

SMPS SOUTH FLORIDA CHAPTER 2027 BOARD NOMINATIONS

The Society for Marketing Professional Services (SMPS) – South Florida Chapter is seeking nominations for board members for the **2027 Chapter Year**.

Nominations may be made by individuals (self-nominations are allowed) or by petition and must be received by 5:00 PM, July 31, 2026. Individuals being nominated must be a current SMPS member for at least one year, unless approved prior by the current Board of Directors. All nominations must be submitted with the enclosed form. Please duplicate this form as necessary to submit more than one nomination.

Positions eligible for nominations this year include:

- **President-Elect**
- **Treasurer**
- **Secretary**
- **Director:** Communications
- **Director:** Membership
- **Director:** Programs Co-Chair
- **Director:** Diversity, Equity and Inclusion
- **Chapter Ambassador:** Co-Chair *New!*
- **Gala Awards Committee** *New!*

Current board members returning in 2027:

- **Gina Ferrari-Kow** (Baker Concrete Construction)
- **Natalie Rodriguez, CPSM** (WSP USA)
- **Allyson Ambros** (Osborn Engineering)
- **Rachel Stevens, CPSM** (Suffolk Construction)

TERM

Terms of office for all positions officially commence on January 1; however, new board members will need to participate in up to two planning/transition meetings from October through the end of the year.

Please refer to the attached pages for a list of position descriptions. You are also welcome to contact any of our current **board members** to learn more.

BENEFITS

- Develop and strengthen your leadership, strategic thinking, and collaboration skills.
- Expand your professional network by connecting with AEC marketers, business developers, firm leaders, and industry partners.
- Gain increased visibility and credibility as a recognized leader within the AEC marketing community.
- Make a meaningful impact by helping shape the future of the chapter and supporting fellow industry professionals.
- Access exclusive professional development opportunities and discounted educational programs.
- Enhance your resume and position yourself for future career growth and advancement.
- Receive discounted registration for SMPS South Florida events.
- Take advantage of opportunities for sponsored attendance at regional and national conferences, including the SMPS Southeast Regional Conference and SMPS Amplify.

Open Positions

All positions are expected to attend monthly board meetings, chapter programs, committee meetings, and membership events when possible. Board service offers an opportunity to build leadership skills, expand industry relationships, and contribute to the growth and success of the SMPS South Florida Chapter. Time commitments include meeting preparation, event participation, monthly board reports, applicable SMPS national reporting, committee coordination, and role-specific responsibilities. Board members are supported by committees to execute job functions.

PRESIDENT-ELECT

Ready to step into the spotlight and lead from the front? The President-Elect is the ultimate wingman (or wingwoman) for our Chapter President and the future visionary for SMPS South Florida! In this vital role, you'll stand ready to fill in for the President, carrying the same leadership powers and matching their dedication to our chapter's success.

You'll act as a trusted advisor, helping oversee the board and serving as a go-to resource and sounding board for all our committee chairs. Because this role is all about building on our momentum and preparing to take the reins next year, **previous SMPS board experience is required**. If you are passionate about our chapter's legacy and ready to help steer our community toward an exciting future, we need your leadership!

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

TREASURER

Are you great with budgets and love seeing a strategic plan come together financially? As the Treasurer, you hold the keys to our chapter's financial health. You'll manage the budget, track income and expenses, and provide the financial insights that help the board make big, exciting decisions for our members. Don't worry, you aren't doing it alone—you'll work closely with the President to keep us on the right track and thriving!

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

SECRETARY

If you are highly organized, detail-oriented, and love keeping things running like a well-oiled machine, the Secretary role is a perfect match. You'll be the glue that holds our board administration together—managing meeting minutes, maintaining chapter records, and tracking our master calendar. Your knack for order will ensure the rest of the board stays aligned, informed, and ready to conquer our chapter goals.

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

DIRECTOR: COMMUNICATIONS CHAIR

If you have a passion for storytelling and a knack for keeping people in the loop, we want you! The Communications Chair is the voice of SMPS South Florida. You'll oversee our chapter's brand across social media, email newsletters, and our blog content of our website. Whether you're shouting out our latest sponsors, promoting upcoming programs, or celebrating member achievements, your creativity will be the driving force that keeps our community engaged, informed, and inspired.

Term: 1 year (January 1 – December 31). This position is highly encouraged to apply for the Communications Chair position at the end of the term.

Est. Time Commitment: 10-14 hours per month

DIRECTOR: MEMBERSHIP CHAIR

If you enjoy event planning and recruitment, this is the position for you! As Membership Co-Chair your main responsibilities include assisting the Membership Chair with new member recruitment. This means directing outreach campaigns and supporting events to increase chapter awareness. You will be responsible for recruiting prospective members to join the chapter and assisting with their recruitment and retention, including developing welcome posts and other membership promotional campaigns in collaboration with our Communications Committee.

Term: 1 year (January 1 – December 31). This position is highly encouraged to apply for the Membership Chair position at the end of the term.

Est. Time Commitment: 10-12 hours per month

DIRECTOR: PROGRAMS CO-CHAIR

As Programs Co-chair, you will support the Programs Chair in planning and executing engaging and high-quality programs throughout the chapter year, with the expectation of stepping into the Chair role the following year. Responsibilities include assisting in organizing educational events, participating in the summer program planning meeting to help shape the annual event lineup, supporting Program Champions with program planning, negotiations and logistics, and ensuring the smooth execution of our programs. This role provides a valuable learning experience for those looking for a leadership position on our board.

Term: 1 year (January 1 – December 31). This position is highly encouraged to apply for the Program Co-Chair position at the end of the term.

Est. Time Commitment: 10-12 hours per month

DIRECTOR: DIVERSITY, EQUITY AND INCLUSION (DEI)

If you are passionate about building community, amplifying diverse voices, and making sure everyone has a seat at the table, this is the role for you! The DEI Director is the champion for inclusivity within SMPS South Florida. You will be responsible for ensuring our chapter's programs, membership outreach, and leadership opportunities reflect and celebrate the diverse makeup of our AEC community. From collaborating with other committees to weave equitable practices into everything we do, to creating spaces where all professionals feel seen, heard, and valued, your leadership will help shape a stronger, more welcoming chapter for everyone.

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

CHAPTER AMBASSADOR: CO-CHAIR *New!*

If you are a natural cheerleader who loves being the face of an organization and connecting with people, this is your calling! The Chapter Ambassador is our ultimate brand champion and the ultimate "welcome wagon" for the South Florida AEC community. In this high-energy role, you'll hit the road to represent SMPS at industry events, conferences, career fairs, and networking functions—spreading the word about who we are and why we love what we do.

As a go-to resource, you'll share all the insider info on our programs, membership benefits, and upcoming events, making it easy for prospective members to get involved and helping current members get the most out of their experience. By building genuine relationships, answering questions, and creating unforgettable first impressions, you'll play a massive role in growing our community and showing everyone what makes SMPS South Florida so special!

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

GALA AWARDS COMMITTEE *New!*

Are you ready to help pull off the biggest, most glamorous night of the year? If you love event planning, team collaboration, and celebrating big wins, you will thrive as our Awards Gala Committee Chair! This role works hand-in-hand with the Director of Programs and our event Co-Chairs (the President and President-Elect) to bring our spectacular annual awards celebration to life.

Consider yourself the ultimate conductor of the gala orchestra. You'll collaborate with a rockstar lineup of committees—including Sponsorship, Awards, Marketing, and Attendee Engagement—to ensure every single detail comes together seamlessly. From brainstorming ways to elevate the guest experience to helping manage timelines, deadlines, and event-day logistics, your leadership will keep everyone aligned and excited.

Term: 1 year (January 1 – December 31)

Est. Time Commitment: 6-8 hours per month

Eligibility Requirements

To qualify for a position on the Board, you must meet the following requirements:

To be eligible for election as the Secretary, Treasurer, or Director (all voting positions), the individual must be a Regular or Distinguished Life Member and must have been such a member for one year as of the date his or her term commences, unless approved by the current Board of Directors. No individual may hold more than one Directorship at any time.

Additionally, the SMPS South Florida Chapter asks that applicants:

- Have the endorsement of their firm
- Be committed to the [SMPS Mission](#)
- Be willing to devote approximately 6-15 hours per month, dependent on position
- Be willing/available to attend monthly board meetings, programs, and other events
- Be a team player and contribute personal and professional qualities that complement those of other board members
- Become knowledgeable about current goals and issues of importance to the Chapter
- Be committed to advancing the interests of the Society and the Chapter
- Be willing to place SMPS's purpose and interests above your own professional and personal interests when making decisions as a board member
- Be committed to collaborating and having fun with fellow board members

Nominations Form

Desired SMPS South Florida Board Position(s): _____

Name: _____

Title: _____

Company: _____

Phone: _____ Email: _____

Bio:

Statement of Interest & Eligibility:

Nomination forms should be submitted to SMPS President-Elect Renee Kissane
rkissane@corradino.com no later than **5:00PM EST, JULY 31, 2026**