

ELECTION BALLOT

2017-2018 BOARD OF DIRECTORS

PRESIDENT-ELECT

Fawn Radmanich, CPSM **PCL Construction**

Fawn Radmanich became a member of SMPS in May 2004 and has been a CPSM since 2010. In May 2017, Fawn will have been an SMPS member for 13 years.

A Leader: Fawn is experienced in establishing teams' visions, executing plans, and inspiring action. She manages PCL's California Buildings marketing department, in one of the fastest growing and most successful districts. Under her leadership, her team has won over \$2.5 billion and improved hit rates through quality and best practices. Through participation in the Dale Carnegie program, Fawn immersed herself in becoming an effective leader through training, action and coaching. This experience informs all aspects of her life.

A Connector: Fawn's network and connections benefits the SMPS-LA Chapter. Her ability to link people and resources has helped to bring together successful programs such as the 2016 Sports Panel and the 2017 P3 Panel. She most recently brought two key Metro resources to the 2017 Transportation Roundtable. Having been a member in two other Chapters and active at the national level, Fawn has a strong network across the country.

Passionate: Fawn's passion drives her to take on the impossible and make it possible. In addition to being the marketing manager of a \$1+ billion district, Fawn is a mother of a rambunctious toddler and is actively involved in SMPS at the local board and national levels. Her passion has resulted in the re-envisioning of SMPS-LA's CPSM Study Group and relaunching of the Mentoring Program.

Matthew Sullivan **Marketing Specialist**

Matthew Sullivan has served on the SMPS-LA Chapter Board of Directors for the last 3 years as Programs Committee Director, and has been an active member of the Programs Committee for 5 years. In this capacity, Matthew has demonstrated his ability to lead a group of volunteer committee members to develop, plan, and execute a variety of programs that are relevant to our members, as well as design and construction professionals. The success of the programs are key drivers to bringing in sponsorship revenue for the financial health of the Chapter, and in raising the organization's profile within the industry.

Under his direction, SMPS-LA events have included client roundtables in the transportation, education and healthcare markets; topical panels focused on current issues facing the A/E/C industry, such as transit-oriented development, housing affordability, and water resources; and construction tours of significant developments throughout the Los Angeles region, including specialized laboratory and healthcare facilities, major commercial and mixed-use developments in DTLA, and local performing arts and cultural landmarks. Leading the Programs Committee in the organization and planning of these diverse programs provides Matthew valuable experience to lead the Chapter and execute SMPS-LA's mission to grow and create positive experiences for our members through continued networking, educational and social opportunities.

As a marketing specialist, Matthew offers focused marketing and business development consulting services to small-, medium-, and large-sized firms all over Southern California, which gives him a unique perspective and understanding of the challenges all SMPS members face in their roles as marketing professionals.

Matthew has been a member of SMPS since 2005, and an active member of the LA Chapter since 2011. He is the 2012 recipient of a SMPS-LA Marketing/ Communications Award (MCA) in the Media Relations Category.

advocate. educate. connect.

www.smps-la.org



ELECTION BALLOT

2017-2018 BOARD OF DIRECTORS

DIRECTOR-AT-LARGE/ PROGRAMS

Carmen Gonzalez - DPR Construction

Carmen Gonzalez became a member of SMPS in 2007. She previously held SMPS-LA Board of Directors positions as Director-at-Large/Programs (2012-2014) and Treasurer (2014-2016). During her time in the Programs Director role, she changed the Chapter's programs focus to roundtable discussions which put the attendee face-to-face with the Owners. It was a huge success and helped set SMPS-LA apart from other organizations. She is currently assisting President-Elect Candidate, Matthew Sullivan, in pulling together the Healthcare Roundtable in June. Her experience and passion for SMPS and the programs committee makes her a great candidate for this position.

DIRECTOR-AT-LARGE/ MEMBERSHIP

Maxwell Brown - ClearTech

After joining SMPS-LA in early 2016, Max Brown participated in most Chapter events since becoming a member. He joined the Membership Committee after connecting with the Membership Director at a Chapter event. During this time, he has participated in committee conference calls and assisted the Director in keeping members updated on their membership renewal status. Max took the lead in organizing a DTLA Walking Tour and Happy Hour for members and prospective members that took place on March 16. The event was successful in that participation was as expected and feedback from attendees was positive.

Max is also participating, as a protégé, in the Mentorship program which began in August 2016. Max has very much enjoyed being a part of SMPS-LA, and particularly the Membership Committee. He feels it plays a key role in members' experience by organizing appreciation events and responding to member inquiries. While active in his profession, he typically has a flexible schedule allowing him to plan and participate in events, as well as communicate with the membership base. He is committed to ensuring that members have a positive experience with SMPS-LA and hopes to have the opportunity to expand his role within the Chapter.

Michelle Martini - AC Martin

Michelle Martini has been an active member of the SMPS-LA Chapter for over six years. She attends as many events as she can, and this year she helped organize two successful events for the Chapter. With help from the Membership Committee, she organized the DTLA Walking Tour and the New Member Luncheon. Putting on these events was a great learning experience. From sending out e-blasts via the Communications Committee to submitting the final budget report, she learned a lot about the process and how the whole organization works together to deliver these types of events. After going through the process twice, she feels that she is more than ready to take on the role of Membership Director full-time.

The wonderful connections Michelle has made through SMPS-LA have been essential to her success inside and outside of the office. She's gregarious, so being a part of the Membership Committee and subsequently leading the committee have been a perfect fit for her unique social talents. It is Michelle's hope that she can continue to serve on the Board and help cultivate the new members' relationship with SMPS-LA. She's excited to get everyone involved and participate in events and committees. SMPS is such a wonderful industry tool, and the more people you know, the more it can work for you. She's met so many wonderful people through SMPS and wants others to have that same feeling of companionship and camaraderie.

DIRECTOR-AT-LARGE/ SPONSORSHIP

Matthew Hudson - CSDA Design Group

Matthew Hudson is a firm believer in professional development and being a part of SMPS-LA has been invaluable as a resource for just that. Sponsorships are what allows the LA Chapter to provide the best programs, roundtables and events to help A/E/C marketing professionals grow in a niche market that is ever-changing. Matthew would be honored to spearhead the next two years of sponsorships with the hopes of gaining new ground with his own contacts in the industry, and potentially present new ideas of how to improve the Sponsorship Program as he becomes more familiar with the process. This position would allow him to be more active in the SMPS-LA Chapter as he has wanted to do, and become much more involved

ELECTION BALLOT

2017-2018 BOARD OF DIRECTORS

in Chapter issues and special areas of interest. This is the next step in Matthew's own professional development and he would do his very best to help the LA Chapter succeed for years to come.

Tim Putnam - The PENTA Building Group

Tim Putnam became a member of SMPS in 2004. Over the course of his career, he has worked with not-for-profit organizations to develop campaigns that engaged sponsors and donors. This experience occurred during his 25 years in marketing, including over ten years as an advertising agency creative writer/producer and as a marketer in the A/E/C industry since 2003. His professional background provides the Chapter a candidate who takes an audience-focused approach to developing and executing engaging messages.

Since moving from the Pacific Northwest to the region in 2014, Tim has engaged in LA Chapter events while building relationships with many of its members. During conversations with these members, many of whom are active or past Chapter leaders, he has a better understanding of SMPS-LA and some of the issues it faces. His approach to helping develop solutions—or strengthen existing processes—includes working with the other Board and committee members to get a true snapshot of the organization and its needs, prior to forming any views on solving issues.

Tim looks forward to the opportunity to work with the incoming President and Board of Directors to develop and achieve both its Sponsorship and Chapter-level goals in the upcoming two years.

DIRECTOR-AT-LARGE/SPECIAL EVENTS

Sandra Price - Price Architects, Inc.

Sandra Price has been an active SMPS member since 2013, although she has attended SMPS Events throughout her entire career. She is an excellent candidate for this Board position and has played an effective role in SMPS-LA and other regional Chapters. Sandra has served on the Special Events Committee for the last four years; in the last two years, she has Co-Chaired SMPS-LA's Special Events Committee and

last year, she served as the Pacific Regional Conference (PRC) 2017 Liaison. She attended the PRC Conference in Alaska and also participated on the Marketing Planning Committee for PRC. She is an active member who continually tries to recruit new members and encourages individuals to attend various Chapter events.

Sandra has several goals for the Chapter's future, one of which includes growing the membership base while adding value to current members. She hopes to accomplish this by creating dynamic events for members and potential members to attend. Sandra is a regular at all SMPS events/programs and understands the work behind making an event successful. She strongly feels that she can bring a unique perspective and insight to the Chapter's Board from her experience at SMPS and nearly two decades in the A/E/C Industry.

DIRECTOR-AT-LARGE/ PROFESSIONAL DEVELOPMENT

Jodi Espinoza, CPSM - Syska Hennessy

Jodi Espinoza has been an SMPS member since 2000. She is organized, dedicated and passionate about helping others succeed in their profession. She has learned so much from SMPS and wants to continue to learn and be a part of this great organization. She also wants to be of service to her peers. Jodi has been a member of the SMPS-LA Chapter for 17 years and has worked in the A/E/C industry for over 20 years. She is a huge proponent of taking ownership of her own professional and personal growth. Recently, she passed the CPSM exam and feels she could share what she's learned, the benefits of being an SMPS member and the confidence that comes with it. Currently, Jodi serves on the Communications Committee and acts as co-chair for the CPSM study group. She will work with others on the Board to make the LA Chapter the best it can be.