



SMPS

North Florida

Vision

The ABC's of Marketing and Business Development

Acquire Knowledge - **B**uild Business - **C**reate Opportunities - **D**evelop Leaders

The First Choice and Best Resource for Professional Services Marketers and Business Developers

Mission

The SMPS North Florida Chapter provides services to marketing professionals and business leaders in North Florida A/E/C firms.

We provide marketing education focused on the national SMPS domains. We also make available:

- cutting edge programs
- current information on market changes and trends
- countless networking opportunities

Our Chapter supports our membership by presenting:

- leadership knowledge and opportunities
- the value of marketing and business development in the built environment
- innovative solutions to current challenges

All activities in our Chapter are based on sound fiscal practices and collaborative processes.

The hallmarks of our strong and respected association are empowering members, providing education, creating networking opportunities, and meeting the needs of our diverse members and client organizations.

CORE VALUES

- Professionalism
- Teamwork
- Innovation
- Diversity
- Leadership
- Mentoring
- Ethical Behavior

SMPS

North Florida

2008-2011

SMPS North Florida Strategic Plan