

ATTENTION PRINCIPALS: SEE HOW SMPS-NY IS CELEBRATING YOU!

PRINCIPAL OF THE YEAR AWARD!

At this year's SMPS-NY's Annual Awards Gala we will once again honor Principal of the Year!

This award salutes a Principal who actively promotes the strategic vision and values of the company and fosters a culture throughout their firm that encourages all staff, administrative or technical, to contribute to their Marketing, Business Development and Public Relations efforts.

To be eligible for the Principal of the Year award, this candidate must be a mid-to-high level Principal with the authority to make decisions for the firm and have at least 10 years of industry experience (3 at current firm). The candidate must also be an SMPS-NY Member in good standing.

Candidates should demonstrate their commitment in at least 3 of the following areas:

- Supports Marketing— understands the need for and importance of a professional approach to marketing, business development and public relations.
- Encourages Professional Development— encourages continuing professional development on a consistent and regular basis; promotes SMPS and similar educational venues for all levels of their marketing and professional staff; and provides an atmosphere that promotes professional growth for members of the marketing team.
- Fosters Marketing Culture— encourages all staff to contribute to the marketing effort either by excellence in client service, authoring professional publications, public speaking or active participation in civic, charitable, or industry organizations such as SMPS-NY.
- Actively Participates in the AEC Industry— does the nominee set a good example by actively promoting and marketing the firm? The nominee might be an active member of professional or civic organizations, publish, or take speaking engagements that enhance the prestige of the firm.
- Includes Marketing/Marketer in the Management Team— recognizes their professional marketing staff as part of the firm's management team; includes marketers in strategic planning and considers their input in making everyday business decisions; and encourages marketing staff to foster and enhance relationships with clients.

Interested in nominating a Principal at your firm? The entry form will be available to download from the **Awards Program** page on the SMPS-NY Website: www.smpsny.org.

"IT'S A MATTER OF PRINCIPAL" BLOG CATEGORY!

"It's a Matter of Principal" is a category which will explore the principal's perspective as it relates to marketing professional services. Topics will include interviews with marketing principals as well as technical principals who are impacting the marketing achievements of their firm.

Our target audience is principals in the AEC industry and anyone who is curious to find out more about what this group is thinking. We are currently looking for principals to interview and we welcome questions and feedback. For more information, please contact: **Rory McMahon** at RMcMahon@klengineers.com.