

Amanda Erickson Named 2017 Chapter President of the Year

The Chapter President of the Year Award recognizes an SMPS chapter president who has demonstrated excellence in leadership while serving the chapter and its members. 2016–17 SMPS Seattle Chapter President Amanda Erickson received the award at The Evening of Excellence on August 16 in San Diego during Build Business.

A strong leader embraces the servant leadership model, leading by example. The 2017 Chapter President of the Year, Amanda Erickson, editorial director at Sellen Construction in Seattle, WA, was driven by an overwhelming desire to serve her chapter. She is known as a calm, cool leader with a relaxed, confident personality and excellent organizational skills.

When Erickson took the reins as president of SMPS Seattle, the chapter was strong and solid. But rather than fall back on the chapter's previous success, she pushed everyone—the board, the volunteers, the members, and herself—to strive for excellence.

Erickson stands out as a compassionate leader who is always willing to jump in and assist other board members and volunteers when needed. She always keeps the big picture in mind while working to tackle the small details. Her strategic vision for the chapter allowed it to meet long-term objectives through smaller, actionable steps.

Always mindful of the team's spirit level throughout the year, Erickson was ready to offer comic relief or motivational moments when needed to boost morale. She was realistic and willing to help prioritize projects and make tough decisions in order to help volunteers balance SMPS, work, family, and personal commitments.

One nominee wrote, "As president, Amanda was professional yet approachable, hard-working yet fun. She wanted

us to do more, be better, and grow—but she also knew when to pull the plug or make a tough cut for the sake of everyone's sanity. She was always balanced." Another noted, "She leads with passion, friendship, commitment, engagement, and enthusiasm that trickles down to every aspect of the chapter." And yet another stated, "She is committed to maximizing every project she touches. If Amanda is leading, it will exceed expectations."

During Erickson's term, SMPS Seattle retained 91 percent of its membership, growing well beyond its goal to 266 members. She helped the chapter forge new partnerships with other A/E/C organizations, ensured success at an annual sponsorship drive, and increased the reach of the chapter's social media channels.

The chapter gained new heights, and those around Erickson became inspired to get more involved because she led by example. With her participation and guidance, SMPS Seattle:

- Experienced a nine percent growth over the previous year and far surpassed the chapter's three-year membership goal
- Boasted a 91 percent member retention rate
- Grew event attendance and held 29 events throughout the year aligned with the domains of practice, which allowed them to reinvest in educational and networking events

Ida Cheinman presents the Chapter President of the Year award to Amanda Erickson (right). Photo ©San Diego Event Photography.



- Reinvigorated the ambassador program that matched every new member to a chapter volunteer
- Exceeded its three-year financial goal of maintaining 75 percent of annual budget in reserves by ending the year with over 100 percent in reserves.
- Developed long-term succession plans for board and chair positions
- Increased scholarship amounts and the number of scholarships
- Redesigned and relaunched its website
- Began planning a mentorship program launch

Erickson always put the needs of others at the forefront and steps in to help solve challenges with grace. Her term will be remembered as one of success, fun, and camaraderie. ■

The Chapter President of the Year Committee was chaired by Ida Cheinman, principal and creative director at substance151, in Baltimore, MD. Others serving on the committee included:

Past chair, Benjamin Sawa, CPSM, director of marketing, GEI Consultants Inc., Woburn, MA

Juror, Cindy Hausler, CPSM, marketing director, KWK Architects, Webster Groves, MO

Juror, Grenee L. Martacho-Celuch, CPSM, vice president, Concord General Contracting Inc., Mesa, AZ

Juror, Hildegard Dodd, business development, Wilson Ihrig, Emeryville, CA

Staff liaison, Natalie Gozzard, associate director, knowledge and professional development, SMPS headquarters, Alexandria, VA