



2018-2019 Board of Directors

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**HEATHER RUSTICI**  
Jeffrey Brown Contracting, LLC

## Editorial Guidelines

SMPS Maryland is dedicated to educating, inspiring, and informing our industry professionals. Innovative marketing, management, and leadership strategies; case studies; and lessons learned are covered for marketing and business development professionals. Articles are written by industry experts who face the challenge of marketing professional services every day and can give our readers new insight into the market, provide tips and pointers, explain a process or technology, or provide guidance and best practices for proposals and presentations.

### Editorial Policy

Submissions are subject to content review and editorial revision by the Director of Communications. The Board of Directors provides input and direction as well.

### Article Content

The articles that appear on the website address issues within the A/E/C community and, with exception of Member (individual) news and Sponsor Firm news, is not designed to promote a company, product or individual. Articles should have helpful industry-specific marketing and business development content and resources, which will be valuable to our members.

### Article Contributions

To submit an article and/or idea to the Community News section of our website, email the Director of Communications with a brief description (no more than 150 words) of the intended content and author bio/credentials. Once received, it will be reviewed and you will receive an invitation to submit your full article. All articles are edited and reviewed for content and style. SMPS Maryland does not offer monetary compensation to contributors for their work.

### Article Specifications

Authors should keep articles to 500 words or less, with 350 word articles being ideal. Authors will submit a headshot photo along with high-quality graphics/photos pertaining to the article. All graphics and photos should be high-resolution .jpeg (300 dpi), 72 dpi will also be accepted.

### Social Media Promotion of Company News

Member and sponsor company news including firm-wide news (ex. New office locations, anniversaries, top places to work, etc), personnel-related hiring news for marketing personnel and other hires (ex. internal promotions, new hires and interns, SMPS member accreditations, etc), and firm-wide project wins and significant awards will be promoted through Social Media networks at the discretion of the Director of Communications, with an effort to promote timely and relevant industry-related news to our members.

### Submissions and Contacts

2018-2019 Communication Co-Chairs:

Cynthia Stuber  
[cstuber@penzabailey.com](mailto:cstuber@penzabailey.com)

Vanessa Zawodny  
[vzawodny@designcollective.com](mailto:vzawodny@designcollective.com)