



ANNUAL REPORT

2020-2021

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Greater Cincinnati SMPS may have started the year on Zoom, but it allowed us to keep content flowing and networks thriving as we made our way through the pandemic. As you'll see below, the 2020-2021 year ended in person and although we were apart for most of it, the year was still fantastic!

PROGRAMS:

- » (8) programs including the highly sought after Healthcare program
- » (377) attendees; avg. 47 per program
- » (2) project tours:
FC Cincinnati, Cincinnati Ballet
- » Submitted Pivot & Focus Education Program Award; **Results announced August 5th at Build Business at 7pm!**

EDUCATION:

- » (9) education topics including 6-week InDesign class & 2-day Video class
- » (163) attendees; avg. 21 per event
- » (4) people completed CPSM study group

MEMBERSHIP

- » (18) new members
- » Member check-in initiative: board called to see how each member was doing during the pandemic

SPONSORSHIP

- » Discounted sponsorship options to weather budget uncertainties
- » \$10,000 in sponsorships

COMMUNICATIONS

- » 60 eBlasts
- » 125 social media posts
- » 19,000+ people reached through social media
- » Quotes & highlights of speakers shared via social media outlets

OUTREACH

- » \$1,068 raised during Salvation Army Red Kettle Initiative to help with the holidays
- » Virtual Holiday Party, Cocktails & Commendations, FootGolf outing

TREASURER

- » Switched to new accounting system for more streamlined process in the future

DONATIONS

- » \$1,000 donation to She Builds
- » \$1,000 donation to Freestore Foodbank





THE YEAR OF YOU

Thoughts from a few members as to why they keep coming back for more Greater Cincinnati SMPS education, networking, and fun.

"I've made some great life-long friends through SMPS and love the national network to which we are connected through SMPS. It has 'armed' me well with knowledge, business contacts, and friends."

- Cindy Overshiner, FSMPS, CPSM

"SMPS offers value beyond just networking. While being a larger part of the A/E/C community is important to us, educational courses and programs are a large part of what drew me to SMPS."

- Kevin Johnson

"For the past 20+ years, GCSMPS has been my go-to resource for professional development, education, connections, and (it has to be said) therapy! SMPS is my tribe. We support each other, we care about each other, and we understand each other on a whole different level than most colleagues."

- Bethany Smith, FSMPS, CPSM

"SMPS means creating connections with individuals who are happy to answer your questions or help move you forward in your quest for knowledge."

- Kristin DeBord

"SMPS means COMMUNITY. It is a nice feeling to know there are a group of people who know what I do and that I don't get that look of "huh?" when I answer the common question, "what do you do?" These people get me and understand the triumphs and hardships that we as marketers face day to day."

- Lindsey Montgomery

"I love SMPS. It is my tribe and I want to continue to give back to this organization because I grew up with SMPS. I want to continue to be able to offer the best experience for our members that you simply cannot get anywhere else."

- Melissa Lutz, FSMPS, CPSM

"I'm always looking to absorb industry knowledge offered by the GCSMPS. Educational programs like the CPSM study group and InDesign course provided the opportunity to gain new skills and implement best practices that helped make an impact at our firm during this uncertain year."

- Chris Bills