



JOIN US FOR THE 2017-2018 SMPS-NY MENTORSHIP PROGRAM

Whether you have the skills to teach or gaps in your knowledge, there is something in the program for everyone.

In its ninth year, the program is the embodiment of the commitment of SMPS-NY to assist A/E/C marketers in their personal growth and professional development. Professionals at all stages of their career should consider participating - either as protégés or mentors.

About the Program

The Mentorship Program follows the Chapter's annual schedule from September of the current year through August of the following year. Protégés are paired with a Mentor by the Program Chairpersons and these pairs commit to meet on a regular basis. At a minimum each pair must meet face-to-face on a monthly basis starting in September. Typically most pairs meet or are in contact with each other much more often than that. While it is necessary to recognize and understand the needs of both parties in the pairing, the priority in the mentorship relationship is the career development of the Protégé, and Mentors are there to present the possibilities and help the Protégés discover, establish, and attain their goals.

The Mentorship Program Chairpersons are Patricia Neumann, CPSM, CEO & President of Accu-Cost Construction Consultants, Inc. and Martha Huguet, Director of Marketing of Mueser Rutledge Consulting Engineers. They run the program and are always available to hear ideas for the program or the questions or concerns of the pairs.

Eligibility

PROTÉGÉS Marketing Professionals who are currently in positions at firms in the A/E/C industry and have a minimum of two years professional experience are eligible to be Protégés. Protégés who are current SMPS members will be given preference, though non-members are encouraged to apply.

MENTORS Mentors must be senior-level marketing or business development professionals with a minimum of eight years experience at A/E/C industry firms.

Applications & Pairing Process

Prior to the September start of the program, prospective Mentors and Protégés must complete the simple application form attached and submit it along with a current resume. Refer to the SCHEDULE that follows for the application deadline. The application and resume should include work history, educational background, special skills, interests and relevant biographical information that could aid in the pairing process. The program Chairpersons review the applications and match Mentor/Protégé pairs based upon their needs, background and career tracks. Following the matching process, individual applicants receive notification that they have been accepted into the Program and with whom they have been matched. Every effort is made to accept all eligible entrants into the program, but acceptance cannot be guaranteed. Acceptance depends upon the number of Mentors and Protégés who apply and the ability of the Chairpersons to make beneficial and appropriate pairings.

Protégés and Mentors will meet together for the Program Kick-Off and Orientation Session in early September. Each pair is required to meet face-to-face on a monthly basis starting in September, with the Orientation Session normally counting as the first meeting. **The one hour-long face-to-face monthly meeting is a minimum requirement and more meetings, phone conversations, or other contacts are encouraged.** Additional group sessions will be scheduled during the program year. Please keep in mind that this is a serious commitment for both the Protégé and the Mentor.

No matter where you are in your career, you can gain career insight and important benefits from participating in a mentor - protégé relationship with a fellow professional!





PROGRAM SCHEDULE

WHEN

WHAT

July 3 - July 28, 2017

The application period will run from July 3 - July 28, 2017. All applications are due by 5pm on July 28, 2017.

Week of July 30, 2017

Mentoring Program Chairpersons meet to evaluate applications and pair Mentors and Protégés.

Week of August 6, 2017

Mentors and Protégés notified of the pairings.

Early September 2017

Program Kick-Off Meeting and Orientation.

September 1, 2017 - August 31, 2018

Session Mentor-Protégé pairs should meet (minimally) in monthly face-to-face sessions. Program Chairpersons will follow up on a regular basis to see how pairs are progressing.

Group Get-Togethers such as guest speakers, workshops, discussion sessions, brown bag lunches, or breakfast programs will be held during the course of the program and will be held in an easily accessible midtown location. Protégés and Mentors are encouraged to submit program ideas.

July 2018

"Graduation" – Mentors and Protégés, with Chairpersons and Chapter Leadership are presented a certificate of completion, generally at a breakfast gathering held at a local restaurant.

August 31, 2018

End of Program and debriefing survey.





ADVICE FOR MENTORS AND PROTÉGÉS

For Protégés

- Potential Protégés must consider their readiness and availability, as well as the commitment needed to participate in the program. If you believe a mentoring relationship would be helpful to your professional development, this is an opportunity to actively pursue and obtain guidance and advice.
- Consider how and why support and guidance from a more experienced professional will benefit you. This is not about finding a new friend or making inroads into a new company. Rather Protégés must determine specific goals for this relationship and consider how they will apply them towards building their career.
- Although both the Protégé and the Mentor need to develop and nurture their relationship, the program is designed for the Protégé to practice initiative and to play an active role in the partnership. **It is the responsibility of the Protégé to contact his or her Mentor and set up the required monthly face-to-face meetings.**
- Your Mentor will make a commitment to your professional development. Therefore, kindly respect the sacrifice of time and effort that he/she has made for you. Bring a copy of your program application form to your initial meeting in September and be prepared to discuss how you can ensure that the relationship is beneficial for both parties, and how you both can maintain expectations that are realistic and achievable.
- As the Protégé you are responsible for taking the lead with your mentor in determining the issues to be discussed at future meetings. We recommend that the Protégé come to each meeting prepared with written questions or objectives, and an openness and willingness to accept guidance and constructive insights from the Mentor. To be successful, this relationship relies upon honesty and forthrightness. Trust that your Mentor has your best interests in mind.

For Mentors

A Mentor is defined as any professional who can share personal insights, provide guidance and support to help establish and reach the Protégé's professional goals. The Mentor can often serve as teacher, sponsor, coach, supporter, counselor, and role model. Potential Mentors must consider their readiness and availability to be a mentor.

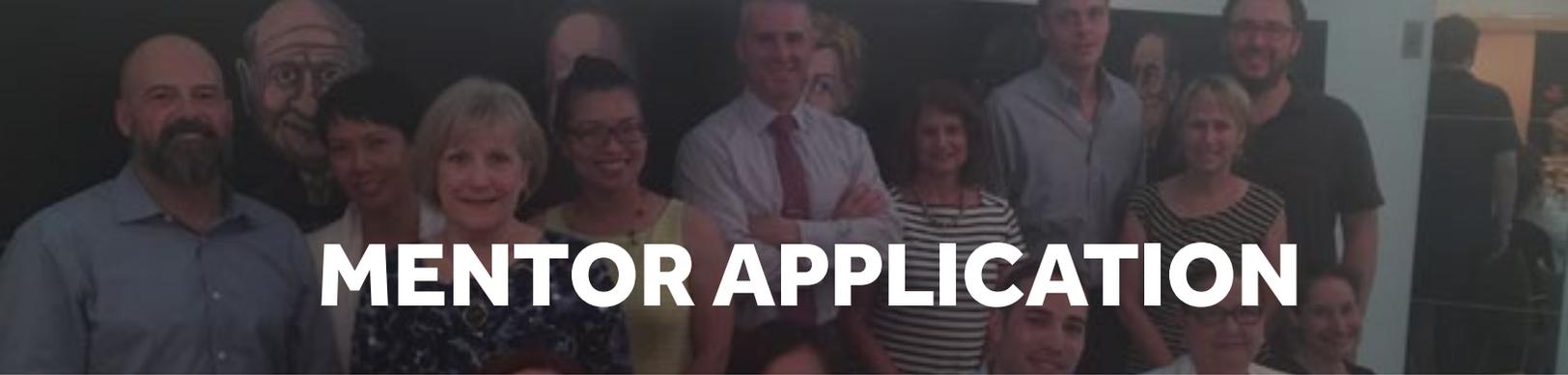
- Be honest and consider what will be required in terms of time, effort, and openness. A Mentor must be willing to be available to a Protégé at least once a month for a face-to-face meeting.
- Be clear about your expectations of the relationship. If you are not sure yourself, the Protégé will undoubtedly get mixed messages from you.
- Prepare the agenda for the initial meeting (e.g., introductions, experience/situations, examples of future goals). Request that your Protégé come to your first meeting equipped with goals for the relationship. As the more seasoned professional, the Mentor must ensure that this initial meeting is productive. It will set the stage for productive goal-oriented monthly meetings.
- Work with the Protégé to clearly define the roles, expectations and outcomes for each of you. Let the Protégé know what you can and are willing to give to the relationship.
- As appropriate, Mentors should take every opportunity to include the Protégé in formal and informal SMPS-NY events and meetings.

Note

There is the possibility of an undesirable Mentor/Protégé pairing where individual expectations cannot be met for various reasons. If this happens, please contact either of the Mentorship Program Chairpersons, Patricia Neumann or Martha Huguet.

Questions about the SMPS-NY Mentorship Program should be directed to either Patricia Neumann (pneumann@accucost.com | 212-687-2121) or Martha Huguet (mhuguet@mrce.com | 917-339-9334).





MENTOR APPLICATION

Name:

Company:

Job Title:

Email:

Phone:

How long have you been involved in marketing professional services?

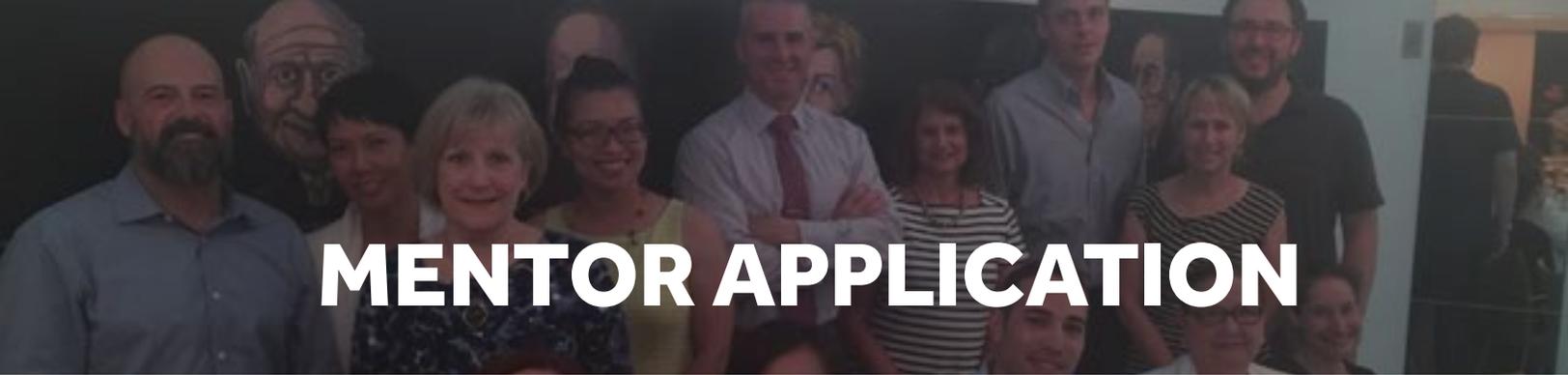
What are your current responsibilities?

What areas of industry expertise would you like to share with a Protégé?

- | | | |
|-------------------------------------------------------------|----------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Development of marketing materials | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Presentations |
| <input type="checkbox"/> Business Development | <input type="checkbox"/> Website Development | <input type="checkbox"/> Graphic Design |
| <input type="checkbox"/> Proposal production | <input type="checkbox"/> Writing/editorial | <input type="checkbox"/> Database Management |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Research | <input type="checkbox"/> Other _____ |

What types of personal and professional qualities would you prefer in a Protégé?





MENTOR APPLICATION

What do you hope to gain from mentoring a Protégé?

Describe your past experience, if any, as a Mentor.

Do you have any special needs or requirements?

I am able and willing to commit to spending a minimum of one hour per month in a face-to-face meeting with my Protégé

Signature

Date

How to Submit Your Application

All applicants must submit a copy of their resume with their application by end of business day on July 28, 2017. It is preferred that the application be submitted by e-mail, however mailed applications will also be accepted.

Submit to:
Patricia Neumann, CPSM, CEO & President
Accu-Cost Construction Consultants, Inc.
575 Eighth Avenue, Suite 1220, New York, NY 10018
tel. 212-687-2121 | pneumann@accucost.com

If you have any questions about the program or this application, please contact Patricia Neumann.





PROTÉGÉ APPLICATION

Name:

Company:

Job Title:

Email:

Phone:

What do you hope to gain from participating in the SMPS mentoring program?

How long have you been involved in marketing professional services?

What are your current responsibilities?

Where do you see yourself in 5 years?





PROTÉGÉ APPLICATION

What are your long term professional goals?

Which segment of the A/E/C industry interests you? (For instance, architecture, engineering, construction, interior design, other?)

What are the challenges of your current position?

What types of personal and professional qualities would you prefer in a Mentor?

List your top wants, needs, goals, objectives for your career development (no more than 10).





PROTÉGÉ APPLICATION

Is your firm aware that you are participating in a formal mentoring program?

Do you have any special needs or requirements?

I am able and willing to commit to spending a minimum of one hour per month in a face-to-face meeting with my Mentor.

Signature

Date

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