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Letter from the President

VALUES

SMPS CT WILL:

1. STAY RELEVANT TO INDUSTRY AND MEMBERS.
2. MERGE TECHNICAL, MARKETING AND BD PROFESSIONALS TO SHARE IDEAS.
3. FOSTER INNOVATIVE, CROSS-COLLABORATIONS.
4. EMPOWER UP & COMING LEADERS.
5. BE A RESOURCE FOR EXPERIENCED, EXECUTIVE LEVEL PROFESSIONALS.
6. ACKNOWLEDGE AND DEVELOP VOLUNTEERS & MEMBERS.
7. BUILD AWARENESS OF AEC CAREER PATH WITH STUDENTS.
8. PRACTICE WHAT WE PREACH: EXCELLENCE IN MARKETING.

SMPS CONNECTICUT

A COMMUNITY FOR ALL

In times of change and uncertainty community is more important than ever. I encourage everyone in the A/E/C industry to join SMPS Connecticut's community of marketers, business developers, technical professionals, students, business owners and principals, and get involved: become a member, join a committee, lead a program, join the mentorship cohort, or attend an event. We can accomplish more, learn more, and grow our businesses and careers more, when we work together.

We have a lot to look forward to as we start the 2021/2022 program year - the first year of our new Three-Year Strategic Plan. To develop our new plan, SMPS Connecticut volunteers have identified strategic initiatives to create an environment that provides opportunities for everyone in the A/E/C industry to engage and grow. We're excited to share all of our hard work with you. Throughout the program year we'll be providing resources to help you grow your business, take your career to the next level, and develop long-lasting industry relationships. Some of the key initiatives of our new strategic plan include:

Collaboration. We can accomplish more when we work together. We're focusing on collaboration, not only within the SMPS Connecticut chapter but also with other industry organization, providing more opportunities to advocate, educate and connect.

Diversity, Equity, and Inclusion (DEI). We all win when everyone feels included and has a place at the table – that's why we are putting diversity, equity, and inclusion at the forefront of all that we do. We will implement the DEI best practices that our chapter developed last year; provide DEI training opportunities; and reach out to students, technical professionals, principals and beyond to communicate the value of SMPS.

Growth. We need to provide resources and opportunities for our members and membership to grow. Our efforts will include empowering and developing volunteers and future chapter leaders by bolstering our current offering of trainings and resources, revamping our CPSM program, providing new mentorship opportunities, and recruiting new members including students, and technical professional from diverse cultural backgrounds.

I want to thank past presidents Alicia Washington and Nichole Petersen for doing an amazing job of leading our chapter through the challenges of the pandemic while also actively progressing our strategic initiatives. We will continue to build on this progress so that our chapter remains ready to adjust, take on new challenges, and provide an inclusive environment for all of our members. As we embark on the first year of our new strategic plan, we've prepared to do just that.

No matter your experience-level, role, or status in the A/E/C industry, we are looking forward to you becoming a part of the SMPS Connecticut community!

Welcome to SMPS Connecticut's 2021/2022 program year!

Marta Dabrowski, CPSM

President, SMPS Connecticut 2021/2022

SEP

**HOW TO NETWORK
IN A VIRTUAL,
IN-PERSON &
HYBRID WORLD**

OCT

INDUSTRY PANELS

LEVERAGING
DELTEK

NOV

A/E/C TRENDS

PHOTOGRAPHY

DEC

FIRESIDE CHAT

INTRO TO
PROFESSIONAL
MARKETING SERVICES

JAN

**CONTENT
STRATEGY**

SOCIAL MEDIA

FEB

CAREER PANEL

AWARD
SUBMISSIONS

MAR

CANNABIS PANEL

GRAPHIC
DESIGN

APR

SUSTAINABILITY

PODCASTS FOR
A/E/C

MAY

GOLF CLINIC

PUBLIC
RELATIONS

JUN

**ANNUAL MEETING
AND CLIENT PANEL**

POWERPOINT

JUL

SOCIAL

SMPS Connecticut offers
monthly **PROGRAMS** and
EDUCATION WORKSHOPS!

**Register On Our
Website**

www.smpsct.org

WIN MORE WORK




The one-day conference where everyone gets what they want! If you're working in the A/E/C Industry, and want to win more work, this is the conference for you. In alignment with SMPS CT's mission to advocate for, educate and connect leaders in the building industry, we are pleased to present Win More Work: a one-day summit featuring A/E/C thought leaders delivering critical content to position your firm to #winmorework.

MAX TALKS



What is MAX? Market, Act, and Exchange. MAX is about you! Bundled into a series of awe inspiring, 15-minute discussions, the program focuses attention on each presenter's ideas about current issues, lessons, tips, and tricks of the trade. Every year, our MAX speakers--armed with great ideas that will provoke, inspire, and excite--bring some of the best practices and new ideas to you from across the A/E/C industry.

MECHANICS OF MARKETING



SMPS CT invites guest speakers who are “in the know” and “in the now” to keep our membership up-to-date on some of the latest marketing trends and best practices. Topics include digital marketing management, social media management, blogging, digital content creation and management, and presentation skills.



SIX REASONS TO JOIN...

1. Build Business

2. Build Network

3. Build Expertise

4. Build Leadership

5. Build Community

6. Build Your Career



Membership Benefits

Whether you're just starting out or a seasoned professional, SMPS offers benefits for everyone!

RESOURCES

- [National and Local Conferences](#)
- [Member Directory](#)
- [Marketing Resource Center](#)
- [Career Center](#)

CONTINUING EDUCATION

- [Certified Professional Services Marketer \(CPSM\) Program](#)
- [Lunchtime Learning Labs](#)
- [Professional Development Programs](#)

STAY SOCIAL

- [MySMPS.org](#) Online Community
- Social Networking via Facebook, LinkedIn, Twitter

PUBLICATIONS

- [Marketer Quicklook](#), Weekly Newsletter
- [Marketer](#), Bimonthly Journal
- [Online Publications and Bookstore](#)

GET INVOLVED

- [Awards and Recognition](#)
- [Leadership and Volunteering Opportunities](#)

Follow SMPHQ:





Chapter Benefits

Check out member benefits and resources available only to SMPS CT members!

The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 marketers and technical professionals from all over the state and at all levels and stages of their careers.

We join National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.

SMPST CT membership includes:

- Networking Opportunities
- Mentorship Cohort
- Education Workshops
- Member-Only Programs
- Lending Library
- CPSM Study Groups

Follow SMPS Connecticut:





MENTORSHIP COHORT

Our [mentorship cohort](#) is designed to offer members an opportunity to participate in meaningful discussions focused on personal growth and professional development. This program is intended for marketers at any stage in their career, including senior marketers, business development professionals, or entry level and recent college graduates.



EDUCATION WORKSHOPS

SMPS CT offers free monthly [education workshops](#) to all members and students. From proposal writing, photography, to Adobe products, we offer workshops that will help you excel at your career.



MEMBER-ONLY PROGRAMS

SMPS CT offers a variety of [member-only programs](#), ranging from fireside chats with top industry professionals to social/networking events. These programs provide additional career development and networking opportunities in a small group setting.



LENDING LIBRARY

As a special benefit to members, we offer an [exclusive library](#) of publications devoted to marketing in the A/E/C industry. General business publications with relevance to our industry are also available. Please let us know if you have any recommendations or titles you'd like to see in our library!



CPSM STUDY GROUPS

Are you considering starting on the path to earning your Certified Professional Services Marketer (CPSM) designation? SMPS CT offers [study sessions](#) to help you prepare.



“ Aside from joining SMPS CT, joining the mentorship program is one of the best decisions I’ve made for my career. ”


***Nichole Petersen,
Director of Marketing
Flow Tech Inc.***

GOLDEN GALA AWARDS



The Golden Gala: SMPS CT Marketing Communication Awards isn't your typical awards ceremony. SMPS members and non-members alike are encouraged to dress to impress, walk the gold carpet and enjoy a night of awards, dinner, and networking!

FIRESIDE CHATS



Fireside Chats are conversation-based, intimate, members-only events that provide an open forum for attendees to benefit from other members' experiences and knowledge. This is an ideal setting for young and emerging professionals, anyone considering joining our mentorship program, and marketers who could use a source of inspiration!



Sponsorship Opportunities

Becoming an Annual or Door Prize Program Sponsor is a great investment!

Let's look at the math — our mailings go to more than 600 decision-makers within the A/E/C industry; on average, we email program notices and reminders 30-45 times a year; newsletters 4 times a year; and drive people to our website through our communications by providing useful, constantly updated information. That's nearly 30,000 opportunities to be seen by an audience important to your business! The following is a list of benefits available to you, depending on your level of participation:

- Event announcement mailings
- Event e-mail reminders
- Complimentary program registration
- Website notice and a hyperlink from www.smpsct.org
- Introduction and recognition at events
- Name/Logo on Event Program Handouts
- Recognition in our chapter newsletter

We currently have the following sponsorship levels available: Gold, Silver, Bronze, and Door Prize. Full benefit breakdown by sponsorship type is available on our [website](#).

Purchase your sponsorship today!

Thank you to our 2021/2022 Sponsors!



O&G Industries



ELEMENTS
GRAPHIC DESIGN + MARKETING



BVH

A SALASOBRIEN COMPANY





Committees

DIVERSITY AND INCLUSION TASK FORCE

A high priority in SMPS CT's strategic plan is to better serve M/WBE and SBE firms in our region. This task force is open to participation for members and non-members. Please contact task force chair Alicia Washington for more information.



Alicia Washington
HRP Associates, Inc.
197 Scott Swamp Road
Farmington, CT 6032
p. 860.674.9570
diversity@smpsct.org

PROGRAM COMMITTEE

Develop and hone your event management skills, get to work directly with speakers and client panels, and make great friends! Please contact committee chairs Kristen Dera and Marie Patel for more information.



Kristen Dera
Loureiro
100 Northwest Drive
Plainville CT, 06062
p. 860.747.6181
programs@smpsct.org



Marie Patel
Redniss & Mepad, Inc.
22 1st St
Stamford, CT 06905
p. 203.327.0500
programs@smpsct.org

COMMUNICATIONS COMMITTEE

Get the opportunity to practice what we marketers preach: dynamic content including, blog articles, program promotion, and more! Please contact committee chairs Jocelyn Taylor and Caitlin Porter for more information.



Jocelyn Taylor
BL Companies
355 Research Parkway
Meriden, CT 06450
p. 203.630.1406
communications@smpsct.org



Caitlin Porter, CPSM
PRIME AE
100 Great Meadow Rd, 6th Fl
Wethersfield, CT 06109
p. 860.436.5600
communications@smpsct.org

SPONSORSHIP COMMITTEE

Get to know all the players and supporters through sponsor reach outs, and work with this committee that is essential to our success! Please contact committee chair Susan Fisher Plotner for more information.



Susan Fisher Plotner
Altieri Sebor Wieber, LLC
31 Knight St
Norwalk CT 06851
p. 203.866.5538
sponsorship@smpsct.org

MEMBERSHIP COMMITTEE

We love our members and want to create the most dynamic, value-added experience for them. Join this committee to help with that mission! Please contact committee chair Kate Anderson for more information.



Kate Anderson
Gilbane Building Company
208A New London Turnpike
Glastonbury, CT 06033
p. 860.256.7680
KAnderson@GilbaneCo.com

MENTORSHIP COMMITTEE

Mentorship Committee provides members and CT students with a platform to foster mentorship, provide career advice, and create a resource of information. Please contact committee chairs Maria Loitz and Dana Lee for more information.



Maria Loitz, FSMPS, CPSM
BVH Integrated Services, P.C.
206 W Newberry Rd
Bloomfield, CT 06002
p. 860.286.9171
marial@bvhis.com



Dana Lee
Tighe & Bond
213 Court Street, Suite 1100
Middletown, CT 06457
p. 860.704.4760
dlee@tighebond.com

EDUCATION COMMITTEE

The newly formed SMPS Connecticut Education Committee provides outreach, experience, and education for all career levels - from high school and college students just entering the industry to experienced professionals. Please contact committee chair Jessica Fasi for more information.



Jessica Fasi, CPSM
BL Companies
355 Research Parkway
Meriden, CT 06450
p. 203.630.1406
jfasi@blcompanies.com

JOB BANK COMMITTEE

An important part of the SMPS CT's mission is to support our members' career development and advancement. That is why we provide a forum for locating career opportunities and for companies to seek skilled marketers in the A/E/C industry.



Beth Taylor
GRE
225 Asylum St., Suite 1530
Hartford, CT 06103
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btaylor@g-r-e.com

WELCOME YOUR 2021-2022

BOARD OF DIRECTORS



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sm^{ps}[®]

Connecticut

