



MARKETER OF THE YEAR

Nomination Criteria

The Marketer of the Year is the top award given out by SMPS Atlanta. Award recipients have made a significant contribution and demonstrated leadership in the marketing of professional services through mentorship activities, professional development, SMPS involvement, work experience and references.

Nominations for this prestigious award are accepted annually, and the winner is determined by an independent panel of judges made of up SMPS members from a chapter other than Atlanta.

SMPS Atlanta members are invited to submit the name of another member who meets these criteria or nominate themselves. Once nominated, the nominee will complete the application and submit for review.

Note: Current SMPS Atlanta board members are eligible.

Nominations will be received until June 30, 2020.

Past Marketer of the Year Recipients

Laura McDonald, CPSM (2019) | Eric Keens, CPSM (2018) | Kim Thompkins, FSMPS, CPSM (2017) | Michelle Erste, CPSM (2016) | Kim Williams, CPSM (2015) | Sherri Smith, CPSM (2014) | Beth Harris, FSMPS, CPSM (2010) | H. Lee Jarboe, FSMPS, CPSM (2009) | Robert Beavers (2007) | Lisa Roberson, FSMPS, CPSM (2006) | Kevin Hebblethwaite, FSMPS, CPSM (2005) | Peter Lyon, FSMPS, CPSM (2004)



MARKETER OF THE YEAR *Award Submission*

DIRECTIONS: Please answer the following questions with 2-3 sentences or a brief statement. Please do **not** use the nominee's name or company when completing section B - D to assist with anonymous judging. Number your answers in correspondence with the letter and number of each question below.

All nominations must be submitted electronically in PDF format only. The winner will be determined by an independent panel of judges made of up SMPS members from a chapter other than Atlanta.

Submissions are due by 5:00 p.m. on July 14, 2020 to Mary Jo Butcher, SMPS Atlanta President-Elect via email at m butcher@pesengineers.com. The award will be presented at the Year End Finale.

A. GENERAL INFORMATION

1. Name of nominee
2. Title
3. Firm name & phone number
4. Nominee's Direct Supervisor, Title, Firm Name & Phone Number
5. Nominee's SMPS member number

B. TRAINING AND EDUCATION - POINT VALUE 30

1. List contributions to training and education within the firm to promote the values of SMPS & marketing.
2. Has nominee participated as an educator or in a speaking/panelist capacity this past year? If so, please explain.
3. List efforts and contributions to mentoring within SMPS or other A/E/C organizations.

C. SMPS INVOLVEMENT - POINT VALUE 30

1. Does nominee attend SMPS functions on a regular basis? (Regular basis can be defined as 6+ functions per calendar year)
2. Is the nominee involved on a SMPS committee? If so, please list.

3. Has the nominee served on the SMPS board? If so, please list.
4. Has the nominee collaborated with other SMPS members on pursuits? If so, please list.

D. PROFESSIONAL DEVELOPMENT - POINT VALUE 30

1. Has nominee contributed in winning any project or contracts for the firm in the last year? If so, please list/explain.
2. Tell us about a defining moment in your career. You may submit drawings, graphics, etc. attached to this application.
3. List job promotions/career advancements of nominee within the past 3 years.
4. List awards/ achievements/certifications/continued education of nominee (CPSM is not a requirement, but could be a deciding factor in the case of a tie).
5. List any other AEC Industry involvement of nominee.

E. WORK EXPERIENCE & REFERENCES - POINT VALUE 10

1. Briefly list job descriptions for the nominee's last three positions.
2. Nominee's direct supervisor, title, firm name & phone number

F. ADDITIONAL INFORMATION

Other than the above, why should this nominee be chosen as Marketer of the Year?