

# ELECTION BALLOT

2018-2019 BOARD OF DIRECTORS  
CANDIDATE OVERVIEW



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Society for Marketing  
Professional Services

Los Angeles

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## PRESIDENT-ELECT

### **Damion Morris, CPSM - Vanir Construction Management, Inc.**

When Damion first joined SMPS in 2014, he was eager to get involved so he volunteered to be a member of the Special Events Committee. In that role, he helped plan the Chapter's two largest annual events - the holiday party and the Leonardo's Awards Program. In 2016, Damion decided to up his involvement and ran for Treasurer. In that role, he oversees the financial integrity of the Chapter, assure the production of financial reports and an annual audit, serve as chairperson of the Finance Committee, and serve as a member of the Chapter's Executive Committee. As Treasurer of the LA Chapter, Damion manages one of the Society's largest operational budgets.

While Damion has served as Treasurer, the SMPS/LA chapter has always remained financially healthy and in the black. In 2017, Damion applied to be a speaker at the 2018 SMPS Pacific Regional Conference. His session, Bold Flavors, was one of five sessions picked from a pool of more than 75 applicants.

In early May, Damion took his involvement with SPMS to yet another level and took the Certified Professional Services Marketer (CPSM) exam. A CPSM is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional

services and has demonstrated their knowledge of the practice and related disciplines through a thorough examination of marketing competency. Damion became SMPS/LA's newest CPSM.

As President, Damion would focus on providing programs that expose our membership to client decision makers, providing unique networking opportunities for members, and providing educational events that center around professional development and taking your career to the next level.

Damion is running for Chapter President because he believes in SMPS's mission to advocate for, educate, and connect leaders in the building industry. Damion has first-hand experience of just how powerful the SMPS network can be and feel compelled to give back. The President role is no easy undertaking. It takes a great deal of time and dedication to do it well. Damion believes his progressive involvement as a chapter leader, intimate understanding of the chapter operations and financials, and active involvement at the local, regional, and national level make him qualified to lead his chapter.

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## SECRETARY

### **Amy Edison - Geotechnologies, Inc.**

Amy Edison became a member of SMPS in 2017. She previously participated as a member of the Communications Committee and Leonardo Awards Program Committee (2017-2018). She is a proponent of the opportunities SMPS provides. As someone who highly organized and dependable, Amy believes the position of Chapter secretary is a natural fit for her skill set. She looks forward to getting further involved with SMPS LA and continuing to familiarize herself with the responsibilities and opportunities of the Board.

### **Sarah Roberts - Tetra Tech**

Sarah Roberts has been a member of SMPS since June 2011 and was the Co-Chair of the Communications Committee for the 2017-2018 term. Sarah has over seventeen years of experience in marketing and communications including 7 years in the A/E/C industry. She has been active in the Los Angeles Chapter Membership Committee and the Communications Committee. Sarah has seen the Los Angeles Chapter develop substantially in the last few years and as been excited to be a part of it. Having learned a great deal as the Co-Chair of the Communications Committee, she would like to continue her involvement in a new way and believes, as Secretary, she can expand my knowledge of board processes, work closely with the other board members and support two phenomenal presidents. Being involved with SMPS has increased Sarah's knowledge of the industry, created an outlet for innovation and creativity, and connected her to a deep network of resources. Knowing that these skills can always be improved, that there is always something more to learn, makes Sarah a fantastic candidate for the Board. Looking to her own areas of improvement, Sarah believes she can help build the next stage of SMPS Los Angeles for her fellow industry professionals.

## DIRECTOR-AT-LARGE/ SOCIAL MEDIA

### **Cindy Ionita - SWA Architects**

Ms. Ionita has been an active participant in SMPS/ LA since 2015, with her volunteer efforts to serve on various committees including Communications, Education, and Programs. She is an avid user of social media and web 2.0 technologies, and currently manages social media profiles for various organizations including SWA Architects. Ms. Ionita is extremely enthusiastic about optimizing posts for maximum exposure, and looks forward to the opportunity to serve on the board once again.

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## **DIRECTOR-AT-LARGE/ COMMUNICATIONS**

### **Angela Bankston - Johnson Fain**

Angela is an excellent candidate for the position of Director-at-Large / Communications as she has actively participated on the Communications Committee for the past two years. She has a strong working relationship with the current Communications Directors, Emily Marino and Sarah Roberts, as well as current members of the Board of Directors including Christine Timbre, Rayna Feliciano and Shaunagh O'Connor. As Director of Marketing at Johnson Fain, Angela is responsible for communications strategy and execution. In a two-person marketing department, she is self-motivated, organized, creative, detail oriented and results oriented; all skills that translate to the Communications Director board position. The Partners and Principals of the firm support Angela in this nomination.

SMPS was essential in introducing Angela to marketing in the A/E/C industry when she joined an architecture firm over six years ago. However, it was joining the Communications Committee that truly elevated that experience. As marketing professionals in this industry, Angela observes that we are minorities within our firms. She feels that SMPS is a great resource for marketers to strengthen their careers. Sheryl Sandberg said, "No one gets to the top, if they sit on the sidelines, or if they don't believe in themselves." As a Board member, Angela would like to encourage other marketing professionals to not only become members of SMPS but to get involved through participation on a committee to really elevate the benefits of membership, resulting in a stronger chapter.

### **Chelsey Borte -**

### **Affiliated Engineers, Inc. / AEI**

Chelsey Borte is a dynamic self-starter, creative designer, and skilled marketing manager with a formal education in Graphic Design and over 7 years of marketing experience within the A/E/C industry. She is motivated by connecting with others through all types of communication, business development, marketing events, and in her spare time, healing by way of Reiki and intuitive crystal energy healing.

Chelsey is experienced in using the MyEmma platform for e-blasts, designing promotional flyers and e-banners, and excels in leadership roles. She has been an active SMPS member after officially joining the Los Angeles chapter in 2017, participate in the current 2017-18 Mentorship Program, and hosting her first workshop on Vision Boarding for SMPS members in June. With her A/E/C industry and communications experience, Chelsey believes she would be a great candidate for the role of Co-Director for Communications. She is eager to learn, eager to help, and eager to take on additional responsibility with SMPS/LA.

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## **DIRECTOR-AT-LARGE/ PROFESSIONAL DEVELOPMENT**

**Tim Putnam -**

### **The PENTA Building Group**

Like many of the professionals Tim knows, he more or less stumbled upon A/E/C marketing. It has been his experience that most of his peers are either former professionals, former marketers or former administrative staff – and that very few have had any sort of training for the unique requirements of this career.

As the Director-at-Large for Professional Development, Tim's goals would include:

- Develop partnerships or programs that aid in growing the membership's and other professional staff marketing and BD skills and acumen, so we can continually improve as an industry.
- Lay the groundwork for partnerships with local higher education marketing departments to develop a and pathway to prepare the next generation of A/E/C marketers for their careers in the industry.

Other than training, one of the experiences that enriched Tim's career was sitting on a Marketing Roundtable with other A/E/C professionals while living in a different market.

Since moving from the Pacific Northwest to the region in 2014, Tim has engaged in the LA, OC and Las Vegas chapter events while building relationships with many of its members.

During conversations with LA's members, many of whom are active or past chapter leaders, Tim has grown in his understanding of the SMPS/LA and some of its issues.

Tim's 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 solutions.