

SMPS



## 2017-2018 Committee Leadership Opportunities

### The best way to get more out of SMPS is to serve on a committee. Join us!

Volunteering is an excellent way to expand your network and develop strong relationships with fellow SMPS Sacramento members. Serving on a committee is also a great way to develop or perfect your leadership and technical skills. If you are interested in volunteering with any committee, feel free to contact the committee chair or board liaison directly for more information.

#### Accommodations Committee

The Accommodations Committee works with the Programs, Education, and Special Events committees to provide logistical support at events. From helping to secure venues and choosing menus to preparing registration and creating nametags, this committee has the opportunity to welcome both members and non-members to monthly events. A great way to expand your network and meet new people!

**Chairs:** Theresa Bautista - [tbautista@drakehaglan.com](mailto:tbautista@drakehaglan.com)  
Janet Pak - [jpak@wlcarchitects.com](mailto:jpak@wlcarchitects.com)

**Board Liaison:**  
Chris Tejeda - [cteveda@capital-engineering.com](mailto:cteveda@capital-engineering.com)

#### Awards Committee

The Awards Committee plans and coordinates the submission, judging, and presentation of our Chapter Awards at the Annual Meeting in August. Our chapter presents three awards - Capital City Marketer Award, Rising Star Award, and President's Award - the goal of which is to recognize marketing excellence and contributions within the SMPS Sacramento community.

**Chair:** TBD

**Board Liaison:**  
Erin Athas - [erin.athas@kimley-horn.com](mailto:erin.athas@kimley-horn.com)

#### Communications Committee

The Communications Committee is charged with spreading the word about all the Chapter's events and initiatives. Their responsibilities include maintaining the Chapter website and social media posts, promoting events and sponsors, and providing graphic design support. Communications Committee members can hone their digital marketing skills, express their creativity, and better understand the organization by working with all other committees throughout the year to help promote all of the Chapter's initiatives.

**Chairs:** Marina Hill - [mhill@lpas.com](mailto:mhill@lpas.com)  
Peggy Paulsen - [ppaulsen@siegfriedeng.com](mailto:ppaulsen@siegfriedeng.com)  
Rachael Osborn - [rosborn@capital-engineering.com](mailto:rosborn@capital-engineering.com)  
Jim Foust - [jim.foust@ascentenvironmental.com](mailto:jim.foust@ascentenvironmental.com)

**Board Liaison:**  
Michelle Mathewson - [mmathewson@glumac.com](mailto:mmathewson@glumac.com)

#### Community Outreach Committee

Do you care about the Sacramento community and want to give back? Join our Community Outreach Committee! This committee reaches out to various organizations throughout the year to make a positive impact in our region and beyond and is a great way to collaborate with SMPS members while serving the greater good. Bring your fresh ideas and we'll start changing lives together.

**Chairs:** Rita Gordon - [rita@dhfirerestoration.com](mailto:rita@dhfirerestoration.com)  
Cynthia Corne - [ccorne@geiconsultants.com](mailto:ccorne@geiconsultants.com)

**Board Liaison:**

SMPS



Caitlin Talbot, CPSM -  
caitlin.talbot@vanir.com

## 2017-2018 Committee Leadership Opportunities

### **CPSM Study Group**

The CPSM Study Group Committee assists fellow members to organize and prepare for the CPSM exam. The committee coordinates with the Board to promote a "Pledge Event" around CPSM Week in January, then hosts a kick-off meeting to organize study groups(s), identify study group leader(s), share best practices for studying, and help to set the study group schedule. Once the groups are off and running, we follow up with group leaders and celebrate as our new CPSMs earn their certification!

**Chair:** Megan Blackwell, CPSM - mblackwell@ottoconstruction.com

**Board Liaison:**

Cameron Hagans, CPSM - cameron@ghirardelliassoc.com

### **Education Committee**

The Education Committee strives to provide educational, professional, and personal development opportunities through a variety of events and formats to improve the unique and evolving skill sets of professional services marketers. Our goal is to support and foster the growth of AEC marketers throughout the continuing stages of their careers. Committee responsibilities include: developing topics, selecting speakers, collecting feedback, and making all other arrangements for educational events. This committee is ideal for a member who likes to plan events and is passionate about furthering our members' professional development.

**Chairs:** Jennifer Montgomery -jennifer.montgomery@  
ascentenvironmental.com

Roxanne Marquez - rmarquez@dokkenengineering.com

**Board Liaison:**

Erin Athas - erin.athas@kimley-horn.com

### **Lending Library**

The Lending Library Committee manages the Chapter's Library inventory (both hard copy and digital) and distributes and collects items as requested. The Chair of this committee is always in the know when it comes to Chapter educational resources!

**Chair:** Melissa Ferguson - mferguson@ncenet.com

**Board Liaison:**

Michelle Mathewson - mmathewson@glumac.com

### **Membership Committee**

Membership is the "Welcome Wagon" to SMPS Sacramento, and plays a key role in actively promoting membership to our Chapter. The Membership Committee is dedicated to member engagement and to ensuring that each member benefits from what SMPS has to offer, both from the Chapter and from the Society at large. They focus on member recruitment, including mass and individual outreach, membership drives, and promotional activities at events. They also support member retention, ensuring that existing members at all levels receive the most value from their membership. The committee's work touches all aspects of the Chapter's activities, bringing membership value to each of the Chapter's endeavors and enhancing member benefits. By joining the Membership Committee, you will be helping to shape the future of SMPS.

**Chair:** Marti Martin - mmartin@bbse.com

**Board Liaison:**

Lesley Cocomes - lcocomes@drakehaglan.com

SMPS



Society for Marketing  
Professional Services

Sacramento

## 2017-2018 Committee Leadership Opportunities

### **Mentoring Pathways Program**

The Mentoring Pathways Committee oversees our mentoring program to connect experienced professionals with aspiring talent in a supportive environment, to provide both the mentor and protégé with a rewarding professional relationship. This program has evolved to include one-on-one mentoring, group roundtables, and topical speakers to foster the success of our future industry leaders. Mentoring Pathways Committee members get a front row seat to this process!

**Chairs:** Cynthia Corne - ccorne@geiconsultants.com

**Board Liaison:**

Christy Ryan - christy.ryan@ascentenvironmental.com

### **Programs Committee**

The Programs Committee is responsible for developing topics, themes, and speaker ideas to offer unique and insightful monthly programs. In addition, the Programs Committee recruits program coordinators and event leaders to help facilitate the programs and events. Their programs focus on timely topics affecting the AEC industry, providing great opportunities to stay informed about the latest trends and network with potential clients. Hone your event planning and business development skills, and get great access to high profile clients!

**Chair:** Lisa Thut, CPSM - thut@geoconinc.com

**Board Liaison:**

Chris Tejeda - ctejeda@capital-engineering.com

### **Special Events Committee**

Special Events Committee members utilize their creative and organizational skills to plan some of the Chapter's most exciting events of the year! This committee plans quarterly networking events to promote Sacramento Chapter synergy and enthusiasm. Our largest event is the Annual Meeting, which recognizes the efforts of outgoing Board Members, announces incoming Board Members, and awards outstanding achievements for members and their impact to our region and professional services industry.

**Chair:** Christine Kenney, CPSM - christine.kenney@icfi.com

**Board Liaison:**

Cameron Hagans, CPSM - cameron@ghirardelliassoc.com

### **Sponsorships/Finance Committee**

The Sponsorship Committee spearheads the Chapter's sponsorship activities and constantly evaluates how we can bring value to our sponsors. This committee is responsible for identifying, recruiting, and supporting sponsors throughout the year. The committee works with other committees to facilitate financial support for programs from monthly luncheons to special events. Sponsorship Committee members have the opportunity to engage with firms from around the region (and beyond) and enjoy a tremendous sense of satisfaction as they both provide sponsors opportunities to grow their businesses and allow the Chapter to flourish.

**Chair:** Karen Carr, CPSM - karen.Carr@psomas.com

**Board Liaison:**

Tracy Jenkins, CPSM - tjenkins@iec-corporation.com



## 2017-2018 Committee Leadership Opportunities

### Student Services Committee

The Student Services Committee is currently focusing on architecture, engineering, and construction management (AEC) students to create awareness about the marketing and business development work necessary to drive industry projects. This committee strives to equip AEC students with marketing knowledge and tools, and to build value in AEC marketing with technical personnel. This committee also supports marketing and communication students as they explore a career in professional services marketing or business development.

**Chair:** Rebecca Weldon, CPSM - [rebecca\\_weldon@skwaia.com](mailto:rebecca_weldon@skwaia.com)

**Board Liaison:**

Cameron Hagans, CPSM - [cameron@ghirardelliassoc.com](mailto:cameron@ghirardelliassoc.com)

### Special Committees/Micro-Volunteer Opportunities:

- Branding
- Content Developers (website, social media, spotlights)
- Graphic Design Support
- Website (quarterly review/update)
- MySMPS Sacramento Community (implement/promote)
- Program Champions/Sponsors
- Roundtable Champions/Hosts
- Volunteer Recruitment/Recognition
- Photographers (multiple volunteers)

### Join. Participate. Grow. Connect!

As a member of one of our committees, you can be an integral part of shaping our Chapter, while honing professional skills, taking on leadership roles, engaging in high-value networking...and having FUN in the process!

Questions? Please contact our Chapter President, Tracy Jenkins, CPSM at [tjenkins@iec-corporation.com](mailto:tjenkins@iec-corporation.com) for more information.