



## SMPS-NY celebrates 40 years of excellence at annual Liberty Ball - June 13

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### SMPS-NY Liberty Ball 2023 honorees

Manhattan, NY The Society for Marketing Professional Services New York (SMPS-NY) will host its annual Liberty Ball event on June 13th, from 6-9 pm. This year's celebration will be held at Dear Irving on Hudson, the exquisite rooftop venue atop the Aliz Hotel Times Sq., providing a New York City backdrop for an evening of recognition and celebration.

The Liberty Ball is an event that honors the achievements of marketing and business developers within the architecture, engineering, and construction (AEC) industries. This year's event holds

special significance as it marks the 40th anniversary of SMPS-NY, a milestone celebrating four decades of dedication, innovation, and excellence.

“We are thrilled to celebrate this significant milestone and reflect on the incredible progress and accomplishments of our Chapter over the past 40 years,” said Olivia Farquharson, president of SMPS-NY. “The Liberty Ball not only recognizes the hard work and dedication of our members but also highlights the collaborative spirit and passion for learning that drives success in the AEC industry. Since September, we’ve seen a notable increase in interest in our programs, and we’re proud to provide solutions. We look forward to another inspiring evening filled with celebration, networking, and recognition of the professionals whose efforts contribute significantly to their firms’ success.”

The Liberty Ball highlights the creative and impactful marketing campaigns and initiatives within the AEC industry through the prestigious Marketing Communications Awards (MCAs) and the Professional Achievement Awards (PAAs). This long-standing awards program recognizes excellence in marketing communications and honors visionaries shaping the marketing landscape. An esteemed panel of industry leaders will evaluate entries based on creativity, strategy, execution, and measurable results.

“We’re excited to honor excellence in marketing communications and the outstanding achievements of top marketing professionals,” said Erika Moshkovich, vice president/president-elect of SMPS-NY. “This award program provides an unparalleled opportunity for professionals to showcase their best marketing practices and to educate the industry about the critical role of marketing in a successful firm.”

At the Liberty Ball, SMPS-NY will recognize participants of its mentorship program, which is now celebrating its 15th year. This program exemplifies SMPS-NY’s dedication to nurturing the development of AEC marketers and business developers, as well as its commitment to cultivating emerging talents and advancing professional growth, ensuring the longevity of the profession for years to come.

SMPS-NY welcomes both members and guests to join us in celebrating our chapter’s 40th anniversary and invites attendees to dress in cocktail attire, incorporating ruby red or a touch of red, to mark this special occasion. The chapter extends discounted ticket rates to students and professionals from firms certified as Minority/Women-owned Business Enterprises or Service-Disabled Veteran-Owned Small Businesses. For pricing details, please visit: <https://bit.ly/2024LibertyBall>