

Where Has Summer Gone?

As I sip my first Pumpkin Spice Latte it seems like just minutes ago it was April and I was starting a new job and heading for a 2.5 day SMPS workshop called PLS - President's Leadership Symposium. Summer flies by!

It's been a fantastic summer full of great SMPS moments: [National Build Business Conference in San Francisco](#), we took in a White Sox game, we planned and generated new ideas for our Chapter with a tremendous new Board of Directors at our board retreat, and we shared a preview of what's in store with everyone at our [Annual Meeting](#). (What a terrific venue Untitled was, could Chicago host this event in a more appropriate space than a speakeasy?)

We're finalizing our Strategic Plan that we started in February – we now have Champions for each of our Big New goals:

1. **Membership-More!**
2. **Market Share-Increase!**
3. **Programs-Improve and Sell Out!**
4. **Leadership-Develop!**
5. **Communications-Strategic and Integrated!**

I'm Sensing A Theme Here.....

In case you missed our Annual Meeting, we revealed the theme for this year: "GET CONNECTED!" The theme is meant to reflect our industry's increased reliance on firms' ability to connect in team-centric project delivery models like IPD. Internally our firms are challenged to eliminate silos and make stronger connections between technical and marketing to allow expertise to play a leading role. Externally we connect to our clients in more meaningful ways through value-adding partnerships to develop long lasting relationships. SMPS Chicago is *the* place where Marketing and Business Development professionals connect to each other, through sharing of knowledge, inspiration, introductions to each other's networks. This year, **Programs** will focus on connecting us to potential clients. **Professional Development** workshops and skill seminars will connect us to education to improve our performance. **Membership** will connect mentors and protégés. **Special Events** will connect us to networking and fun – each other. **Communications** will connect us to information through social media. Our [sponsorship campaign](#) will allow our supporters to maximize their exposure and connect to their target audience.

What Have You Done for [You] Lately? – Janet Jackson

This is *our* professional association, as surely as an architect has AIA. But what IS our association? We are, simply, our member volunteers, their knowledge, ideas, and actions. So I encourage, welcome, and challenge each member to get involved in some way, give us feedback, help us create the future of the Chicago Chapter and continue to advocate for the strategic importance of our roles in this industry. We are actively looking for volunteers to really help us achieve the success we know is possible. Imagine: **What if** each Chicago Member just did one thing to move us toward our goals, what would we achieve?

Engagement makes anything we do richer and more fulfilling. There are so many ways to engage, no matter your level of experience. Not sure how, or have an idea about a place for your contribution? [Call or email me, or any board member.](#)

Make New Friends, Keep the Old....

To wrap up my first Letter from the President, I just want to give a huge e-hug, and shout out to our outgoing 2011-12 Directors: Sloan Watson, Gavin Parr, Kirsten Binder, and Amanda Rackow— you have led and achieved so much for our Chapter. Thank you!

I am so excited by this 2012-13 Board! New Directors, Shelley Finnigan, Laura Klancnik, Brie Yaksic, and Steve Nargang are already bringing fresh eyes and ideas to their roles and new life to the board. In Joe Cushing (a Past President), Megan Muter, Derek Ward, and Leann Dockins (another Past President), we have proven board experience with ongoing enthusiasm and perseverance to keep paying dividends for our members. Megan Briars serving as President Elect ensures you will be in amazing hands next year, and Matt Rebro's tenure as Past President will ensure continuity and passion in leadership.

You Complete Me.

Thank you Chicago members, for all you do for your firms, each other, and our profession, and for allowing me the honor to serve you this coming year. This is an amazing Chapter, full of rock star marketers and business developers. There is so much here to be proud of and celebrate, it thrills me to be around all of your passion, knowledge, creativity, energy for what we do in our profession. Let's all commit to pay it forward, pass it around, and never go it alone.

Get Connected,

Kate

Kate Mullaney, CPSM

President, SMPS Chicago Chapter

Director of Business Development, Cotter Consulting, Inc