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2007 Awards—The Best of the Best

2007 Marketing Achievement Award Recipient: Craig Park, Associate AIA, FSMPS



Beginning in 1987, SMPS established the Marketing Achievement Award to recognize significant contributions to marketing professional services in our industry. This prestigious award—the pre-eminent SMPS individual honor—salutes professionals whose achievements and lasting contributions to the field are truly exemplary. To

earn this honor, a recipient must show significant achievement in at least three of the following five areas: education, professional leadership, innovative programs, marketing communications, and research. Based on his demonstrated leadership, innovative marketing, extensive contributions to the written body of knowledge, and dedication to the field of professional services marketing, Craig Park, Associate AIA, FSMPS, has been selected by a committee of his peers as the recipient of the 1997 Marketing Achievement Award.

Research

Park's book *Design. Market. Grow!*, published in 2002, was drawn from eight years of research into the nature of creating and sustaining the professional services practice. Integral concepts of the book include vision, leadership development, values, branding, marketing, communications, process, management, and collaboration. Today, *Design. Market. Grow!* is required reading for the Certified Professional Services Marketer Program.

Education

Park is a dedicated teacher. He has authored and/or been featured in 3 books and nearly 100 articles, including more than 20 articles for *Marketer*, for which he writes a regular column highlighting technology applications for marketing. Park has been a speaker for 7 SMPS national conferences and 18 chapters. He was named Educator 2000 by the National Systems Contractors Association (NSCA) for his innovative programs

promoting collaboration with architects and engineers. He also has delivered marketing programs to the American Institute of Architects (AIA), International Interior Design Association (IIDA), International Communications Industries Association (ICIA), and NSCA, among other industry associations.

Professional leadership

An active SMPS volunteer, Park began his involvement in 1985 with the Los Angeles Chapter and since has held many chapter and national leadership positions including National President in 2002–03. He currently serves as an SMPS Foundation trustee. In 1995, he was named Chapter President of the Year for his leadership of the San Francisco Chapter; the chapter subsequently presented Park with its Award for Lifetime Achievement.

He also is a member of the Construction Writers Association, an Associate member of the AIA, and a professional member of NSCA. He mentors marketing professionals around the country, and he serves his own community by leading volunteer efforts in business, education, and the environment.

Innovative programs

During his tenure as National President, Park worked to develop cooperative programs to advocate for marketing with the Associated General Contractors, IIDA, and ICIA. His work with the NSCA created a web-based program that provides resources and information to improve marketing and collaboration in the A/E/C industry.

Marketing Communications

Return on investment has been the guiding principle of Park's marketing communications programs. His success is evident by the measured, significant growth in revenue and profitability achieved by the firms he has served. Creating a culture of marketing awareness, best practices, and consistent client service has gained him recognition as a leader and a visionary in the Society and the industry.

Park became one of SMPS' first chief marketing officers when he joined Fields Devereaux in 2004. Since joining Leo A Daly

as vice president and chief marketing officer, Park oversees marketing and business development for the 22-office, 1200-person international A/ practice, with a marketing budget of \$10 million.

Craig Park was honored by SMPS at the annual Awards Gala, held this year on August 23, during Build Business: Politics at Work in Washington, DC.

The MAA Committee was led by **Mitch Levitt, FSMPS**, 2006 Marketing Achievement Award recipient and executive vice president, Karlsberger Companies, Columbus, OH.

Posey and Kroger Named Chapter Presidents of the Year

The Chapter President of the Year award recognizes a president who has demonstrated excellence in leadership while serving the membership in the current or previous programming year. Tiffany A. Posey, the 2005–06 president of SMPS Georgia, and Anne Crowe Kroger, the 2006–07 president of SMPS Maine, were recognized as the Chapter Presidents of the Year during the Awards Gala on August 23.



Tiffany A. Posey, inspection manager for Certified Fire Protection Inc. in Norcross, GA, put ideas into action as the Georgia Chapter's president. She ran the chapter as a business, making strategic decisions, focusing on leadership development, and closely managing its finances.

Financial stability: Posey enhanced the chapter's financial stability by increasing cash flow, profit, and reserves; separated the chapter's finances and administration by hiring an accountant and an administrator; implemented written financial procedures to guide chapter operations; and improved the annual budgeting process, holding each director accountable for his/her portion of the budget.

Programming: Under Posey's leadership, SMPS Georgia offered more programs in 2005–06 than in any previous year, including new chapter programs such as the Southeast Regional Conference, Chapter Mentoring Program, Healthcare Luncheon Program, and Community Service Program. Most notably, the chapter doubled the number of programs geared for senior-level professionals, increased programming for mid and entry-level professionals by 35%, and increased networking opportunities.

Posey also led the chapter to participate in its first annual community service program. The chapter hosted a fundraiser

for and volunteered time to The Studio for Creative Inquiry. The Studio provides inner city youth with exposure to creative design, architecture, real estate, and construction. The chapter's financial donation of \$3,000 funded an after-school program for high school students to learn hands-on about commercial architecture and construction.

Visibility: Posey increased the visibility of SMPS Georgia by creating a new brand for the chapter that adheres to the association's national corporate identity and conveys a consistent message and professional image.

Under Posey's direction, SMPS Georgia hosted a joint association program with the American Consulting Engineers Council, Design Build Institute of America, National Association of Women in Construction, and Construction Management Association of America. More than 100 attendees representing these associations attended the program on "Cultural Growth: Building Arts and Entertainment in Atlanta." This event created awareness of and enhanced the association's image as a professional organization in the local community.

Posey designed and managed a postcard mailer to introduce SMPS to nonmembers and minority firm principals and managers. She also directed that the chapter's newsletter be sent to nonmember firm principals. Nonmember attendance at the chapter's programs increased as a result of these initiatives.

Membership: In order to re-engage senior members, Posey created two programs: the Executive Advisory Panel and the Chapter Mentoring Program. Thirteen senior-level members and past presidents were elected to serve on the Advisory Panel, and 19 senior members signed up to be mentors. Many senior members are now regularly attending meetings again, volunteering on committees, and even accepting board positions.

Further, Posey hosted orientations to introduce new members to SMPS leaders and to teach them how to get the most out of membership. After each orientation, the Georgia Board reached out to new members to invite them to serve on committees. SMPS Georgia's efforts to engage senior and new members helped it to achieve a 73% member retention rate in 2005–06.

Innovative leadership: Utilizing the Board's Executive Committee as a senior leadership team was one of the most important changes Posey initiated. She worked closely with her Executive Committee to engrain them in the business of managing the chapter, involving them in strategic decisions and preparing them for higher levels of leadership.

Posey also asked each director to identify an unofficial co-chair as a successor. This succession planning ensured knowledgeable and experienced leadership for the chapter's future.