



Society for Marketing  
Professional Services

**For Immediate Release**

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**Mark Tawara, CPSM, Named 2009 SMPS Chapter President of the Year**

ALEXANDRIA, VA – The Society for Marketing Professional Services (SMPS) has announced that Hawaii Chapter President, Mark Tawara, CPSM, has been selected as the 2009 Chapter President of the Year. This award recognizes a chapter president who has demonstrated excellence in leadership while serving the chapter and its members. Tawara, Director of Marketing for Belt Collins in Honolulu, HI, led SMPS Hawaii, one of the newest SMPS chapters, to achieve great heights through his “hands-on” approach to leadership.

Key accomplishments under Tawara’s leadership included:

- 127% increase in corporate sponsorships,
- 59% increase in reserves,
- 48% increase in the number of educational program and Webinar participants,
- increased visibility for the chapter through Tawara’s media relations efforts,
- and a dramatic 66% increase in membership.

Tawara was recognized as the Chapter President of the Year on July 16 during the SMPS Awards Gala in Las Vegas.

Photo caption: Mark Tawara, CPSM, Named 2009 SMPS Chapter President of the Year

**About SMPS**

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. 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 represents a dynamic network of 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 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. For more information, visit [www.smeps.org](http://www.smeps.org).

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