Arizona

Merit Award: [Building Controls and Services, Inc.](#), Wichita, Kansas

Merit Award: [GBBN Architects](#), Cincinnati, Ohio

INTERNAL COMMUNICATIONS CATEGORY

Award of Excellence: [Henderson Engineers](#), Lenexa, Kansas

Merit Award: [Terracon Consultants, Inc.](#), Olathe, Kansas

Merit Award: [Professional Engineering Consultants](#), Wichita, Kansas

MOBILE APP CATEGORY

Award of Excellence: [HNTB Corporation](#), Kansas City, Missouri

Merit Award: [CSM Group](#), Kalamazoo, Michigan

NEWSLETTER/PUBLICATION- EXTERNAL CATEGORY

Award of Excellence: [HLB Lighting Design](#), New York, New York

Merit Award: [Building Controls and Services, Inc.](#), Wichita, Kansas

Merit Award: [PCL Construction Services, Inc.](#), Orlando, Florida



NEWSLETTER- INTERNAL CATEGORY

Award of Excellence: [JE Dunn Construction](#), Kansas City, Missouri

Merit Award: [The PENTA Building Group](#), Las Vegas, Nevada

Merit Award: [Burns & McDonnell](#), Kansas City, Missouri

PROJECT PURSUIT MARKETING CATEGORY

Award of Excellence: [P2S Engineering](#), Long Beach, California

Merit Award: [OZ Architecture](#), Denver, Colorado

Merit Award: [Hausmann Construction](#), Lincoln, Nebraska

PROMOTIONAL CAMPAIGN CATEGORY

Award of Excellence: [Hickok Cole Architects](#), Washington, District of Columbia

Merit Award: [GLMV Architecture](#), Wichita, Kansas

Merit Award: [DAVIS Construction](#), Rockville, Maryland

Merit Award: [Timmons Group](#), Richmond, Virginia

RECRUITMENT AND RETENTION CATEGORY

Award of Excellence: [MMC Corp](#), Overland Park, Kansas

Merit Award: [Hensel Phelps](#), Greeley, Colorado

Merit Award: [Reputation Ink](#), Jacksonville, Florida

SOCIAL MEDIA CATEGORY

Award of Excellence: [Wiss, Janney, Elstner Associates, Inc.](#), Northbrook, Illinois

Merit Award: [Lawrence Group](#), St. Louis, Missouri

Merit Award: [SmithGroupJJR](#), Chicago, Illinois

SPECIAL EVENT - PIECE CATEGORY

Award of Excellence: [Rottet Studio](#), Houston, Texas

Merit Award: [Burns & McDonnell](#), Kansas City, Missouri

Merit Award: [Hickok Cole Architects](#), Washington, District of Columbia

Merit Award: [Rottet Studio](#), Houston, Texas

SPECIAL EVENT - PRINT CATEGORY

Award of Excellence: [Concord General Contracting](#), Mesa, Arizona

Merit Award: [Texas-IBI Group](#), Webster, Texas

VIDEO-CLIENT PURSUIT CATEGORY

Merit Award: [Widseth Smith Nolting & Associates](#), Baxter, Minnesota

VIDEO-EXTERNAL CATEGORY

Award of Excellence: [Truebeck Construction](#), Redwood City, California

Merit Award: [Building Controls and Services, Inc.](#), Wichita, Kansas

Merit Award: [Schaefer](#), Cincinnati, Ohio

VIDEO-INTERNAL CATEGORY

Award of Excellence: [DAVIS Construction](#), Rockville, Maryland

Merit Award: [Burns & McDonnell](#), Kansas City, Missouri

Merit Award: [JE Dunn Construction](#), Kansas City, Missouri

Merit Award: [S. M. Wilson & Co.](#), St. Louis, Missouri

WEBSITE

Award of Excellence: [PAE](#), Portland, Oregon

Merit Award: [DAVIS Construction](#), Rockville, Maryland

Merit Award: [Goodwin](#), Boston, Massachusetts

Merit Award: [MGAC](#), Washington, District of Columbia

The winning entries are on display at [Build Business](#), the SMPS annual conference, in Indianapolis through July 14. They also will be sent to SMPS chapters and building industry events to help educate professional services marketers and the industry about marketing trends and innovative tactics firms are using to differentiate themselves over the next year.

The [2018 MCA program](#) will get underway in January so begin planning now. Details will be available on the [MCA webpage](#) in November. Winners will be announced during Build Business in August 2018 in San Diego. Both SMPS members and nonmembers are invited to enter the competition. For more information, visit the [MCA page](#).

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About the Society for Marketing Professional Services

The Society for Marketing Professional Services ([SMPS](#)) is the only organization dedicated to creating business opportunities in the A/E/C industries. With nearly 7,000 members, SMPS provides leadership and professional development programs, industry research, business-building events, and vital marketing resources. Through SMPS, our members tap into powerful international, national and regional networks to form project teams, secure business referrals and intelligence, and benchmark performance. The Society is committed to validating the practice of marketing and business development as essential to the success of all professional services firms.