



SMPS Alabama “Marketer of the Year” Award •Nomination Form•

Nominee _____ Title _____

Company _____

The SMPS Alabama “Marketer of the Year Award” Program was established in 2011 to recognize men and women who have made outstanding contributions to marketing and business development within the A/E/C (Architectural/Engineering/Construction) industry, and who have been active in furthering the industry’s standards, shown creative excellence and responsibility in areas of social concern.

SMPS Alabama “Marketer of the Year” Award Criteria

A committee of past Presidents of SMPS Alabama selects each SMPS Alabama “Marketer of the Year” Award recipient. These judges use the following criteria when making their selections. Please be sure your nomination addresses each of these four areas. You may use this form, a separate letter or submit this form’s information in an e-mail. **All nominations must be received by May 6, 2011.**

1. Contribution to Company. Outline the nominee’s success in at least one of the following areas of A/E/C work: marketing, corporate communications, business development, corporate client development or public relations/advertising.
2. Creative Ability. Provide a description of the nominee’s creative ability and high degree of original thinking in the field.
3. Contributions to the General Advancement of Marketing Professional Services. Describe how the nominee has worked to increase the stature and raise the standards of the A/E/C marketing profession. Provide specific examples where applicable.
4. Contributions to the Community. List any civic, religious, charitable or other groups dedicated to human or social welfare in which the nominee is actively involved.

Submit to: SMPS Alabama; P. O. Box 11914; Birmingham, Alabama 35202-1914. E-mail to: info@smpsAlabama.org (Type “Marketer of the Year” in the Subject Line). For questions or comments, contact Don Marzella @ 205.907.2616, or donmarzella@aol.com.