

To SMPS at 50: Happy **L**th

50th
smps[®]

By Ruth Millward

It's well known that 50 translates to **L** in Roman Numerals. And so the idea of "SMPS at 50" inspired me to contemplate the letter **L**.

When I think of SMPS, **L**earning and **L**eadership come to mind. Then there are all the invaluable **L**essons that our colleagues teach us, the **L**imitless incentives to excel in our professions, the **L**aughter we enjoy along the way. And who can forget the **L**ively array of programs with **L**uminous speakers and **L**asting business connections.

SMPS provides us with a rich body of **L**iterature to further enhance our knowledge. In fact, the quality of that **L**ibrary is **L**egendary. The organization teaches us that by working together, **L**ike-minded people can achieve their **L**ong-range goals. Navigating the **L**abyrinth of marketing and business development becomes easier, in no small measure thanks to SMPS.

At times, members of SMPS may appear almost **L**arger than **L**ife. Even **L**oquacious. But rarely **L**ethargic or **L**ugubrious. Mostly **L**ogical, **L**evelheaded, and definitely **L**ikable. Above all, we remain **L**oyal to the organization we **L**ove. There's really no denying how **L**ucky we are to be part of the SMPS **L**egacy.

So here's wishing SMPS a Happy 50th. Or as the Romans might have put it, a very Happy **L**th.

Meet the 50th Anniversary Task Force

The 50th anniversary task force was formed in the spring of 2021 with the daunting but very fun and worthwhile assignment of planning SMPS' golden anniversary in 2023. Talk about a reason to celebrate (as if we need any more excuses)!

SMPS traces its history back to humble beginnings in 1973 when a small group of ambitious professional services firm leaders in the Chicago area recognized the need to sharpen skills, pool resources, and work together to build their businesses. We have since become the leading voice for marketing and business development excellence in the A/E/C industry.

If you weren't aware, so-called "marketing" was all but illegal before 1973 for professional services firms. In fact, it was considered almost unseemly for architects, engineers, law firms, and the like to engage in any kind of self-promotion. What changed was that in 1973, Weld Coxe, the godfather of professional services marketing and the person after whom our annual award of excellence is named, presented a marketing seminar at the AIA Convention in Kansas City. After that, a group of marketing persons from several A/E firms got together as the "Society of Birdoggers" to discuss common concerns and began scheduling further meetings.

Today, SMPS represents a dynamic network of almost 7,000 professionals throughout the U.S. and Canada.

Drawing on the experiences and talents of a dedicated group of experienced marketers, communicators, and business developers, the 50th anniversary task force was assigned by SMPS CEO Michael Geary to develop and execute a year-long plan to celebrate all of the successes and accomplishments of the organization – so far!

With celebrations planned throughout 2023, but especially at Amplify A|E|C in Austin, Texas, in August, we thought we would take a moment to introduce you to the task force members.

Co-Chairs



Carla Thompson,
FSMPS, CPSM

Elevate Marketing Advisors



Mitch Levitt, Assoc.
AIA, ACHE, FSMPS

Cannon Design



Meet some of the members who are volunteering on the 50th Anniversary Task Force.

50th Anniversary Task Force

Cassandra Bernard
 Jack Evans, P.E.
 Carolyn Ferguson, FSMPS, CPSM
 Michael Geary, CAE
 Amanda Gluck
 Daiva Jarasius, CPSM
 Kimberly Johnson, CPSM
 Kim Kido, LEED AP, FE/EIT
 Peter Kienle, FSMPS, CPSM, MBA
 Gabe Lett, FSMPS, CPSM
 Mitchel Levitt, Assoc. AIA, ACHE, FSMPS
 Melissa Lutz, FSMPS, CPSM

Lorna McGhee
 Lara McNulty
 Ruth Millward
 Jen Newman, FSMPS, CPSM
 Pamela O'Deen-Pishler
 Cynthia Oistad, CPSM, MBA
 Doug Parker, FSMPS, CPSM
 Amanda Payne
 Charles Raymond, CPSM
 Chris Rickman, FSMPS, CPSM
 Kimberly Ridenour, CPSM, MBA
 Duncan Robertson

Pamela Roebel
 Kenda Salisbury, FSMPS, CPSM
 Ranjana Sterling
 Shannon Stewart, CPSM
 Cynthia Stuber
 Carla Thompson, FSMPS, CPSM
 Misty Thurman, FSMPS, CPSM
 Uniqueka Walcott, CPSM
 Andrew Weinberg, FSMPS, CPSM
 Kimberly Wybenga, CPSM
 Lindsay Young, CPSM, MBA

SMPS HQ

Michael Geary, CEO
 Tina Myers, Deputy CEO

Nandi Rice, VP, Marketing
 Linda Smolkin, Senior Manager, Content