

# NEWS



Society for Marketing  
Professional Services  
Hawaii

## FOR IMMEDIATE RELEASE

DATE: August 3, 2007  
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### Marketing Organization for A/E/C Industry Established in Hawaii

HONOLULU, HAWAII, August 3, 2007 – The Society for Marketing Professional Services (SMPS) will have its first ever SMPS Hawaii membership meeting on August 14, 2007. Hawaii’s Architectural, Engineering, and Construction industries will now have a unique opportunity to be involved in a marketing organization which will offer the pooling of resources and educational opportunities which directly relate the built environment.

*“After years of hoping, dreaming and planning the Society for Marketing Professional Services will be chartering our newest chapter in Hawaii this month. (To say we are thrilled is an understatement.)” explains Ron Worth, CEO of the SMPS National Organization. “SMPS will continue its mission to connect the building and design community through extensive educational and networking opportunities within the Hawaiian Islands. The Hawaii Chapter will help bring enhanced professionalism to the industry through business development, marketing and leadership training, while strengthening alliances with industry peers, expanding resources and exposure to industry principals who will share leading edge best practices.”*

Michelle Skupin of Peter Vincent Architects and Cathy Handen of Rider Levett Bucknall realized the benefits SMPS would have for the Hawaii community and set the goal of “Bringing SMPS to Hawaii”. The kick off meeting will feature special guests; Presentation Coach and Public Speaker, Pam Chambers who will speak on “How to Address the Media” and Tom Smith, Fellows Delegate on the SMPS National Board of Directors, who will share the benefits of SMPS to Hawaii’s Architectural, Engineering, and

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Construction industries. To find out more about the initial membership meeting or for inquiries about SMPS Hawaii and how you can get involved please contact Michelle Skupin at michelles@pva.com

Founded in 1973, the Society for Marketing Professional Services (SMPS) has more than 5,600 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The mission of SMPS is to be the premier source of education and information for marketers of professional services in the built and natural environments.

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