



March 14<sup>th</sup>, 2017

Dear SMPS/LA Member:

The Society for Marketing Professional Services, Los Angeles (SMPS/LA) invites you to nominate yourself or a deserving colleague for the 2017 Leonardo Award. Inspired by the Renaissance inventor, writer, painter and sculptor, the Leonardo Award has been presented since 1981 to recognize marketing creativity and innovation as it relates to the built environment. We will applaud Leonardo da Vinci's finest attributes as a Visionary, Partner and Creator by Celebrating Marketing with the Leonardo, Industry and Marketing Communications Awards at this year's event on Thursday, June 29, 2016, 5:30 P.M. – 9 P.M. at Hotel Indigo.

Established in 1981, **SMPS/LA** is the local chapter for a national nonprofit organization whose purpose is to promote the professional and educational advancement of persons engaged in marketing and managing professional services for the built environment. SMPS members consist of architects, engineers, planners, interior designers, contractors, construction managers, environmental consultants, marketers, and other specialty consultants. SMPS/LA provides practical tools to its members for expanding client bases, and honing marketing skills that drive new business in Los Angeles' highly competitive and creative built environment.

Enclosed is the submittal criterion for your Leonardo Award submission. The submittal is due back to my attention via e-mail to [slee@koacorp.com](mailto:slee@koacorp.com) by Friday, April 21st, 2017 at 5 P.M. Both self-nominations or peer nominations are accepted.

Should you have any additional questions, please do not hesitate to contact me at 323.260.4703 or [slee@koacorp.com](mailto:slee@koacorp.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'Suria Lee', written in a cursive style.

Suria Lee  
The LEONARDO Chairperson  
SMPS/LA Immediate Past President

Enclosure

2017 NOMINATION  
Leonardo Award



# The LEONARDO

*Celebrating Marketing*

Visionary  
Partner  
Creator

## BIOGRAPHY

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### NOMINEE

Nominee's Name

Nominee's Title

Firm Name

Complete Mailing Address

Telephone

Email Address

### EDUCATION

List in chronological order with the most recent first.

Name/Location

Degree

Year Received

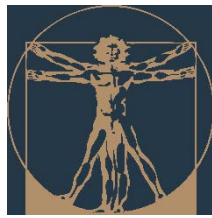
Agency/Issuing Authority

Type

Year Received

### CERTIFICATIONS

2017 NOMINATION  
Leonardo Award



The **LEONARDO**  
*Celebrating Marketing*

Visionary  
Partner  
Creator

**BIOGRAPHY**

**PROFESSIONAL  
EXPERIENCE**

Firm

Position Held

Years of Employment

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**MARKETING  
COMMUNICATIONS  
AWARDS**

Award Type

Year of Award

Brief Description of Work

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**PROFESSIONAL  
HEADSHOT**

Digital file 300 dpi, 4" wide, RGB, jpg  
(Email as separate attachment to [slee@koacorp.com](mailto:slee@koacorp.com) with completed nominee packet)

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## BIOGRAPHY

### FRAMEWORK

A. What advice would you give an individual entering the industry?

*Responses to questions 1 through 4 should be 150 words or less per question, 11 pt type, single-spaced.*

B. Please share a memorable anecdote from your professional experience.

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QUESTIONNAIRE

*Responses to questions 1 through 4 should be 150 words or less per question, 11 pt type, single-spaced.*

1. How have you developed and differentiated your current or previous firm?

2. How have you contributed to the implementation of your current or previous firm's vision, mission, and image? Did you implement any innovative programs such as new marketing approaches or technologies?

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QUESTIONNAIRE

*Responses to questions 1 through 4 should be 150 words or less per question, 11 pt type, single-spaced.*

3. What have been the challenges and rewards of your career?

4. How has membership in SMPS helped you to advance your firm and your career?



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STATEMENT OF QUALIFICATIONS AND ACHIEVEMENTS

*Statement should be 500 words or less, 11 pt, single-spaced, not to exceed the space on this page.*

Highlight key achievements and contributions made to our industry in the following categories (if applicable):

RESEARCH

*Created any innovative and successful research program involving research studies on a market-related topic*

EDUCATION

*Made significant contribution to the education of others in the profession, may include published writing, documented speaking engagements or teaching university courses*

PROFESSIONAL LEADERSHIP

*Within SMPS Los Angeles Chapter, must have held office or served on a committee on a local, regional level and served as an effective spokesperson for marketing professionals*



LETTERS OF RECOMMENDATION

Provide three letters of references submitted via e-mail directly to Suria Lee at [slee@koacorp.com](mailto:slee@koacorp.com) by Friday, April 21st, 2017, 5:00 PM for review and consideration by the Selection Jury.

1.

\_\_\_\_\_  
Name, Title

\_\_\_\_\_  
Firm Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Professional Relationship to Nominee

2.

\_\_\_\_\_  
Name, Title

\_\_\_\_\_  
Firm Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Professional Relationship to Nominee

3.

\_\_\_\_\_  
Name, Title

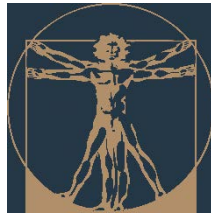
\_\_\_\_\_  
Firm Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Professional Relationship to Nominee



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**SCORING**

BIOGRAPHY/FRAMWORK	10 POINTS
QUESTIONNAIRE QUESTION 1	10 POINTS
QUESTIONNAIRE QUESTION 2	10 POINTS
QUESTIONNAIRE QUESTION 3	10 POINTS
QUESTIONNAIRE QUESTION 4	10 POINTS
STATEMENT OF QUALIFICATIONS AND ACHIEVEMENTS	45 POINTS
LETTERS OF RECOMMENDATION	5 POINTS
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TOTAL	100 POINTS