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SMPS Hawaii Member Firms Receive SMPS National Marketing Communications Awards

HONOLULU – The Society for Marketing Professional Services (SMPS) Hawaii Chapter announces three of its member firms received prestigious National Marketing Communications Awards (MCA) on July 15 at this year’s National Build Business Conference Awards Gala in Boston, MA.

SMPS annually recognizes excellence in marketing communications by awarding National MCAs to deserving professional firms in the design and building industry. This year, member firms J.M. Waller Associates, Inc. (JMWA®), Belt Collins, and WATG received awards at the 33rd annual competition.

JMWA won second place for their internal newsletter, “JMWA’s NEWSWIRE,” with highest marks in the categories of marketing objectives, effectiveness and overall creativity. According to JMWA’s President and Chairman, the internal newsletter was created “to help foster communication between management and JMWA’s employees across the country and around the world.”

Belt Collins won second place for their website, www.beltcollins.com, with highest marks in the categories of marketing objectives, creativity and quality. Based on the judge’s comments, the website has a “great layout” and is “well conceived and designed.”

WATG won second place for their external newsletter, “Elevation,” for their “high-quality content and photography, creative use of color, and the well-written features and well-organized format.” The judges also commented that they felt it was a “good idea to focus on the firm’s visionary clients.”

Founded in 1973, SMPS has more than 6,900 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 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. Last year, SMPS Hawaii won a national award as the best small chapter in the country. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry. Visit SMPS Hawaii Chapter’s website at www.smpshawaii.org.

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