

TOP TEN REASONS TO JOIN SMPS NOW!

1 NETWORKING OPPORTUNITIES

Make local, regional, and national A/E/C business contacts through SMPS to build your business. Attend local chapter meetings and programs or participate in Build Business or a national workshop. Volunteer for a chapter or national committee. Learn more about your fellow members in People on MySMPS. Participate in online forum discussions, where you can ask for your peers for advice and recommendations and share your own experience and knowledge. Locate potential partners and suppliers in the A/E/C Buyer's Guide.

2 PUBLICATIONS

Read up on trends, best practices, and relevant issues impacting professional services marketing and business development. SMPS membership includes subscriptions to the award-winning journal *Marketer* and to *Connections*, our e-newsletter; access to research and white papers funded by the SMPS Foundation; and discounts on industry publications from the SMPS Bookstore.

3 MARKETING RESOURCE CENTER

Take networking to another level with MySMPS, the award-winning online community designed exclusively for SMPS members. The mission of MySMPS is simple: To connect you online 24/7/365 with people, information, and opportunities to make building business easier.

4 CERTIFIED PROFESSIONAL SERVICES MARKETER (CPSM)

Become certified and earn your CPSM. In an industry that values certification, the CPSM program can help you build your personal brand as an expert in marketing and business development, increasing your credibility with employers, coworkers, and peers.

5 PROGRAMS & CONFERENCES

Attend SMPS and regional conferences and programs to explore how other professional services firms are tackling the business challenges you and your colleagues face every day. You will return to the office with innovative solutions and fresh ideas your company can put to work immediately.

6 LEADERSHIP OPPORTUNITIES

Develop and practice your leadership skills by getting involved in SMPS: Volunteer to serve on a chapter committees, your chapter's board of directors, regional conference planning committees, and national task forces and committees.

7 CAREER & RECRUITMENT RESOURCES

Plan your career, gain access to advancement tools, and search for job opportunities through the SMPS Career Center.

8 CONNECTIONS

Contacts made through the powerful SMPS network to facilitate teaming opportunities, business referrals, and knowledge of A/E/C business practices, trends and successes.

9 PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Opportunities to present programs, write articles and white papers, and conduct funded research are available at the local, regional, and national levels of SMPS. Through involvement in SMPS, your employees can demonstrate the thought of leadership and expertise your firm has to offer clients and teaming partners.

10 A COMMUNITY FOR EMERGING LEADERS

SMPS offers the emerging leaders in your organization access to the greater A/E/C community, introducing them to community leaders, exposing them to big-picture perspectives, and fueling their passion for the industry and their professions—all elements in retaining the brightest and best talent for your company. The connections made in SMPS lead directly to business opportunities with clients and teaming partners.