



**Society for Marketing
Professional Services**
Utah

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Kevin Franson, CPSM
Franson Civil Engineers
801-756-0309

PRESIDENT-ELECT

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Spectrum Engineers
801-401-8492

PAST PRESIDENT

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R&O Construction
801-337-6371

MEMBERSHIP

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Cache Valley Electric
801-908-2697

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Marketlink
801-298-0215

EDUCATION

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Hunt Electric
801-303-8847

COMMUNICATIONS

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MHTN Architects
801-326-3252

PUBLIC RELATIONS

Dana Sohm
Sohm Photographx
801-450-1947

SECRETARY

Julee Attig
Henriksen Butler
801-363-5881

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R2H Engineering
801-386-5937

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Tricia Pilny
PSI
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801-608-1832

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Shannon Bond, CPSM
Psomas
801-284-1332

SPECIAL COMMITTEE CHAIR

Marie O'Quinn, CPSM
Stantec Consulting
801-743-4921

Contact: Dana Sohm
Director of Public Relations
801/450-1947
dana@sohmphoto.com

For Immediate Release

**SMPS UTAH ANNOUNCES 2010 MARKETER OF THE YEAR AND
RISING STAR AWARDS**

Salt Lake City, Utah, The Utah Chapter of The Society of Marketing Professional Services (SMPS Utah) has announced the winners of its annual “Marketer of the Year” and “Rising Star” awards.

Julee Attig was chosen as the 2010 Marketer of the Year and, as such, was recognized to be the marketing professional that most exemplifies the skills, creativity, integrity, and insight of a successful professional marketer serving the Utah architecture, engineering and construction (A/E/C) industry.

Ms. Attig, began her career in 1996 as Marketing Coordinator for Spectrum Engineers followed by tenures with Stantec Consulting and Jacobsen Construction. In 2007, Ms. Attig joined Henriksen Butler, a Utah supplier of office furniture and accessories, where she serves as Director of Marketing. In her first 6 months with Henriksen Butler, she oversaw the launch of a new website and contributed to its content. Her employment record provides her with an unusually broad background in systems engineering, civil engineering, architecture, construction, and retail sales.



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Ms Attig has been long been active in SMPS Utah leadership having served as its president in 2004-05.

Anna Heywood was named the 2010 Rising Star award which honors the person that has served in the A/E/C industry for three years or less and has shown promising value to the industry and to SMPS in that time.

Anna joined the A/E/C industry in September 2008, when she became marketing coordinator for Naylor Wentworth, one of Utah's top architectural firms, where, among other things, she produces marketing materials, helps develop strategic plans, and runs marketing meetings and presentations. Throughout 2009, Heywood has served on SMPS Utah's special events committee that she currently co-chairs.

The Society for Marketing Professional Services (SMPS) is a national trade organization of marketing directors, marketing consultants, art directors, and photographers that provide professional marketing services to the nation's AEC Community. Its Utah Chapter, SMPS Utah, honors recipients of the Marketer of the Year and Rising Star awards at an annual honorary luncheon each December.



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For Immediate Release

**SMPS UTAH ANNOUNCES THE 2010 WINNERS OF THE MARKETING
COMMUNICATIONS AWARDS**

Salt Lake City, Utah - - The Utah Chapter of the Society for Marketing Professional Services (SMPS Utah) has announced the 2010 winners of the annual Marketing Communication Awards that recognize the year's best marketing efforts by marketing professionals serving Utah's Architecture, Engineering, and Construction (A/E/C) Industry.

The 2010 winners are as follows:

Ascent Construction won first place in the "General Print" category for its promotional brochure. Jacobsen Construction Company won first place in "Electronic" category for its newly revised website. Reaveley Engineers + Associates won first place in the "Collateral" category for its "green" promotional postcard printed on card-stock embedded with real flower seeds (plant the card; grow a flower). MarketLink, a Utah marketing consulting firm, won first place in the overall marketing campaign category.

The Society for Marketing Professional Services (SMPS) is a national trade organization of marketing directors, marketing consultants, art directors, and photographers that provide professional marketing services to the



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nation's AEC Community. The Marketing Communications Awards recognize and honor the best marketing work product developed by Utah professionals during the preceding year. The General Print category recognizes the best single printed piece (brochure, mailer, etc.). The Electronic category recognizes websites, multimedia presentations, etc. The Collateral award recognizes promotional or give-away items such as calendars, trinkets, pens, etc. The Overall Campaign award recognizes the best coordinated branding or promotional effort that includes two or more print or electronic items that share common design elements.

Winners of Marketing Communication Awards are honored at an annual honorary luncheon each December.