



***CALL* for
COMMITTEE
CHAIRS!**

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.**



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

APPLICATIONS DUE MONDAY, MAY 29, 2023

Submit to kari.nemiro@tetrattech.com

**Central
Florida is my
home.**

**SMPS is my
community.**

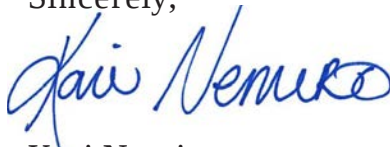
**Marketing is
my passion.**

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@tetrattech.com

☎ 407.595.8126

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**Amplify your
influence. SMPS
Central Florida.**



1. INTRODUCTION

ABOUT US

MISSION STATEMENT

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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. COMMITTEE CHAIR 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 Chair
Blog/Newsletter
Graphics
Social Media

Marketing Mechanics
Professional Development
Student Outreach
CPSM Liasion

Ambassador
Mentor/Protege
Social
Diversity & Inclusion

Healthcare
Transportation
General

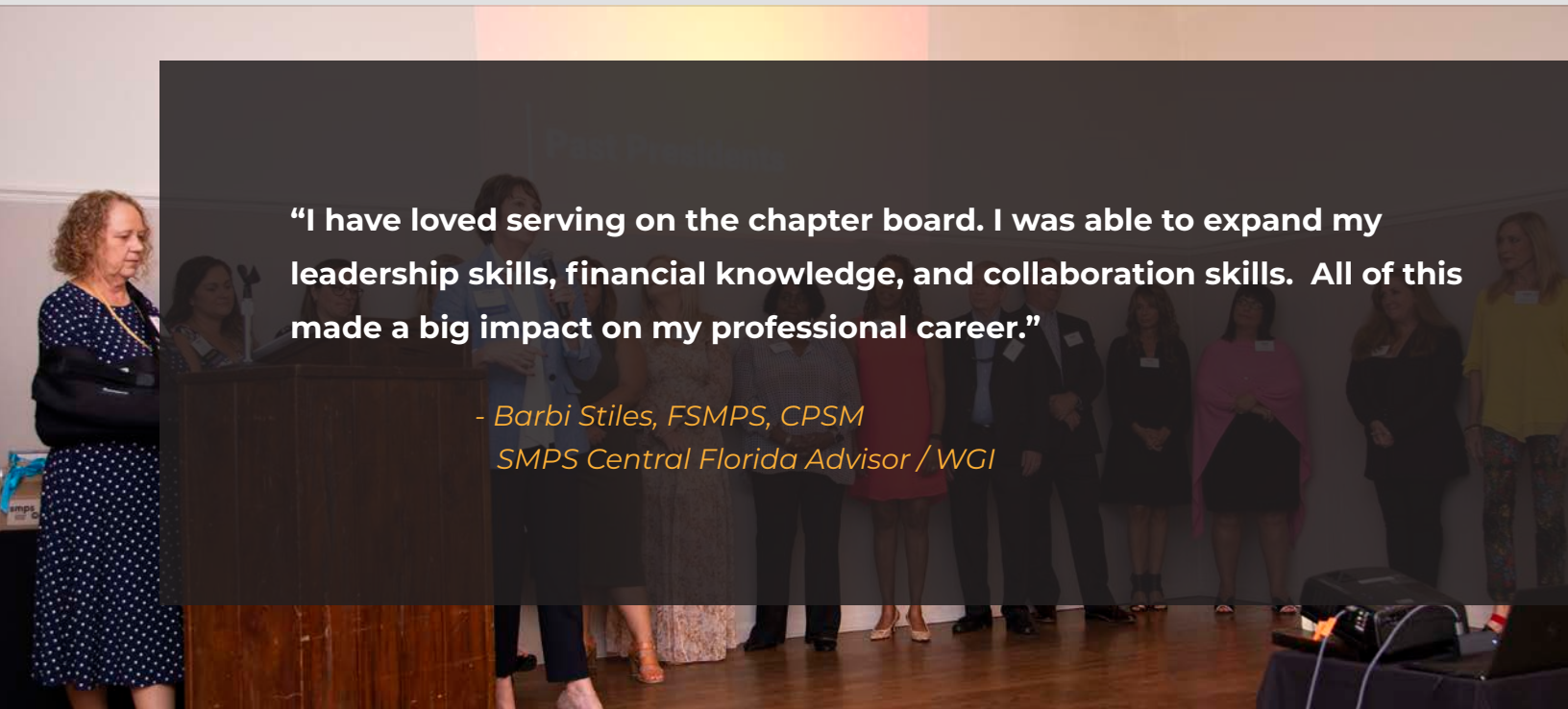
The Chapter is guided and governed by Articles of Incorporation (SMPS Headquarters), Chapter By-Laws, and Chapter Policies & Procedures Manual.

COMMUNICATIONS CHAIRS



"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 CHAIRS

Eligibility

Candidate must be a current active member in good standing.

Term: 1 year

September 1, 2023 - August 31, 2024

Copy Chair

The Copy Chair is responsible for editing all Chapter communications copy to meet brand voice and standards. This includes event announcements, web copy, social media posts, newsletters, and other communications. This role presents opportunity to sharpen writing and editing skills in a collaborative environment.

Graphics Chair

The Graphics Chair is responsible for overseeing the creation of Chapter communication graphics including graphics for e-blasts, website, and social media. This role is also responsible for ensuring SMPS Central Florida branding guidelines are followed for all graphic materials. This creative role presents opportunity for eye-catching graphic design as well as coordination and communication skills development. .

Social Media Chair

The Social Media Chair is responsible for coordinating the plan for scheduled posts on the chapter's Instagram, Facebook, Twitter, and LinkedIn pages to increase connectivity with members and prospects, as well as, help grow the SMPS Central Florida Chapter brand. This includes posting content during events, as well as sharing chapter information and industry related news as needed. This role also includes the monitoring of and responding to comments, feedback, questions, etc. This role presents opportunity to sharpen social media management skills and the flexibility to amplify the Chapters social media presence.

Blog / Newsletter Chair

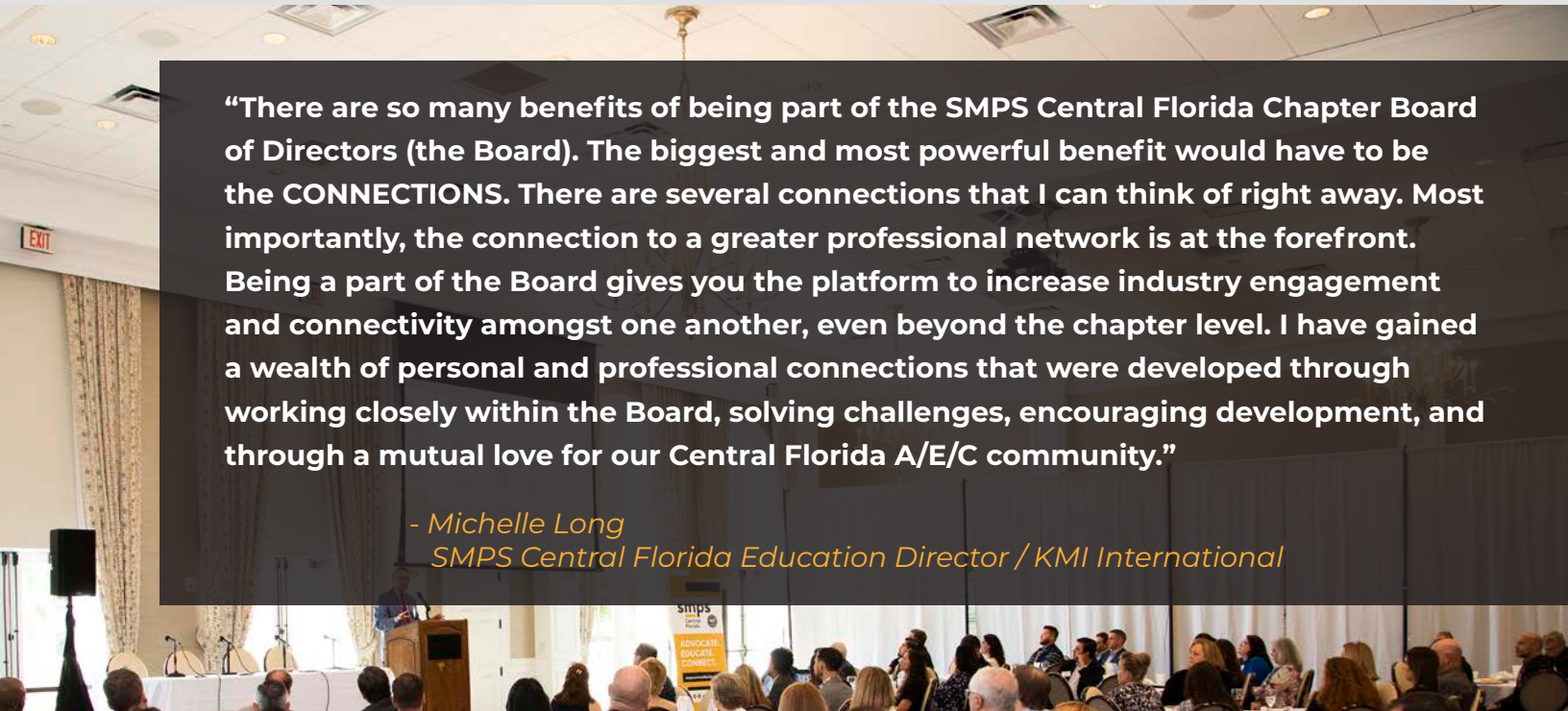
The Blog / Newsletter Chair is responsible for coordinating blog articles and preparing and publishing the award-winning chapter newsletter, The Grove (published quarterly). With leadership and guidance from the Communications Director, the Blog/ Newsletter Chair collaborates with other Board and Chair members to collect relevant and pertinent information to share as blog articles and/or highlights to further promote the SMPS Central Florida Chapter communications and brand. This role presents opportunity for creative writing, page layout design, as well as coordination and leadership skills development.

EDUCATION CHAIRS



"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 CHAIRS

Eligibility

Candidate must be a current active member in good standing.

Term: 1 year

September 1, 2023 - August 31, 2024

Marketing Mechanics Chair

The Marketing Mechanics Chair organizes and hosts at least 2 educational programs per quarter that assist Marketing Coordinators and Marketing Managers in their careers. Programs are created in a less formal setting. Topics of discussion range from social media and publicity to graphics and proposals, as well as the latest industry trends. This role presents opportunities to grow leadership skills and event planning and execution.

Professional Development Chair

The Professional Development Chair creates at least 1 educational program per quarter that assist mid- to senior-level Business Development and Marketing professionals. These programs focus on providing impactful learning and networking environments. This role presents opportunities to grow leadership skills and event planning and execution..

Student Outreach Chair

The Student Chapter Liaison Chair is charged with providing a link of communication and professional involvement between the professional and student members. A rich schedule of informational meetings and networking events with the professional chapter is encouraged. This role presents opportunities to connect with local students, advisors, and professors as an advisor and face of the chapter and a/e/c industry for potentially interested students.

CPSM Liaison Chair

The CPSM Chair maintains the educational library and works with other Chapters to develop and implement a CPSM Study Group. This role stays abreast of CPSM information in terms of test dates, what other chapters are finding successful, reading/study materials, etc. This role also oversees scholarship fund for a CPSM candidate needing assistance in covering the application and online exam fees. This role presents opportunities to collaborate with other SMPS Chapters and grow leadership and organization skills.

MEMBERSHIP CHAIRS



"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 CHAIRS

Eligibility

Candidate must be a current active member in good standing.

Term: 1 year

September 1, 2023 - August 31, 2024

Ambassador Chair

The Ambassador Chair is responsible for membership outreach throughout the year. Activities include sending monthly emails (welcome emails to each new member and thank you emails to renewing members), as well as making introductions and coordinating welcoming of new member at each event. The Ambassador Chair is responsible for organizing and hosting 2 new member events each year to welcome new members and present new member gifts. This role presents opportunities engage with new members and foster relationships with membership.

Mentor/Protege Chair

The Mentor-Protege Chair is responsible for organizing, hosting, and managing the annual SMPS Central Florida Mentorship Program. Responsibilities include planning and organizing the established mentor/protege program, requesting applications and pairing mentors and proteges, hosting a kickoff meeting, monitoring program progress, hosting graduation at Chapter's End-of-Year celebration. This role presents opportunities to plan and execute mentorship opportunities within the Chapter.

Social Chair

The Social Chair is responsible for organizing and hosting at least socials each year, typical fall and spring. The Social Chair also plans, organizes, and co-hosts Membership Coffee Talks throughout the year. This role presents opportunities to plan and execute social events.

Diversity and Inclusion Chair

The Diversity & Inclusion Chair is responsible for organizing and hosting one DEI program each year as well as leveraging SMPS Headquarters DEI resources for the local chapter. This role presents opportunities to engage in the SMPS Central Florida Chapter and leverage resources to promote DEI.



PROGRAMS CHAIRS



"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

PROGRAM CHAIRS

Eligibility

Candidate must be a current active member in good standing.

Term: 1 year

September 1, 2023 - August 31, 2024

Healthcare Chair

The Healthcare Chair is responsible for planning and executing 1 Healthcare Program, typically in February. By assessing current trends and areas of growth in the industry, the Chair, along with support from the committee, identifies hot topics that will be of great interest to our members and the community. Together with the committee, the Healthcare Chair will identify the ideal speakers and moderators to provide the most fulfilling experience to our members. The Chair is responsible for recruiting speakers, securing the venue and catering (if applicable), recruiting sponsors and executing a successful Healthcare program. The Chair is also responsible for partnering with the Communications committee to plan and promote the event. This role presents opportunity to be recognized as a leader in the specific sector and event planning.

Transportation Chair

The Transportation Chair is responsible for planning and executing 1 Transportation Program, typically in August. By assessing current trends and areas of growth in the industry, the Chair, along with support from the committee, identifies hot topics that will be of great interest to our members and the community. Together with the committee, the Transportation Chair will identify the ideal speakers and moderators to provide the most fulfilling experience to our members. The Chair is responsible for recruiting speakers, securing the venue and catering (if applicable), recruiting sponsors and executing a successful Transportation program. The Chair is also responsible for partnering with the Communications committee to plan and promote the event. This role presents opportunity to be recognized as a leader in the specific sector and event planning.

General Program Chair(up to 3)

The General Program Chair(s) are responsible for planning and executing 1 or more programs throughout the year, topics TBD. By assessing current trends and areas of growth in the industry, the Chair, along with support from the committee, identifies hot topics that will be of great interest to our members and the community. Together with the committee, the Chair will identify the ideal speakers and moderators to provide the most fulfilling experience to our members. The Chair is responsible for recruiting speakers, securing the venue and catering (if applicable), recruiting sponsors and executing a successful program. The Chair is also responsible for partnering with the Communications committee to plan and promote the event. This role presents opportunity to be recognized as a leader in the specific sector and event planning.

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

Join the SMPS Central Florida Chapter today!!!

APPLICATIONS DUE MONDAY, MAY 29, 2023
Submit to kari.nemiro@tetrattechcom