



Call for Entries | 2019 Scholarships & Chapter Awards
Honoring Excellence in Professional Achievement



BUILD BUSINESS SCHOLARSHIP ENTRY FORM

This award serves to strengthen SMPS Maryland's mission to promote the continued advancement of new talent within our industry. This scholarship is open to marketing, communications, and business development professionals with two to nine years' experience. Candidates for the scholarship must also have a minimum of one year of SMPS Maryland membership.

The recipient of the scholarship will receive full registration to the SMPS Build Business Conference in Washington, DC (July 31 through August 2, 2019) at a value of \$1,389. For more information on Build Business visit <https://www.smps.org/buildbusiness/>. **The recipient is responsible for their travel and accommodations.

Winner of the Build Business Conference Scholarship will be announced at SMPS Maryland's End of Year Celebration in June 2019.

JUDGING CRITERIA: Candidates should be able to demonstrate their commitment to their career as an A/E/C marketer through professional development activities, participation in SMPS Maryland, and the contributions they have made to their firm in their current position.

SUBMISSION REQUIREMENTS

1. Build Business Scholarship Entry Form.
2. Cover letter (2-page maximum) which describes:
 - Your involvement in professional services marketing and responsibilities in your current position.
 - What you hope to gain by attending the Conference.
 - Your SMPS activities and involvement to date.
 - How SMPS has benefited you both personally and professionally.
3. A copy of your professional resume (include current contact info. & dates of employment).
4. Statement on how you will bring back what you learned from Build Business to share with SMPS Maryland Members.
5. Letter from your supervisor that you have secured permission to attend the SMPS Build Business Conference if you are selected as the winner.

Name: _____

Email: _____

Phone: _____

Firm Name: _____

Firm Address: _____

SMPS Member Number: _____

QUESTIONS & SUBMISSIONS

Email this completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019

THE PINNACLE EXPERIENCE SCHOLARSHIP ENTRY FORM

This award serves to strengthen SMPS Maryland’s mission to promote the continued advancement of experienced marketers within our industry. This scholarship is open to professionals with significant experience (10-15+ years) who serve as the “first chair” for leading their firm’s marketing and business development efforts. This may include CEOs, CMOs, directors, principals, vice presidents, and SMPS Fellows (per The Pinnacle guidelines). Candidates for the scholarship must also have a minimum of two years of SMPS Maryland membership.

The recipient of the scholarship will receive a stipend of \$1,000 to attend the SMPS Pinnacle Experience in Denver, Colorado (November 13 through November 15, 2019). The stipend will cover registration and help defray some costs of travel/accommodations. For more information on The Pinnacle Experience visit <https://www.smeps.org/learning/premier-events/the-pinnacle-experience/>.

Winner of the The Pinnacle Experience Scholarship will be announced at SMPS Maryland’s End of Year Celebration in June 2019.

JUDGING CRITERIA: Candidates should be able to demonstrate their commitment to their career as an A/E/C marketer through professional development activities, participation in SMPS Maryland, and the contributions they have made to their firm in their current position.

SUBMISSION REQUIREMENTS

1. The Pinnacle Experience Scholarship Entry Form.
2. Cover letter (2-page maximum) which describes:
 - Your involvement in professional services marketing and responsibilities in your current position.
 - What you hope to gain by attending the Experience.
 - Your SMPS activities and involvement to date.
 - How SMPS has benefited you both personally and professionally.
3. A copy of your professional resume (include current contact info. & dates of employment).
4. Statement on how you will bring back what you learned from The Pinnacle Experience to share with SMPS Maryland Members.
5. Letter from your supervisor, if applicable, that you have secured permission to attend The Pinnacle Experience if you are selected as the winner.

Name: _____

Email: _____

Phone: _____

Firm Name: _____

Firm Address: _____

SMPS Member Number: _____

QUESTIONS & SUBMISSIONS

Email this completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019

PROFESSIONAL ACHIEVEMENT AWARDS

Blue Heron Award

The Blue Heron Award is presented to a senior-level professional with at least 15 years of industry experience who has made a significant impact on the Chapter and the marketing profession within the A/E/C industries. Honorees promote and foster a marketing-led culture in their work and are actively involved in contributing to the Chapter's success. This may include, but is not limited to, serving as a Senior Advisory Council and/or committee member; leading peer-to-peer roundtable sessions; serving as a mentor for emerging professionals; serving as a speaker or moderator for SMPS programs; and enthusiastically promoting participation and membership in SMPS Maryland.

Nominees must be SMPS Maryland members in good standing. [Past winners](#) and current board members are not eligible for award.

ELIGIBILITY

Candidates are encouraged to self-nominate or be nominated by another party. To be eligible candidates should meet the following criteria:

- 15+ years of industry experience
- Current SMPS Maryland Chapter member
- Sustained involvement in SMPS locally, regionally, and nationally

SUBMISSION REQUIREMENTS

1. Professional Achievement Award Nomination Form.
2. Cover letter (2-page maximum) which describes:
 - Candidate's involvement in professional services marketing over the life of his/her career.
 - How the candidate has been integral to his/her firm's marketing/business development strategy or been recognized in the profession for leadership.
 - The candidate's SMPS activities and involvement to date.
 - How SMPS has benefited the candidate both personally and professionally.
3. If self nominating, a reference letter from someone other than the candidate.
4. A copy of candidate's professional resume (include current contact info. & dates of employment).

Factors for Consideration

The Blue Heron award is presented to a senior professional whose career and service to SMPS and the Maryland Chapter are highly regarded and of value to others. Candidates should have demonstrable accomplishments in the profession. Factors include:

- a. Exhibited leadership in the community and marketing profession
- b. Outstanding contributions to the Chapter through volunteer and leadership positions
- c. Marketing excellence and documented results within their firm
- d. Demonstrated creativity and individuality in their professional endeavors
- e. Evidence of establishing and maintaining high professional standards and a strong commitment to professional ethics

QUESTIONS & SUBMISSIONS

Email the completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019

PROFESSIONAL ACHIEVEMENT AWARDS

Rising Star Award

The Rising Star Award is presented to an emerging professional with less than five years of industry experience who has made significant strides in their career and has demonstrated dedication to the Chapter through volunteer efforts.

Nominees must be SMPS Maryland members in good standing. [Past winners](#) and current board members are not eligible for award.

ELIGIBILITY

Candidates are encouraged to self-nominate or be nominated by another party. To be eligible candidates should meet the following criteria:

- Less than five years of industry experience
- Current SMPS Maryland Chapter member
- Sustained involvement in SMPS locally, regionally, and nationally

SUBMISSION REQUIREMENTS

1. Professional Achievement Award Nomination Form.
2. Cover letter (2-page maximum) which describes:
 - Candidate's involvement in professional services marketing over the life of his/her career.
 - How the candidate has demonstrated professional growth in professional services marketing and their ability to relay that growth to benefit their firm.
 - The candidate's SMPS activities and involvement to date.
 - How SMPS has benefited the candidate both personally and professionally.
3. If self nominating, a reference letter from someone other than the candidate.
4. A copy of candidate's professional resume (include current contact info. & dates of employment).

Factors for Consideration

The Rising Star Award honors a current member who has a demonstrated commitment to professional services marketing and the Chapter. This individual is innovative, motivated, shows great potential, and is poised to be a future leader in the industry. Factors include:

- a. Establishing and maintaining high standards of marketing
- b. Exhibiting involvement and leadership in SMPS Maryland
- c. Outstanding commitment to professionalism

QUESTIONS & SUBMISSIONS

Email the completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019

PROFESSIONAL ACHIEVEMENT AWARDS

Firm Leader of the Year

The Firm Leader of the Year Award will be presented to an individual who has demonstrated commitment to SMPS' vision, Business Transformed Through Marketing Leadership, and has been an advocate for SMPS and their firm's marketing department.

Nominations for this award should demonstrate how the candidate has promoted a marketing-led culture within their firm. SMPS membership is not required but nominations should demonstrate how the candidate supports membership and involvement within SMPS and the organization's efforts. Nominees should be a senior-level professional with the authority to make decisions regarding the firm's strategic direction. Current board members are not eligible for award.

ELIGIBILITY

Candidates are encouraged to self-nominate or be nominated by another party. To be eligible candidates should meet the following criteria:

- An A/E/C industry professional in an executive/principal-level position who fosters leadership
- Demonstrated support of or has been influential in marketing efforts
- Sustained support of SMPS locally, regionally, and/or nationally

SUBMISSION REQUIREMENTS

1. Professional Achievement Award Nomination Form.
2. Cover letter (2-page maximum) which describes:
 - How the candidate has been integral to his/her firm's marketing/business development strategy or been recognized in the profession for leadership.
 - How the candidate has demonstrated support for SMPS locally, regionally, and/or nationally.
 - How the candidate has demonstrated commitment to at least three of the following areas:
 - a. Supports Marketing
 - b. Encourages Professional Development
 - c. Fosters Marketing Culture
 - d. Actively Participates in the A/E/C industry
 - e. Includes Other Marketers in the Management Team
3. A copy of candidate's professional resume (include current contact info. & dates of employment).

Factors for Consideration

Candidates should demonstrate their commitment in the following areas:

- a. Supports Marketing** - understands the need for and importance of a professional approach to marketing, business development, and communications
- b. Encourages Professional Development** - advocates for continuing professional development on a consistent and regular basis; promotes SMPS and similar educational venues for all staff levels; and provides an atmosphere that promotes professional growth for team members
- c. Fosters Marketing Culture** - encourages all staff to contribute to the marketing effort through excellence in client relations; authoring professional publications; public speaking; and/or active participation in civic, charitable, or industry organizations
- d. Actively Participates in the A/E/C Industry** - does the nominee set a good example by actively promoting and marketing the firm? The nominee might be an active member of professional or civic organizations, publish scholarly articles, or schedule speaking engagements that enhance the prestige of the firm
- e. Includes Other Marketers in the Management Team** - recognizes professional marketing staff as part of the firm's management team; includes marketers in strategic planning and considers their input in business decisions; and encourages marketing staff to foster and enhance relationships with clients

QUESTIONS & SUBMISSIONS

Email the completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019

PROFESSIONAL ACHIEVEMENT AWARD NOMINATION FORM

SMPS Maryland's annual Chapter Awards program honors the outstanding achievements of local professionals who have demonstrated their commitment and dedication to SMPS and the A/E/C industry through engagement, leadership, and resources.

Awards will be presented to winners at the Chapter's End of Year Celebration in June 2019. Current SMPS Maryland Board Members will review and vote on all nominations received by the deadline to determine the winners.

Blue Heron Nomination

Rising Star Nomination

Firm Leader of the Year Nomination

Your Information

Name: _____

Email: _____

Phone: _____

SMPS Member Number (if applicable): _____

Nominee's Information

Name: _____

Email: _____

Phone: _____

Firm Name: _____

Firm Address: _____

SMPS Member Number (if applicable): _____

QUESTIONS & SUBMISSIONS

Email this completed form and application to Sara Goins, CPSM, Maryland Chapter President (sgoins@flourateeter.com/410.528.8395) by 5:00pm April 19, 2019