

SMPS SEATTLE

2017-2018 YEAR IN REVIEW

SMPS SEATTLE MISSION

To advocate for, educate, and connect leaders in the building industry.

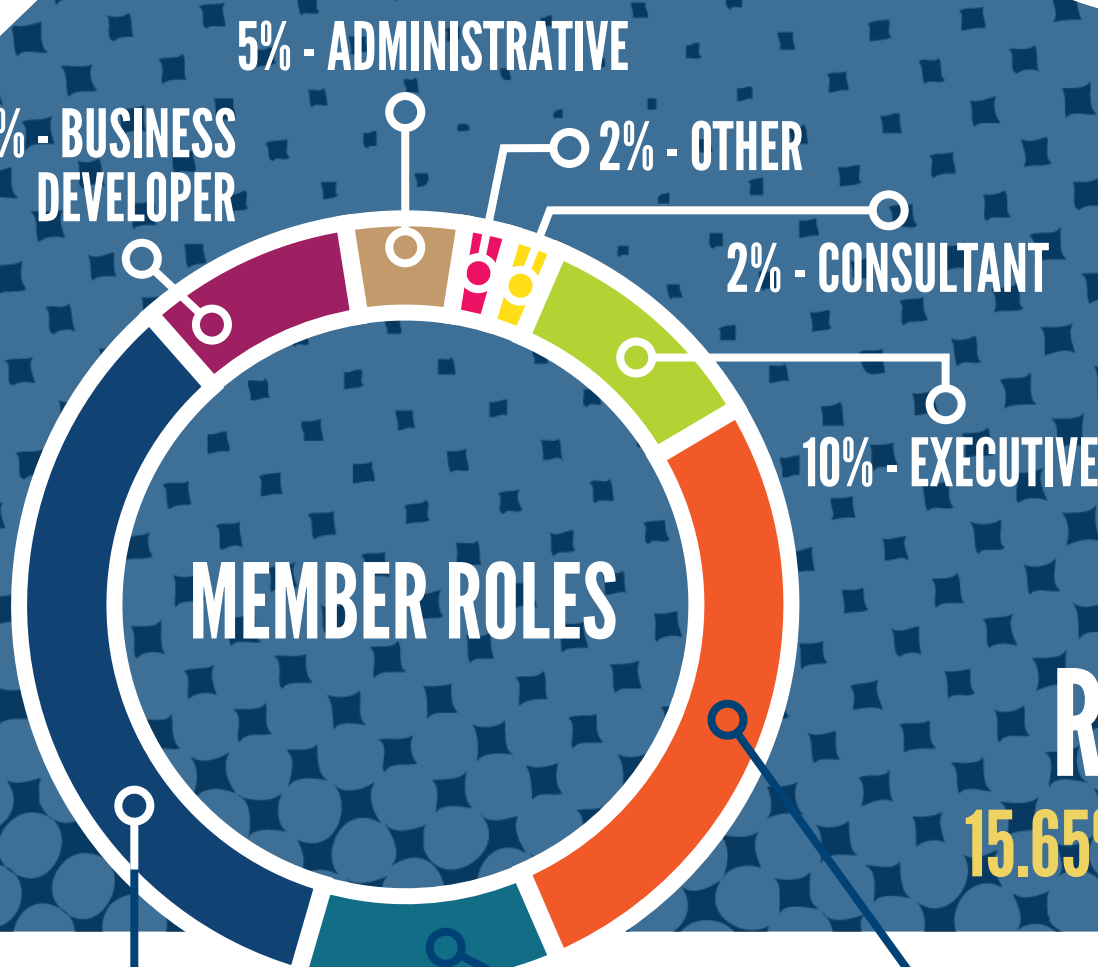
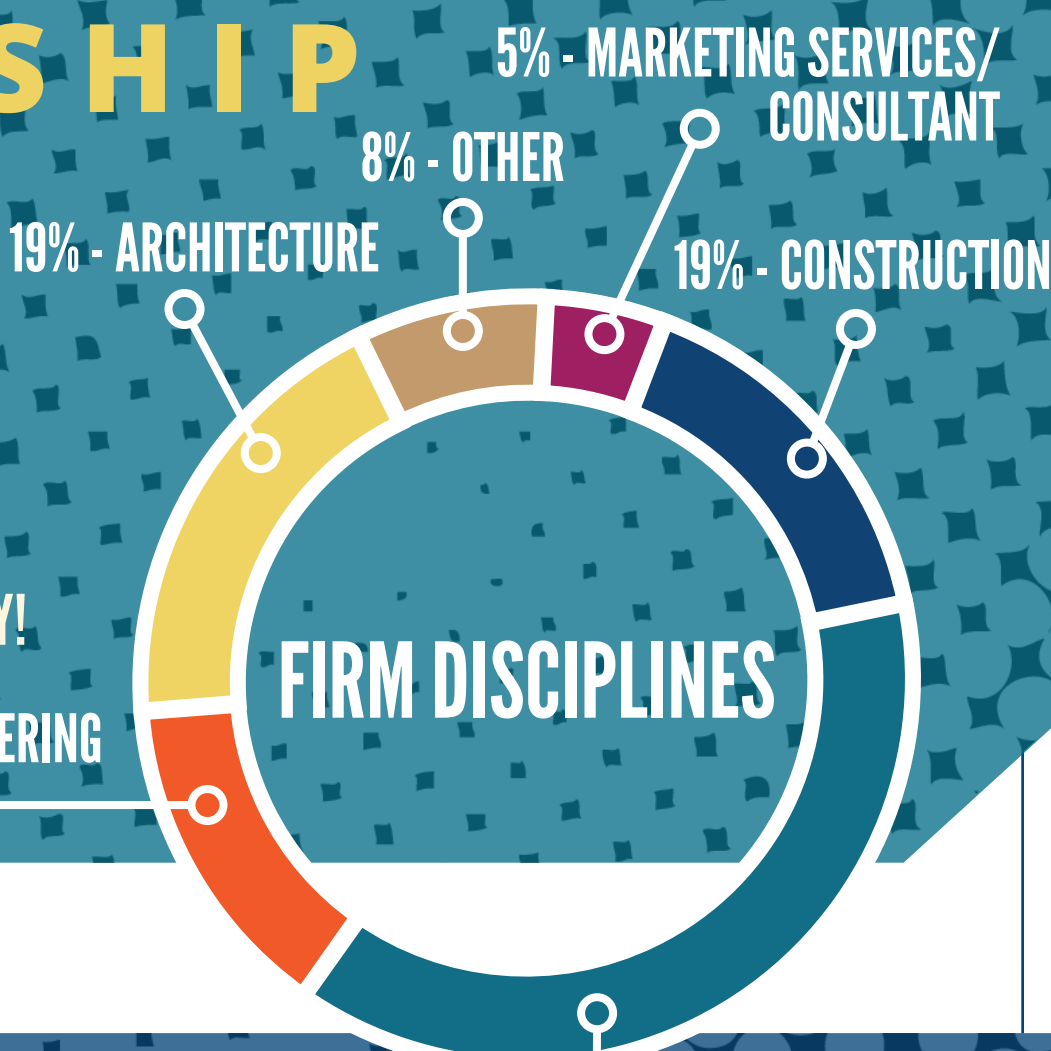
SMPS SOCIETY VISION

Business Transformed through Marketing Leadership.

MEMBERSHIP

310 MEMBERS

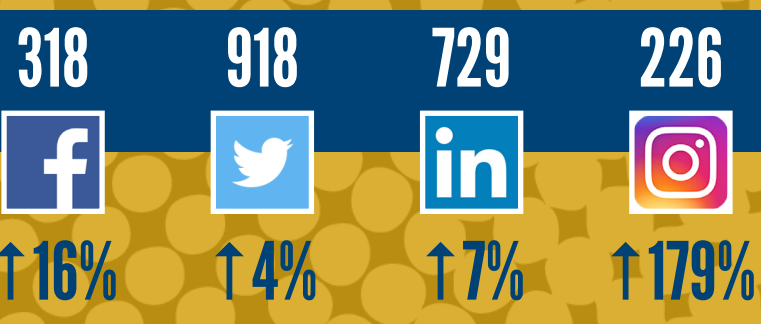
WE'RE NOW THE LARGEST CHAPTER IN THE COUNTRY!



90 PERCENT RETENTION RATE

15.65% MEMBERSHIP GROWTH!

COMMUNICATIONS



WE ARE LISTENING!

- 1ST TOWN HALL EVENT
- 5 NEW DINNERS WITH DIRECTORS
- 67 NEW MEMBERS PAIRED WITH AMBASSADORS

112 EMAILS & BLOG POSTS

EDUCATION



RECOGNITION



NATIONAL AWARDS

WELD COX MARKETING ACHIEVEMENT AWARD: CARLA THOMPSON, FSMPS, CPSM

CHAPTER PRESIDENT OF THE YEAR: AMANDA ERICKSON

OUTSTANDING EXTRA LARGE CHAPTER: SMPS SEATTLE

CONNECTIONS



NOTEWORTHY

7 MEMBER SCHOLARSHIPS AWARDED!

1+ YEAR OF RESERVES TO FUND FUTURE PROGRAMMING!

★ SMPS Seattle made donations to aid SMPS Houston members following a hurricane, to the YWCA Girls First program, and to the SMPS Foundation!