



President's Letter

Zooming to New Heights... navigating through the pandemic and current social climate

Dear SMPS Chicago:

It is a great honor to greet you as the President of SMPS Chicago for 2020 – 2021. Recently, at our Annual Meeting, I had the opportunity to share this year's theme: Zooming to New Heights...navigating through the pandemic and current social climate. I chose the first word of this theme because of its double meaning. First, it recognizes the numerous events we plan to host on the Zoom platform. Second, it reflects the accelerating pace of change caused in part by the COVID-19 pandemic. "To New Heights" speaks to my optimism regarding our collective ability to adapt and improve during these tough, uncertain times. We plan to demonstrate our agility and creativity in the ways that we adjust to the new conditions we are facing. Demonstrating our resilience and adaptability forces us to grow...that's right - to New Heights!

Despite the circumstances in which we find ourselves, we still have great reason for excitement and enthusiasm. During my term, I plan to focus on three target areas: SMPS/CPSM value proposition, relevant content alignment, and member connections. I encourage each of you to take advantage of this year's selection of programs, professional development opportunities, and special events as we lift these offerings to New Heights. Members, please look for ways that you can contribute. Your active involvement strengthens our organization. In addition, I especially want to recognize and thank our sponsors for the support they bring to the society each year. You help our chapter thrive.

Unfortunately, as I write this letter, my heart is heavy over the ongoing acts of violence committed against African Americans and racial justice allies that have occurred across the country. The dark forces of prejudice threaten to separate us, yet we are not going back down the road to pre-civility. SMPS National and SMPS Chicago will do our part to support our society in promoting a more equitable, diverse, and inclusive workplace. Expect program offerings on topics such as unintentional bias, microaggressions, and diversity hiring. We embrace the challenge to raise awareness of often-unconscious behaviors to create access and belonging, and to uphold the core values of human and social equality. Connecting with our counterparts at other firms to discuss and exchange our shared experiences can be a great way to advance the conversation and make space for greater conscious inclusion in our workplaces.

Finally, I look forward to a brighter future with our new SMPS Chicago Board working to advance the mission and address the needs of our membership. We are courageous and committed. Through persistent effort we will level up, stay the course, and maintain some sense of normalcy while we grow our marketing acumen through this Society for Marketing Professional Services (SMPS) - Business Transformed through Marketing Leadership.

In Service,

A handwritten signature in black ink that reads "Clarice Lyons-Davidson". The signature is fluid and cursive.



Clarice Lyons-Davidson, MBA, CPSM
SMPS Chicago President
CMO, Infrastructure Engineering Inc.