PETER ASHTON LYON, FSMPS, CPSM
SCHOLARSHIP APPLICATION
SOUTHEASTERN REGIONAL CONFERENCE

ABOUT SMPS

The Society for Marketing Professional Services (SMPS) was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses. Today, SMPS is the only association that brings together 7,000+ business development and marketing professionals from the architectural, engineering, planning, interior design, and construction industries representing over 3,700 firms in North America.

We believe **in Business Transformed Through Marketing Leadership**. Through networking, educational opportunities, and industry leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. On top of that, SMPS offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

ABOUT PETER ASHTON LYON, FSMPS, CPSM

Peter Lyon was a treasured member of our SMPS family and a mentor to many in our industry. Peter joined SMPS in 1979 and transitioned to Emeritus Member status in 2017 upon his retirement. Peter began his service to SMPS in the Atlanta Chapter in 1982. Peter served as President of both the Atlanta and Central Florida chapters. He was one of the major forces behind the launch of the SMPS Southeastern Regional Conference and chaired the first two SMPS SERC events (1984-85 and 1988-89). The SERC held a special place in his heart and it's no surprise that he came back from his retirement to volunteer at our registration/information desk, helping to manage the record number of attendees at our growing conference.

CRITERIA & GUIDELINES

Recognizing the need to provide current chapter members with an additional opportunity to pursue ongoing professional development, SMPS Atlanta is offering scholarship to cover the registration fee for the upcoming conference.

Each year, participating SMPS Chapters sponsors and organize this event, bringing together hundreds A/E/C professionals for three days of learning and networking in one of the participating Chapter's city. The conference provides interactive workshops and lecture style educational sessions, as well as keynote sessions for learning and also includes networking opportunities designed to grow and strengthen your industry relationships.

The scholarship applicant must meet the following criteria:

- A current member in good standing of SMPS Atlanta of at least one year.
- Must be a marketer, business developer, or technical professional.
- SMPS Atlanta Board members are not eligible to enter.

SUBMISSION INFORMATION

1. Completed applications must be submitted no later than December 15th. Incomplete applications will not be considered
2. Email submission information to Eric Keens and Kelle Adams: eric.keens@jedunn.com / kadams@smallwood-us.com
3. Scholarship recipients will be notified of award by January 31st. Applicants will only be notified if they are awarded the scholarship.
4. Scholarship funds shall be used only for registration for the upcoming SMPS SERC.
5. Questions? Contact Eric Keens or Kelle Adams: eric.keens@jedunn.com / kadams@smallwood-us.com

JUDGING

Submissions are judged by an independent panel of industry professionals.