

# SMPS FOUNDATION 2018-19 FACT SHEET

## RESEARCH AND INSIGHTS FOR A/E/C GAME-CHANGERS

### ABOUT THE SMPS FOUNDATION

The SMPS Foundation is the 501(c)(3) organization established by the Society for Marketing Professional Services (SMPS) to promote research and education that advances the body of knowledge in professional services marketing.

The SMPS Foundation:

- Identifies topics for research projects
- Raises money to fund research projects
- Hires third-party researchers to oversee funded studies
- Conducts outreach to create awareness and promote the SMPS Foundation's research

### HOW THE SMPS FOUNDATION CAN HELP YOU AND YOUR CHAPTER TRANSFORMATIVE RESEARCH AND CHAPTER PRESENTATIONS

The SMPS Foundation has a commitment to all SMPS members and stakeholders to deliver top-notch research to transform your businesses through marketing leadership. It actively promotes recognition of professional services marketing as an essential element of the modern A/E/C business model. The SMPS Foundation seeks to identify and evaluate evolving marketing practices and to provide marketers with information and tools needed to achieve effective results in the changing business environment. The SMPS Foundation can make a presentation to your chapter on one of its research papers or other topics of interest.

### SMPS FOUNDATION RESEARCH AND PUBLICATIONS

Our goal is to continually provide you with research you can use, as well as to work with the SMPS education department to provide information for educational sessions. The SMPS Foundation recently partnered with students from Southern Illinois University Edwardsville's master of market research program to conduct research on how A/E/C firms are using marketing technology. Those survey results will be shared with the SMPS network in an upcoming SMPS Foundation report.

Completed SMPS Foundation research includes reports, white papers, books, and other publications. Recent research includes:

- *The Neuropsychology of Influence and Decision-Making*
- *Pull Marketing in Action: How A/E/C Clients Use Websites to Find and Vet Service Providers*
- *Measuring for Success: A Look at Hit Rates & Other KPIs in the A/E/C Industries*
- *Fellows Survey Report*
- *Sell. Do. Win Business. A Report on How A/E/C Firms Are Using Staff to Win More Work*
- *A/E/C Business Development: The Decade Ahead*

Learn more about SMPS Foundation publications at [www.smps.org/foundationresearch-and-white-papers](http://www.smps.org/foundationresearch-and-white-papers).

### ENDOWMENT FUND DONATIONS AND SCHOLARSHIPS

The SMPS Foundation recently established an endowment fund to honor deceased SMPS members who served in formal leadership roles for the Society and/or the SMPS Foundation. Earnings from the endowment will support leadership and learning opportunities for SMPS members. These activities may include underwriting or offering scholarships to attend Build Business, The Pinnacle Experience, or other events hosted by SMPS. Announcements of scholarship opportunities will be sent by email and posted on [www.smpsfoundation.org](http://www.smpsfoundation.org). Donations may be made to this fund by contacting Antonio Payne at [antonio@smps.org](mailto:antonio@smps.org).

## HOW CHAPTERS CAN HELP THE SMPS FOUNDATION

1. Promote the SMPS Foundation within your chapter—share news from the SMPS Foundation at your chapter meetings.
2. Participate in the Chapter Challenge—every gift makes a difference. The goal is to get 100 percent chapter participation each year. All chapters who make a contribution will be recognized at Build Business and on the SMPS Foundation website.
3. If you typically make a donation in the name of your speakers for a program, consider a gift to the SMPS Foundation instead.
4. Dedicate one program per year toward fundraising and outreach for the SMPS Foundation. One easy idea is to round up the per-attendee cost of a program and donate the rounded-up amount to the SMPS Foundation. Be sure to share information at that program about the SMPS Foundation and the work it's doing for your members and their firms.
5. Encourage your new and renewing members to opt-in to support the SMPS Foundation by checking the box on the membership form. They can select the recommended donation amount or change it as desired. Donations may be tax deductible as a charitable contribution for tax purposes (USA only).
6. Contact the SMPS Foundation to request a member of the board of trustees to give a presentation on one of its research papers to your chapter.

## WAYS TO DONATE

- Donate online at [www.smpsfoundation.org](http://www.smpsfoundation.org).
- Donate using the Foundation's Text2Give platform. Simply text "Give 25" (to give \$25, but you can enter any amount) to 703.991.6181 and follow the prompts. You do not need to include the \$ character.



## SMPS FOUNDATION LEADERSHIP 2018–19

**THE SMPS FOUNDATION IS LED BY A BOARD OF TRUSTEES COMPRISED OF SMPS MEMBERS AND NON-MEMBERS.**

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For questions, please contact

SMPS HQ Staff Liaison Antonio Payne at 703.684.2261 or [antonio@smps.org](mailto:antonio@smps.org).