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CALL for BOARD OF DIRECTORS!

2023-2024

#SMPSCF | smpscentralflorida.org



MEET PRESIDENT-ELECT

Kari Nemiro

Education:
BS, Marketing, The Florida State University

Years of Experience:
17

SMPS Central Florida Member since:
2006

Hometown:
Windermere, FL

Family:
1 loving husband, 2 rambunctious boys, 1 adorable frenchie

Hobbies:
College football (go Noles), boating, brunch, bonfires... anything outdoors.

Inspired by creativity.
Driven by logic.



APPLICATIONS DUE SUNDAY APRIL 2, 2023
Submit to kari.nemiro@tetratechcom

Central Florida is my home.

SMPS is my community.

Marketing is my passion.

SMPS has been at the foundation of my career success over the past 17 years. Joining as a recent college graduate, the SMPS community welcomed and guided me in learning about the A/E/C industry. Over the past two decades, I have made personal friends, collaborated with industry leaders, sharpened my leadership skills, and grown both professionally and personally.

As the incoming President for the 2023-2024 Board year, I invite you to join me on the SMPS Central Florida Chapter Board as an opportunity to grow to new heights and be a lasting part of the Chapter's success. I am committed to leading this next board year with a focus on creativity, collaboration, communication, and comradery. This volunteer opportunity will be fun, inspiring, and rewarding!

I encourage you to reach out to me with any questions and I look forward to another wonderful year.

Sincerely,

Kari Nemiro
SMPS Central Florida President-Elect
✉ kari.nemiro@tetratech.com
☎ 407.595.8126

TABLE OF CONTENTS

1. Introduction

- About Us
- Mission
- Vision
- Chapter History
- General Policies

2. Board of Directors Available Positions Overview

- President-Elect
- Treasurer
- Communications Director
- Education Director
- Membership Director
- Programs Director

2. Leadership Application

Amplify your influence. SMPS Central Florida.





1. INTRODUCTION

ABOUT US

MISSION STATEMENT

VISION POLICY

CHAPTER HISTORY

GENERAL POLICIES

ABOUT US

The Society for Marketing Professional Services (SMPS) is the premier organization of marketing experts for the architecture, engineering, and construction industries.

Currently, the Central Florida Chapter of SMPS is consistently ranked among the Top 5 chapters in the nation with nearly 200 members, and more than 25 Certified Professional Service Marketers (CPSM). Founded in September 1982, the chapter is proud to provide excellent educational resources and networking in an exciting and professional environment.

The Central Florida Chapter is supported by the SMPS national organization, which is dedicated to helping it's members achieve marketing and management success. SMPS provides information, ideas, networks, and other opportunities that can give firms a "strategic advantage."



"Being involved in SMPS Central Florida has helped me grow my career!"

- Rose Batignani, Marketing Manager, Williams Company

Mission Statement

To advocate for, educate, and connect leaders in the building industry.

Vision Statement

Business Transformed through Marketing Leadership.

Chapter History

Founded in September 1982, the chapter is proud to provide excellent educational resources and networking in an exciting and professional environment.





2. BOARD OF DIRECTORS AVAILABLE POSITIONS OVERVIEW

PRESIDENT-ELECT

TREASURER

COMMUNICATIONS DIRECTOR

EDUCATION DIRECTOR

MEMBERSHIP DIRECTOR

PROGRAMS DIRECTOR



INTRODUCTION

SMPS CENTRAL FLORIDA BOARD ORGANIZATION

The SMPS Central Florida Chapter board organizational structure is shown below. We are currently seeking nominations and applications for the ★stared positions to join the SMPS Central Florida Board of Directors. Summaries of each role and responsibility are provided on the following pages.

EXECUTIVE COMMITTEE

Voting Members

- President
- Advisors
- Immediate Past President
- ★President-Elect
- Secretary
- ★Treasurer

DIRECTORS

Voting Members

- ★Communications
- ★Education
- ★Membership
- ★Programs

CHAIRS

- Copy
- Blog/Newsletter
- Graphics
- Social Media
- Marketing Mechanics
- Professional Development
- Student Outreach
- CPSM Liasion
- Ambassador
- Mentor/Protege
- Social
- Diversity & Inclusion
- Healthcare
- Transportation
- General

The Chapter is guided and governed by Articles of Incorporation (SMPS Headquarters), Chapter By-Laws, and Chapter Policies & Procedures Manual.

PRESIDENT - ELECT

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“When asked if I was interested in serving as the President-Elect, I was hesitant and filled with questions. Do I have the time? What are the expectations? Am I ready? Luckily, I took the leap, submitted my nomination, and was accepted as the President-Elect. This past year has been one of the most rewarding years in my career. I’m surrounded by this wonderful community that continues to push me to excellence, providing the support, mentorship, and tools to grow and succeed. “

- Kari Nemiro
SMPS Central Florida President-Elect / Tetra Tech

PRESIDENT-ELECT OVERVIEW

Eligibility

Individual must have served on the Board of Directors for one year or served as a committee chair for one year. Individual must also be in good standing with the Chapter and a current member.

Term: 3 years

Serves as President-Elect for one year, automatically assumes the office of President, then as Immediate Past President as noted below:

Year 1: President Elect
Year 2: President
Year 3: Immediate Past President

Role Overview

The President-Elect is a voting member of the Board of Directors, Executive Committee, and Finance Committee. The President-Elect assists the President in overseeing the board and serves as an additional resource for all positions and committees. In the absence of the President, the President-Elect shall preside at meetings of the Chapter, the Board of Directors, or the Executive Committee. When acting as President, the President-Elect shall have all the powers of and be subject to all the restrictions upon the President.

Responsibilities

- Attend all board meetings.
- Organize and manage Chapter promotional and event materials.
- Attend Conferences: Chapter Leadership Symposium (CLS) and Amplify.
- Secure and manage annual sponsorships
- Facilitate Board of Director nominations and approvals.
- Facilitate chair nominations and approvals.
- Host annual planning meeting with Board of Directors.
- Coordinate with elected Board of Directors to finalize and approve budget.
- Support End of Year Celebration – present upcoming Board of Directors, Chairs, and annual goals.
- HAVE FUN!!!!!



TREASURER

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“I’ve enjoyed serving as the SMPS Central Florida Treasurer for the past two years. By partnering with each board member on various activities, I can support the management of the Chapter behind the scenes. Additionally, this position has afforded me the opportunity to learn more about budgets and finance which I can apply at my firm and grow in my career.”

- Kimberly Rios
SMPS Central Florida Treasurer / Protean Design Group, Inc.

TREASURER OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida Board of Directors. Candidate must be a current active member in good standing.

Term: 2 years

Term limit shall be two-consecutive two-year terms.

Role Overview

The Treasurer serves on the Executive Committee of the Chapter and is a voting member of the board.
The Treasurer coordinates the development of the annual budget with the Chapter President, oversees the financial integrity of the Chapter and ensures the production of monthly financial reports and an annual audit.

Additionally, the Treasurer is responsible for all Chapter disbursements as approved by the President, keeps accurate records of all financial transactions; prepares and submits written financial reports; files all required state and federal tax documents by their due dates; prepares an annual budget in conjunction with each standing committee and submits the budget for approval by the directors prior to September 30, and in general performs all duties incident to the office of Treasurer and such other duties as from time to time may be assigned by the President or the Chapter Board of Directors.

Responsibilities

- Attend all board meetings.
- Prepare an annual budget for the chapter along with the President, President-Elect and Treasurer-Elect.
- Manage finances in Billhighway accounting system.
- Receive and process all check requests.
- Send invoices and collect accounts receivable.
- Prepare monthly financial reports
- Visit PO Box.
- Complete and submit the annual Chapter Financial Report to Headquarters.
- Prepare and file IRS and State tax documents
- Serve as the chapter's liaison with the Headquarters office on matters relating to chapter finances for the purpose for keeping up with SMPS affairs and the latest in Chapter trends and requirements.
- HAVE FUN!!!!!



SECRETARY
(interim)

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“As an member of SMPS for the past two decades, I have been involved in various roles including supporting committee and serving on the Board of Directors. This wonderful community embraces my passion for learning and provides opportunities for growth. I invite you to join me this next year as the interim Secretary!”

- Kari Nemiro
SMPS Central Florida President-Elect / Tetra Tech

SECRETARY OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida Board of Directors. Candidate must be a current active member in good standing.

Term: 1 year (interim)

This is an interim opening, just for 2023-2024, term limit is one year.

Role Overview

The Secretary serves as the recorder for the Chapter and ensures minutes are taken, recorded, and distributed at all Board and Executive Committee meetings. The Secretary serves on the Executive Committee of the Chapter and is a voting member of the board.

Responsibilities

- Attend and take minutes for all Chapter Board meetings and Executive Committee meetings. Record and present the monthly minutes to the President for review before they are distributed to the Board Members.
- Verify that a quorum is present during all board meetings and Chapter procedures are followed.
- Distribute meeting minutes to the President within 3 days of the meeting date.
- Facilitate Chapter correspondence i.e. thank you letters, congratulations, and get-well cards/gifts as requested by the Board.
- Maintain records containing all materials distributed at each board meeting, including the approved version of the minutes.
- Maintain all mailed or emailed Chapter communication pieces in the chapter archives on MySMPS.org.
- Manage and update the yearly Calendar of Events to be published on the website and shared with the Chapter.
- HAVE FUN!!!!!



COMMUNICATIONS DIRECTOR

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"I have loved serving on the chapter board. I was able to expand my leadership skills, financial knowledge, and collaboration skills. All of this made a big impact on my professional career."

- Barbi Stiles, FSMPS, CPSM
SMPS Central Florida Advisor / WGI

COMMUNICATIONS DIRECTOR OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida board of directors. Candidate shall have served on a chapter committee for one year. Candidate must be a current active member in good standing.

Term: 1 year

Term limit shall be two-consecutive one-year terms.

Role Overview

The Communications Director is a voting member of the Board of Directors and shall be responsible for raising the awareness and visibility of SMPS Central Florida both internally and externally with the A/E/C industry and in the region. This position serves as the lead editor for our chapter communications including the newsletter, eblasts, and social media outlets (Facebook, Twitter, LinkedIn, etc.).

The Communications Director oversees the work of the committee and chairs, reports to the Board of Directors, and conducts monthly committee meetings. It is the Director's responsibility to find committee volunteers for the communications committee and to fill the following chair positions: Graphics, Social Media, and Newsletter.

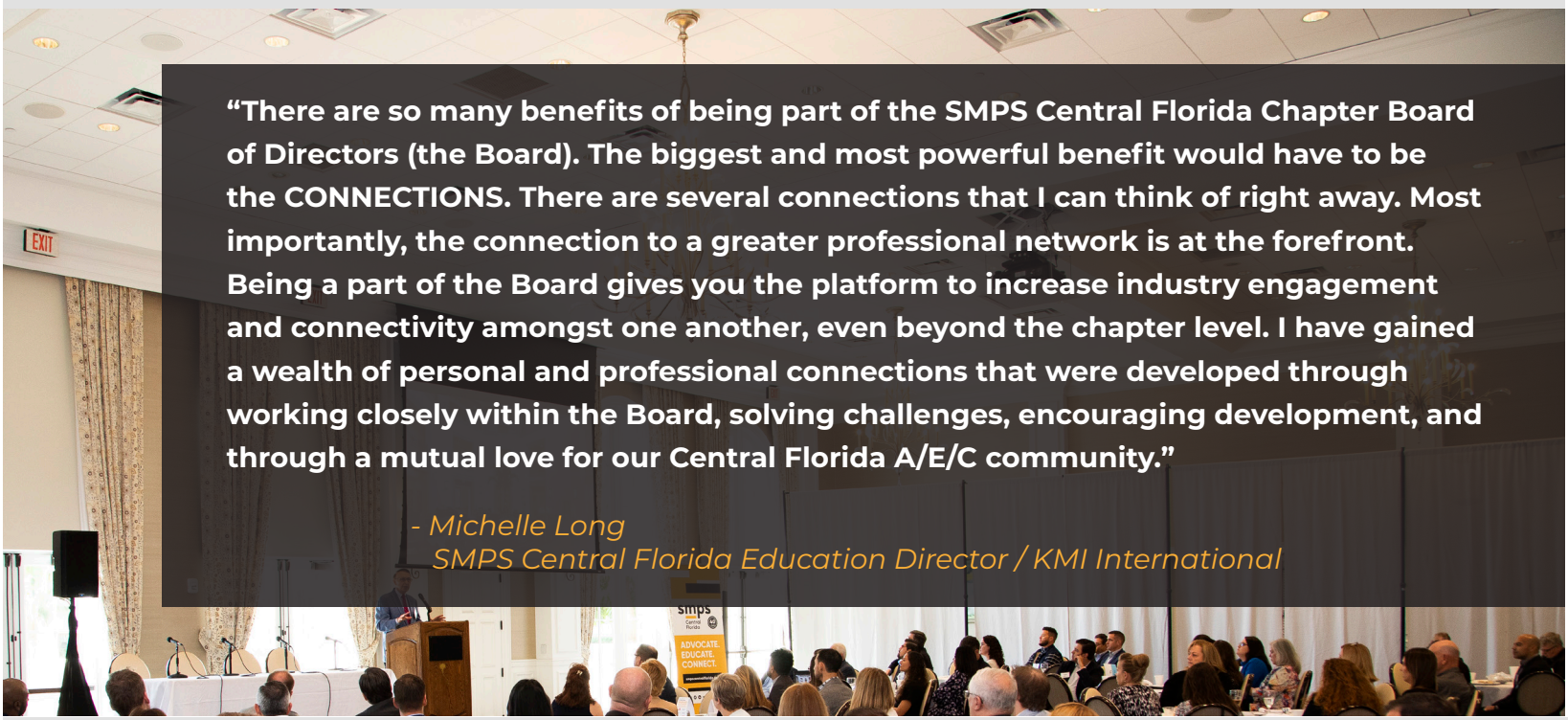
Responsibilities

- Attend all board meetings.
- Develop annual committee goals that support the overall Chapter goals including Communications Plan and yearly schedule.
- Create an annual budget with the finance committee. Track and maintain the committee budget.
- Onboard and manage Chairs.
- Submit Monthly Board Reports.
- Conduct committee meetings.
- Establish and maintain graphic standards for all materials issued by the Chapter. Follow the graphic standards set forth by SMPS Headquarters for fonts, colors, logo usage, etc.
- Oversee development of the quarterly newsletter.
- Prepare and send weekly e-blasts.
- Maintain chapter Chapter social media sites (Facebook, LinkedIn, Twitter, etc.).
- Publicize the activities of the Chapter, members, firms, industry, and community on social media.
- Coordinate with other marketing organizations to cross-promote.
- Review and edit the Chapter website.
- HAVE FUN!!!!!



EDUCATION DIRECTOR

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“There are so many benefits of being part of the SMPS Central Florida Chapter Board of Directors (the Board). The biggest and most powerful benefit would have to be the CONNECTIONS. There are several connections that I can think of right away. Most importantly, the connection to a greater professional network is at the forefront. Being a part of the Board gives you the platform to increase industry engagement and connectivity amongst one another, even beyond the chapter level. I have gained a wealth of personal and professional connections that were developed through working closely within the Board, solving challenges, encouraging development, and through a mutual love for our Central Florida A/E/C community.”

- Michelle Long
SMPS Central Florida Education Director / KMI International

EDUCATION DIRECTOR OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida board of directors. Candidate shall have served on a chapter committee for one year. Candidate must be a current active member in good standing.

Term: 1 year

Term limit shall be two-consecutive one-year terms.

Role Overview

The Education Director is a voting member of the Board of Directors and shall be responsible for working with a committee to plan, and implement seminars, workshops, and related events and activities for expanding the knowledge and skills of the membership in line with the educational goals of SMPS.

The Education Director oversees the work of the committee and chairs, reports to the Board of Directors, and conducts monthly committee meetings. It is the Director's responsibility to find committee volunteers for the education committee and to fill the following chair positions: Marketing Mechanics Chair, Professional Development Chair, Student Chapter Liaison Chair, and CPSM Chair.

Responsibilities

- Attend all board meetings.
- Develop annual committee goals that support the overall Chapter goals.
- Create an annual budget with the finance committee. Track and maintain the committee budget.
- Onboard and manage Chairs.
- Submit Monthly Board Reports.
- Conduct committee meetings.
- Oversee development and execution of education programs including securing speakers, coordinating signed contracts, managing event logistics and hosting events.
- Organize and host an annual in-person Education Event (typically ½ day).
- Maintain the Lending Library.
- Prepare and File Annual Education Report to SMPS Headquarters.
- Maintain topics/ideas spreadsheet for interested speakers, presentations, etc.
- HAVE FUN!!!!!



MEMBERSHIP DIRECTOR

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“Serving on the SMPS Board of Directors has broaden my thinking, made new contacts and build relationships, collaboration with other leaders, as well as an in-depth aptitude of business and the comradery of this wonderful community.”

- Kalia Graham,
Membership Director / Withing-Turner Contracting Company

MEMBERSHIP DIRECTOR OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida board of directors. Candidate shall have served on a chapter committee for one year. Candidate must be a current active member in good standing.

Term: 1 year

Term limit shall be two-consecutive one-year terms.

Role Overview

The Membership Director is a voting member of the Board of Directors. The Membership Director serves as the contact to SMPS Headquarters on all issues related to membership and is responsible for the recruitment and retention of SMPS Chapter members. The Membership Director is responsible for working with a committee to execute a range of activities related to retaining current members. These activities include maintaining the roster of current members as well as the prospects mailing list, acting as the SMPS member contact on all issues related to membership, and planning membership activities.

The Membership Director oversees the work of the committee and chairs, reports to the Board of Directors, and conducts monthly committee meetings. It is the Director's responsibility to find committee volunteers for the Membership Committee and to fill the following chair positions: Mentor-Protege, Ambassador, Diversity & Inclusion, and Social Chair.

Responsibilities

- Attend all board meetings.
- Develop annual committee goals that support the overall Chapter goals.
- Create an annual budget with the finance committee. Track and maintain the committee budget.
- Onboard and manage Chairs.
- Submit Monthly Board Reports.
- Conduct committee meetings.
- Oversee development and execution of membership events including coordinating signed contracts, managing event logistics, and hosting events.
- Organize and host member events such as Coffee Talks, Socials, Membership Drive, and New Member Breakfasts.
- Provide membership information to prospects and coordinate communication.
- Conduct new member orientation.
- Organize and execute membership campaigns
- Track membership expirations, new members, and renewals.
- Organize and facilitate membership table at all events, including greeting attendees, providing name tags, displaying membership information, and answering membership questions.
- HAVE FUN!!!!!



PROGRAMS DIRECTOR

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"Serving on the Board of Directors as Program Chair is my way to give back to an organization that has given me so much. Taking the step to serve has afforded me the ability to enhance my leadership skills, learn how to plan key signature events, and most importantly gain valuable friendships that will last a lifetime. Over the past two years I served as both Program Chair and Director of Programs. As chair, I was the mentee, learning from our Director the ins and outs of putting on signature programs for our AEC members; and now as Director I am the teacher to others and a guide to help them be a success. Through this process, friendships and memories are built that will last a lifetime. SMPS is an organization that goes with you wherever you go! When I first moved to Florida from Pennsylvania, I didn't know anyone in the industry – but I did have my membership to SMPS. I reached out to members of the board and immediately stepped up and got involved; and there found a family that welcomed me into the Central Florida AEC industry."

- Melissa Caruso,
Programs Director / Nova

PROGRAMS DIRECTOR OVERVIEW

Eligibility

A 1-year minimum of active membership is required to serve on the SMPS Central Florida board of directors. Candidate shall have served on a chapter committee for one year. Candidate must be a current active member in good standing.

Term: 1 year

Term limit shall be two-consecutive one-year terms.

Role Overview

The Programs Director is a voting member of the Board of Directors. The Programs committee presents 3-5 program(s) out of the fiscal year that fall into one or more of the six Domains of Practice. The Programs Director manages and oversees the process for each monthly program. Each program has specific guidelines that must be followed for each event. As the Programs Director, you will work directly with each Program Coordinator to ensure all tasks are completed in a timely manner.

Responsibilities

- Attend all board meetings.
- Develop annual committee goals that support the overall Chapter goals.
- Create an annual budget with the finance committee. Track and maintain the committee budget.
- Onboard and manage Chairs.
- Submit Monthly Board Reports.
- Conduct committee meeting, as necessary.
- Oversee development and execution of client-facing programs including securing speakers, coordinating signed contracts, managing event logistics, securing venue, and sound equipment.
- Coordinate the details before, during and after for each monthly program with speakers, committee members, and board members.
- Oversee development and closely monitor budget for each program. Important to have tentative program budget prior to event.
- Prepare an executive summary of the information from each program to be posted on the chapter's newsletter.
- HAVE FUN!!!!!



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SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

Join the SMPS Central Florida Chapter Board of Directors today!!!

APPLICATIONS DUE SUNDAY APRIL 2, 2023
Submit to kari.nemiro@tetratechcom

SMPS CENTRAL FLORIDA LEADERSHIP APPLICATION

09/01/2023 - 08/31/2024

POSITION SOUGHT

Board of Directors

☐ President-Elect (3-year commitment)
☐ Secretary (interim) (1-year commitment)
☐ Treasurer (2-year commitment)
☐ Director at Large - Communications (1-year commitment)
☐ Director at Large - Education (1-year commitment)
☐ Director at Large - Membership (1-year commitment)
☐ Director at Large - Programs (1-year commitment)

Board of Director positions will be slated by the Nominations & Elections committee

APPLICANT'S INFORMATION

Name: _____

Title: _____

Company: _____

Address: _____

Work Phone: _____ Cell Phone: _____

E-mail: _____

EDUCATION ▪ DESIGNATIONS & LICENSES

Highest Education/Degree: _____

Academic Major: _____

Year Graduated: _____

What certifications, credentials or licenses do you hold?

☐ FSMPS ☐ CPSM ☐ LEED ☐ PE ☐ Other _____

SMPS EXPERIENCE

When did you become a member of SMPS: Month: _____ Year: _____

A minimum of 1-year of active membership is required to serve on the SMPS Central Florida board of directors and the candidate must be a current active member in good standing.

Previous SMPS Central Florida service (Check all that apply and attach a complete listing of positions held and dates.)

☐ Officer ☐ Director ☐ Committee Chair ☐ Committee Member

Certain board positions require chapter leadership experience as a requirement. See qualifications specific to each position in the Call for Nominations for more information.

Member Endorsement: Attach two letters of recommendation from current chapter members.

EMPLOYMENT HISTORY

Years with Current Company: _____ Year Started in A/E/C Industry: _____

Year Started in Marketing/BD: _____ Total Years in A/E/C Industry: _____

Employer Endorsement: Attach a letter from your current employer endorsing your candidacy and indicating a willingness to support your participation on the SMPS Central Florida board.

APPLICANT'S STATEMENT

Attach a statement of your reasons for seeking a position on the SMPS Central Florida board of directors. Include the contributions you believe you would be able to make in the position sought and any other information you feel may be useful in evaluating your application (maximum 300 words).

APPLICANT'S ACKNOWLEDGEMENT OF SERVICE EXPECTATIONS

I hereby certify, by placing my name for consideration for the position indicated, that I understand election to the SMPS Central Florida board of directors can involve my spending as many as 5-10 hours per month on chapter business. Attendance at all board of directors meetings is expected.

I further certify that I have read and agree to support the Society's and chapter's mission and goals; I intend to use my talents, experience, and available resources to complement those of the other members of the board; and I will place the needs and interests of SMPS above any personal or professional considerations when making decisions as a member of the board.

Applicant's Signature: _____ Date: _____

SUBMISSION INSTRUCTIONS

APPLICATIONS MUST BE RECEIVED ON OR BEFORE **APRIL 2, 2023**

Complete this form and attach all supporting information and recommendation letters in the form of one PDF document.

E-mail to:

SMPS Central Florida Nominations & Elections Committee Chair
Kari Nemiro
kari.nemiro@tetratech.com