



Facts and Figures

- Organization:** The Society for Marketing Professional Services Arizona Chapter
- Web site:** www.smpsarizona.org
- Founded:** SMPS Arizona was founded in 1983 and is the only state-wide organization that offers architecture, engineering and construction marketing professionals programs on industry trends, panel discussions, networking events, professional development seminars and mentoring.
- Mission:** The mission of SMPS is to advocate for, educate and connect leaders in the architecture, engineering and construction industry. The society's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.
- President:** Patricia Krogh, CPSM
- Members:** 186 (local)
- Events:** Annual Economic Forecast (January)
Construction (Spring) – Annual canned food drive competition

ARIZONA CHAPTER DEMOGRAPHICS (July 2009)

Gender:	Female:	80.11%
	Male:	15.59%
	Not Specified:	4.30%

Primary Function (Top Five):

Marketing Coordinator:	18.82%
Business Developer:	13.98%
Marketing Manager:	10.22%
Marketing Director:	5.91%
Marketing Director/Manager:	5.38%

Primary Discipline (Top Five):

Engineering:	23.66%
Construction/Contracting:	17.74%
Architecture:	11.29%
Construction Management:	10.75%
Environmental/Engineering:	7.53%



**Society for Marketing
Professional Services**
Arizona

Media Contact
Sommer Caraway
Media Relations
SMPS Arizona
602.824.5251

sommer.caraway@smithgroup.com

Board Members

President:	Patricia Krogh, CPSM, Converse Consultants
Past President:	Barbara Vo, CPSM, Homes and Son
President-elect:	Stephanie Hertzberg, SmithGroup
Secretary:	Chasidy English, CPSM, C.S. & W Contractors, Inc.
Treasurer:	Steve Lorenzo, Ninyo & Moore
Programs Director:	Dave Sheldon, Ceco Concrete Construction
Education Director:	Martha Banning, CPSM, Jokake Construction
Publicity Director:	Colleen Blaylock, Leo A Daly
Delegate-at-large:	Kristi Bigelow, Dibble Engineering
Membership Director:	Darla George, Deutsch Architecture Group



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Six Domains of Practice

The Society for Marketing Professional Services (SMPS) is committed to being the premier source for education and information in marketing professional services in the built and natural environments. In keeping with this mission, SMPS has conducted a practice analysis of professional services marketing to articulate and confirm the profession's body of knowledge and the skills most critical to professional competence.

These knowledge and skill sets are classified under the six domains outlined below.

Marketing Research

Includes data-gathering techniques, publications related to target markets, techniques for qualitative and quantitative data analysis and methods for forecasting trends.

Marketing Plan

Includes elements of strategic plans, research design, marketing plans and business plans; techniques for facilitating the planning process; cost tracking and control procedures; and basic management principles.

Client and Business Development

Includes strategic planning techniques, effective frequency of client contact, methods for conducting client perception studies, fostering/building client relationships and key elements of contact management programs and databases.

SOQ's / Proposals

Includes RFQ/RFP criteria and decision/selection process, managing activities of specialized consultants, presentation software, graphic design and production, visual aids for use in presentations and architectural and engineering terminology.

Promotional Activity

Includes interpreting the results of client perception surveys and image studies, communicating the firm's image and objectives, advertising media, trade show event management, business/social etiquette and protocol, Web page design, special events planning, awards programs and technical and journalistic publication writing techniques.

Information, Resource and Organizational Management

Includes management and motivational techniques, staff training techniques, individual and group dynamics, leadership and team-building principles, computerized database management systems and promoting and rewarding high-quality team performance and effective client service.

The domains of practice are the foundation of SMPS' Certified Professional Services Marketer (CPSM) Program.

www.smpsarizona.org

To be the premier source for education, information, and resources in marketing professional services for the built and natural environments.



Society for Marketing
Professional Services

Arizona

NEWS RELEASE

FOR IMMEDIATE RELEASE

DATE: Aug. 11, 2009

CONTACT: Sommer Caraway, Media Relations Chair
SMPS Arizona
Phone: 602.824.5251
E-mail: sommer.caraway@smithgroup.com

SMPS 'Builds' Arizona with Online Resource

(PHOENIX, Ariz.) — The [Society for Marketing Professional Services Arizona](#) chapter has launched a blog that exclusively covers the commercial real estate industry in Arizona. The blog, called [Building Arizona](#), focuses on the architecture, engineering, construction and related marketing disciplines with postings on the latest news, events, commentaries, research, expert interviews and guest blogs.

“Building Arizona is designed to be a resource and opinion forum for Valley architecture, engineering and construction professionals and businesses,” says SMPS Arizona media relations chair Sommer Caraway. “Building Arizona stems from an initiative of SMPS Arizona to advocate for the A/E/C industry in the state of Arizona, although, anyone and any company is invited to participate.”

The blog is maintained by core bloggers who post frequent updates and who may invite guest bloggers for expert commentary on issues in the industry. A recent post by core blogger Allison Van Dyke, titled “Bolstering Credibility in a Down Market” discusses the importance of broadcasting one’s credibility via three specific methods, especially in a down economy.

SMPS Arizona president-elect and core blogger Patricia Krogh, CPSM, says the blog intimately follows the “advocacy” theme for the 2009-2010 fiscal year, which begins Sept. 1. Krogh confirms, “This blog is designed to support our advocacy theme on three levels: sharing best practices to assist in advocating for the importance of business development and marketing in the A/E/C industry; to advocate for SMPS as a professional resource for the A/E/C industry; and to advocate for the A/E/C industry in the at-large business community in Arizona.”

For more information, visit www.buildingarizona.org.

The [Society for Marketing Professional Services Arizona](http://www.smpsarizona.org) chapter (www.smpsarizona.org) was founded in 1983 and has grown to include more than 200 marketing professionals from the architecture, engineering and construction industry. It is the only organization state-wide that gives A/E/C marketing professionals access to their collaborations, competitors and clients. SMPS membership offers professional development seminars, programs on industry trends, panel discussions, networking events and a mentoring program.

The [Society for Marketing Professional Services](http://www.smps.org) (www.smps.org) was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources and work together to create business opportunities. Today, SMPS represents a dynamic network of over 6,900 marketing and business development professionals from architectural, engineering, planning, interior design, construction and specialty consulting firms located throughout the United States and Canada. The Society and its 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80 percent of the *Engineering News-Record* Top 500 Design Firms and Top 400 Contractors.

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Society for Marketing
Professional Services

Arizona

MEDIA RELEASE

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2009

CONTACT: Barbara Vo, President
SMPS Arizona
Phone: 602.955.2998
E-mail: barbaravo@homesandson.com

SMPS Arizona Members Win Top Honors at National Conference

(PHOENIX, Ariz.) — The [Society for Marketing Professional Services](#) honored Arizona-based design firms DAVIS and DFDia for their design of marketing brochures, as well as awarding the Arizona chapter an ‘Outstanding Certificate,’ at the national conference in July.

SMPS Arizona member Allison Van Dyke, of JOLT! Marketing Communications, accepted 2nd place for the design of a [DAVIS brochure](#) and 1st place for the design of a [DFDia brochure](#) in the small-firm category.

Arizona chapter president Barbara Vo accepted an ‘Outstanding Certificate for an XL Chapter’ on behalf of the SMPS Arizona chapter, which was awarded the honor based on its successes and progress in the 2008-2009 fiscal year. Specific evaluation criteria included program/education goals, management overview and benefits, communications, and financial health.

Vo believes the chapter’s biggest accomplishments of the year were:

- [Raising over \\$15,000](#) to support the Foundation for Blind Children.
- Hosting the first inaugural [Southwest Regional Conference](#).

www.smpsarizona.org

To be the premier source for education, information, and resources in marketing professional services for the built and natural environments.

- Inducting the [first Arizona member into the SMPS Fellows](#).
- Giving the first presentation on marketing to City of Phoenix MBE/WBE firms.
- Recruiting two student members.

For more information, visit. www.smpsarizona.org.

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Society for Marketing
Professional Services

Arizona



Foundation for Blind Children

MEDIA RELEASE

FOR IMMEDIATE RELEASE

DATE: Jan. 26, 2009

CONTACTS:

Kristy Kevitt, Board Member
Foundation for the Blind
Phone: 602.824.5295
E-mail: kristy.kevitt@smithgroup.com

Barbara Pizzarello, President
SMPS Arizona
Phone: 602.200.1030 ext. 21
E-mail: bpizzarello@aeieng.com

Fundraising Workshop Sends Blind Hiker to Kili

SMPS Arizona Workshop Raises \$15K for 'See Kili Our Way' Trip

(PHOENIX, Ariz.) – In a partnership between the **Society for Marketing Professional Services Arizona** chapter and the **Foundation for Blind Children**, a half-day workshop raised \$15,350 – enough money to pay for one hiker's trek up Mount Kilimanjaro, dubbed 'See Kili Our Way,' this June.

See Kili Our Way is an eight-night journey up Mount Kilimanjaro with a team of nine blind climbers, each guided by two sighted climbers. The foundation hopes to raise \$500,000 to fund the trip and benefit the foundation.

The workshop, on the changing interview requirements for the architecture, engineering and construction industry, was presented by nationally renowned presentation coach and planner Meg Winch, president of Communication Resources Northwest, L.L.C.

Kristy Kevitt, LEED AP, principal of SmithGroup and board member of the Foundation for Blind Children was instrumental in organizing the fundraising workshop.

"In times of great need, creativity flourishes," says Kevitt. "By working with SMPS to offer a great deal on attending this professional education workshop, which featured nationally renowned speaker Meg Winch, FBC is able to provide one more blind climber the experience of a lifetime – summiting Mount Kilimanjaro. This journey will demonstrate the accomplishments those with visual impairments can achieve and shatter any preconceived limitations that may have been set by others."

She continues, "This is a wonderful example of the compassion of others. Even in a challenging economy, people find ways to give back – and give generously!"

The cost of the workshop was \$200. Sponsors included DPR Construction, Inc., Orcutt|Winslow, and Speedie and Associates.

For more information, please visit www.SeeKiliOurWay.org or www.smpsarizona.org.

MORE

MORE

MORE

www.smpsarizona.org

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Founded in 1952, the **Foundation for Blind Children** (www.SeeltOurWay.org) has become a national model for agencies serving the blind. Since the number of blind babies born in Arizona and those referred for services has increased over 300% in the last 10 years, the number of children and adults served through FBC has grown to over 2,000 in just the last year. As the only agency of its kind in Arizona, the Foundation for Blind Children is an essential resource to families and children with blindness or low vision. FBC provides a comprehensive system of services, which optimizes the blind or visually impaired child's development and which provides many opportunities to lead a meaningful and productive life – starting with infancy, through preschool, elementary and secondary education throughout college and adulthood.

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