

FOR IMMEDIATE RELEASE

DATE: September 11, 2009

CONTACT: Julie Chen
President, SMPS Hawaii Chapter

PHONE: 808.356.5346

EMAIL: julie @ smpshawaii.org

SMPS Hawaii Wins Big at National Conference

HONOLULU – A short two years after being founded, the Society for Marketing Professional Services (SMPS) Hawaii Chapter won two prestigious awards at this year’s national conference: Striving For Excellence — First-Place Winner, Small Chapter; and Chapter President of the Year — Mark Tawara, CPSM, Director of Marketing at Belt Collins. In addition, one of SMPS Hawaii’s members, Howard J. Wolff, FSMPS, Senior Vice President at WATG received two honorable mentions for the national organization’s Marketing Communications Awards. SMPS Hawaii, Tawara, and Wolff were recognized on July 16 during the SMPS Awards Gala in Las Vegas.

The Striving for Excellence (SFE) Awards recognize chapters for excellence in their management and services through quality programs, increased membership, effective communications, and financial health. As one of the newest chapters, SMPS Hawaii faced many unique challenges since its inception two years ago. Yet due to the hard work, dedication, and passion of the board members, the chapter prevailed above and beyond to achieve what many established chapters do not.

The Chapter President of the Year (CPY) Award recognizes a president who has demonstrated excellence in leadership while serving the chapter and its members. As SMPS Hawaii’s President in the chapter’s second year of existence, Tawara solidified a new and relatively unknown organization into one that is marked by excellence in serving its membership and local building community.

The annual SMPS National Marketing Communications Awards (MCA) recognizes outstanding marketing pieces created by architectural, engineering, design, and construction firms. Wolff is the recipient of two honorable mentions in the categories of Book/Monograph and Holiday Piece.

Founded in 1973, SMPS has approximately 7,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its 59 chapters benefit from the support of 5,000 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry.

###