

Young Named 2016 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. Tiana Young of SMPS Twin Cities received the award at The Society Gala on August 11 during Build Business.



A successful leader gets things done, moves things forward, and motivates others to do the same. The 2016 Chapter President of the Year, Tiana Young, CPSM, regional marketing coordinator with Ryan Companies in Minneapolis, MN, embodies all of these characteristics and more. She leads her chapter, SMPSTwin Cities, with passion, grace, and dedication.

Since joining SMPS Twin Cities in 2007, Young has been an active member, becoming membership chair in 2009–10, education co-chair for 2010–11, secretary/treasurer from 2012–14, and president-elect in 2014–15, prior to serving as president in 2015–16. Young is known as a strong yet gentle leader with an extraordinary knack for getting things done, according to her nominators. According to one, Young is always looking at the big picture, whether exceeding membership goals, improving financial stability, or increasing the chapter's visibility.

However, she also doesn't hesitate to jump in with both feet when needed or to secure outside resources when her board is overburdened. Young's leadership has spurred her chapter to go beyond what had previously been achieved to set new standards for excellence. Whether personally emailing lapsing members, writing letters of support to volunteers' supervisors, or sending handwritten notes to new members, Young shows appreciation to everyone on a regular basis. One nominee says, "[She] is a straightforward, no-nonsense leader. She doesn't baby you, but she's there when you need her. She makes you want to up your game and impress her."

When Young took office, she held a retreat to create a strategic plan. She is clear with her expectations and fully supports her board to achieve its goals—the marks of a great leader. As a result of this planning, under her guidance, SMPS Twin Cities:

- Instituted a New Member Breakfast attended by 90 percent of new members
- Increased total assets more than 20 percent over the previous year
- Met its goal of increasing the number of sponsors, surpassing the goal of bringing in \$10,000 in sponsorship revenue
- Increased the number of free events for members—personally saving each member \$380
- Promoted other local organizations, such as Minneapolis Downtown Council and Design-Build Institute of America (DBIA) – Upper Midwest Region, to increase the chapter's visibility
- Hosted the chapter's first-ever Holiday Happy Hour & Sock Drive to benefit a

local homeless shelter—donating more than 300 pairs of socks, surpassing the goal by 260 percent

- Increased the chapter's LinkedIn followers and Twitter impressions by more than 230 percent
- Increased membership growth by 12 percent, up from 3 percent
- Achieved 84 percent member retention, up from 79 percent
- Debuted five new chapter events/initiatives
- Achieved a 39 percent response rate to an annual membership survey; 90 percent of respondents said the chapter was meeting their expectations

The Chapter President of the Year Committee was chaired by Benjamin Sawa, 2015 Chapter President of the Year, and director of marketing at GEI Consultants Inc., in Woburn, MA. Others serving on the committee included:

- Past chair, Andrea M. Story, CPSM, vice president: marketing & business development, R&M Consultants Inc., Anchorage, AK
- Juror, Grenee L. Martacho-Celuch, CPSM, director of marketing & business development, Concord General Contracting Inc., Mesa, AZ
- Juror, Ida Cheinman, principal & creative director, substance151, Baltimore, MD
- SMPS board liaison, Dawn A. Greco, FSMPS, CPSM, business development director, ICF International, Sacramento, CA
- Staff liaison, Natalie Gozzard, chapter services manager, SMPS Headquarters, Alexandria, VA ■