



The Society for Marketing Professional Services NY recognizes top AEC firms for marketing excellence

August 27, 2024 - Design / Build



Manhattan, NY The Society for Marketing Professional Services New York (SMPS-NY) selected the winners of the Marketing Communications Awards (MCAs) and the Professional Achievement Awards (PAAs), revealed at the 40th annual Liberty Ball on June 13th at Dear Irving on Hudson. The grand celebration honored excellence in marketing communications among architecture, engineering, and construction (AEC) firms and professionals.

The Liberty Ball event highlighted the marketing campaigns and initiatives within the AEC industry through the 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 evaluated entries based on creativity, strategy, execution, and measurable results.

The Marketing Communications Award of Excellence recipients included the following winners:

- Website: STO Building Group
- Video: KPF
- Corporate Identity: STV
- Social Media: STO Building Group
- Promotional Campaign: STV
- Direct-Mail Campaign: MdeAS
- Newsletter: MdeAS
- Special Announcement: WB Engineers+Consultants

The Professional Achievement Awards recognized the following recipients:

- Vanguard of the Year: Katherine James, CPSM, LEED GA, Jacobs
- Marketer of the Year: Marisa Maguire, STO Building Group
- Rising Star: Melissa Krenek-Whitman, Pricewaterhouse Coopers
- Peoples Choice Award: The Berman Group
- Mary Findlen Professional Development Scholarship: Natalie Molina

The MCA Merit Award included the following firms:

- Website: Turner & Townsend
- Video: STO Building Group
- Corporate Identity: The Berman Group
- Promotional Campaign: WB Engineers+Consultants
- Newsletter: KPF

The SMPS-NY Liberty Ball also spotlighted the exemplary service of two chapter members for their remarkable volunteerism over the past year. SMPS-NY director of education Ivoire Lloyd was awarded Volunteer of the Year in memory of the late Pam Nugent, who served as the Chapter's director of programs during the 2022-2023 chapter year. Immediate past president Nathan Reyna received the Presidents Cup.

Additionally, graduates from the SMPS-NY Mentorship Program, now celebrating its 15th year, were celebrated for their commitment to professional growth and development. Under the guidance of Martha Huguet, CPSM, Patricia Neumann, CPSM, and Jeffrey Taub, FSMPS, CPSM, 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.

"As SMPS-NY celebrates four decades of service to the AEC industry, we are thrilled to recognize our members' achievements through the MCAs and PAAs," said Olivia S. Farquharson, president of SMPS-NY. "This year's winners showcased exceptional talent and dedication to shaping the industry's future. We are also proud to honor those who champion professional development and to highlight the graduates of our mentorship program." Farquharson also acknowledged the vital contributions of SMPS-NY volunteers, stating, "Our volunteers are the backbone of our organization. Their dedication and hard work drive the success of our events and initiatives."

The success of Liberty Ball was made possible by the generous contributions of its sponsors: OpenAsset, STO Building Group, STV, GEI Consultants, Inc., Dragonfly AEC Consulting, and ABC Imaging. Their support enabled an unforgettable evening that highlighted the camaraderie and industry leadership fostered by SMPS-NY.

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