



2020-2021 SMPS COLUMBUS SCHOLARSHIP APPLICATION

SMPS Build Business or The Pinnacle Experience

The Society for Marketing Professional Services (SMPS) was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses. Today, SMPS is the only national association that brings together business development and marketing professionals from the architectural, engineering, planning, interior design and construction industries. SMPS represents a dynamic network of 6,800+ marketing and business development professionals and 3,700+ firms throughout the U.S. and Canada. Its mission is to advocate for, educate, and connect leaders in the building industry.

Founded in 1981, SMPS Columbus is one of 60 Chapters committed to being the premier resource for those working in the built environment. With an average local membership of 135, SMPS Columbus is one of the largest and most respected chapters in the country. The chapter membership consists of firm principals, directors, managers and coordinators who are focused on developing relationships, generating revenues and transforming business through market leadership.

The SMPS Columbus Scholarship Fund was established in 2017 to support current high school and higher education students and SMPS Columbus members who are pursuing and/or advancing their careers in the Architecture, Engineering, Construction and/or Marketing fields. The first Scholarships were awarded in January 2018.

CRITERIA & GUIDELINES

SMPS Columbus is offering up to two (2) \$1,500 scholarships to two current SMPS Columbus members to be used toward their registration and travel expenses for SMPS Build Business or The Pinnacle Experience. SMPS Build Business is the premier business development, marketing, and management conference for design and building industry professionals. The Pinnacle Experience is a symposium-style learning opportunity for senior marketing leaders. This thought-provoking event lets attendees discuss fresh ideas, exchange unique perspectives with other industry leaders, and learn about and share inspiring successes.

Scholarship recipients will be selected by a Scholarship selection committee and will be honored at the February 2021 SMPS Columbus monthly program.

The scholarship applicant must meet the following criteria:

- Current SMPS Columbus Member
- Marketer, Business Developer, or Technical Professional
- Senior Marketing or Business Development Leader (The Pinnacle Experience applicants)

SUBMISSION INFORMATION

1. Complete applications must be postmarked by or before January 8, 2021. Incomplete and/or late applications will not be considered.
 - Application (signed)
 - Narrative
2. Email a copy to kstudabaker@cmtran.com and mail completed applications to:
 - Kristin Studabaker
SMPS Past President
6612 Singletree Drive
Columbus, Ohio 43229
3. Scholarship recipients will be notified of award by Monday, February 1, 2021
 - Applicants will be ONLY be notified if they are awarded a scholarship
4. Scholarship recipients will be honored at the February 2021 monthly SMPS Columbus program
5. Scholarship funds shall be used for registration and travel expenses for SMPS Build Business or The Pinnacle Experience
6. Questions? Contact Kristin Studabaker, kstudabaker@cmtran.com

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First Name _____ Middle Initial _____ Last Name _____

Firm Name _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone # _____ Email Address _____

List Your Awards / Honors / Personal Achievements

Attach a clear and concise narrative specifically addressing the following topics in the order listed. Narrative should be typewritten and no more than two pages.

1. Describe your involvement with SMPS. How has SMPS benefitted you both professionally and personally?
2. What skills do you want to gain from attending SMPS Build Business or The Pinnacle Experience? How will these skills impact your career goals?
3. What impact would this scholarship have on you and your career?

I certify the information contained in this application and narrative is true. If awarded this scholarship, I certify the funds will be used for my SMPS Build Business or The Pinnacle Experience registration and travel expenses.

Applicant Signature _____ Date _____