

The Society for Marketing Professional Services – Twin Cities Chapter (SMPS-TC) is seeking Board Member nominations for the 2025–2026 chapter year.

Nominations may be made by individuals (self-nominations are allowed) or by petition and must be received by **5:00 PM, April 15, 2025**. Individuals being nominated must be a current SMPS member for at least one year, unless approved prior by the current Board of Directors. All nominations must be submitted with the enclosed form. Please duplicate this form as necessary to submit more than one nomination.

**Positions eligible for nominations this year include:**

Executive Director: Secretary & Treasurer  
Director: Communications Chair  
Director: Communications Co-Chair  
Director: Programs Chair  
Director: Programs Co-Chair

**Current Board members returning in the 2025-2026 chapter year, include:**

**Alexa Ramsey** (Burns & McDonnell)  
Term as President  
**Samantha Doffing** (MSP Commercial)  
Term as President-Elect  
**Michele Ode** (Design Mode Marketing)  
Term Past-President  
**Ashlee Hartwig** (MBEX) Returning as  
Membership Chair  
**Sarah Godward** (PCL Construction)  
Returning as 2nd Term Membership Co-Chair  
**Michelle Haslip** (WSP) Returning as 3rd  
Term Sponsorship Chair

**TERM**

Terms of office for all positions officially commence on September 1; however, new board members will need to participate in up to two planning/transition meetings from June 1 – August 31.

Please refer to the attached pages for a list of officer and director position descriptions, you can also connect with any of our current [board members](#) to learn more.

**READY TO SUBMIT  
YOUR NOMINATION?**

Simply complete the attached form  
and send to:

**Michele Ode, President**  
P: 612.353.7381  
[michele@designmode-llc.com](mailto:michele@designmode-llc.com)

## DESCRIPTIONS OF OPEN POSITIONS

### EXECUTIVE DIRECTOR: SECRETARY/TREASURER CHAIR (2-YEAR TERM)

Looking to expand your business operations and financial management skills? The Secretary/Treasurer role offers a unique opportunity to gain hands-on experience in budgeting, financial oversight, and strategic decision-making while playing a key role in SMPS-TC's success. As the financial chairperson, you'll manage the chapter's finances using Billhighway, an organization-specific software that streamlines reconciliation, reporting, and approvals. Responsibilities include overseeing budgets, processing invoices, handling tax filings, and ensuring financial compliance. Additionally, you'll record board meeting minutes and maintain important chapter documents. This role is perfect for someone who enjoys problem-solving, organization, and leadership—a chance to develop invaluable skills while making a lasting impact on the chapter's growth.

### DIRECTOR: COMMUNICATIONS CHAIR (1-YEAR TERM)

As one of the most engaged board positions, the Communications Chair leads the Communications Committee, setting goals, managing team members, and ensuring the successful execution of the SMPS-TC communications plan. This role involves overseeing the communications team to implement a cohesive strategy across the chapter website, social media, and email marketing. It also includes managing event announcements, promotions, and program introduction presentations while developing and maintaining supporting collateral to strengthen outreach and branding. Collaborating closely with the entire board, the Communications Chair plays a vital role in enhancing the chapter's visibility and engagement.

### DIRECTOR: COMMUNICATIONS CO-CHAIR (1-YEAR TERM)

If you are a strong communicator that loves to put your creative talents to good use, this is the position for you. The Communications Co-Chair works alongside the Communications Chair to manage and implement SMPS-TC communications. This role collaborates with the entire board to support the success of our chapter. Responsibilities includes website and social media management, event announcements and promotions, and program introduction presentations and supporting collateral. *(This one-year term position is highly encouraged to apply for the Communications Chair role the following year.)*

## DIRECTOR: PROGRAMS CHAIR (1-YEAR TERM)

If you are passionate about knowledge-sharing and committed to advancing the professional development of AEC marketers and business developers, this role is for you. As Programs Chair, you will lead the planning and execution of high-quality programs that deliver engaging and relevant educational experiences throughout the year. A key responsibility of this role is leading the summer program planning meeting, working closely with the board to establish a strategic vision for the year's events. Once the event lineup is determined, the Programs Chair oversees logistics, collaborating with Program Champions to ensure effective planning, coordination, and communication. The ultimate goal is to deliver successful and impactful programs that provide value to members and contribute to the chapter's growth. This is a unique opportunity to shape the chapter's programming, foster meaningful connections, and enhance professional development within the AEC community.

## DIRECTOR: PROGRAMS CO-CHAIR (1-YEAR TERM)

As Programs Co-chair, you will support the Programs Chair in planning and executing engaging and high-quality programs throughout the chapter year, with the expectation of stepping into the Chair role the following year. Responsibilities include assisting in organizing educational events, participating in the summer program planning meeting to help shape the annual event lineup, supporting Program Champions with program planning, negotiations and logistics, and ensuring the smooth execution of our programs. This role provides a valuable learning experience for those looking for a leadership position on our board. *(This one-year term position is highly encouraged to apply for the Programs Chair position at the end of the one-year term.)*

**All board members are expected to attend monthly board meetings, programs and other chapter events. They are also responsible for submitting a monthly board report to the Executive Team, and to file applicable reports with SMPS national.**

### Important Update for Board Applicants: SMPS Fiscal Year Change

SMPS National has announced a transition to a new fiscal year, which will impact chapter board terms. For those applying for board roles, this means that terms beginning on September 1, 2026, will be extended by four months, concluding on December 31, 2027, instead of August 31, 2027.

## ELIGIBILITY REQUIREMENTS

To qualify for a position on the Board, you must meet the following requirements:

- To be eligible for election as the Secretary, Treasurer, or Director, the individual must be a Regular or Distinguished Life Member and must have been such a member for one year as of the date his or her term commences, unless approved by the current Board of Directors. No individual may hold more than one Directorship at any time.

Also, the SMPS Twin Cities Chapter asks that applicants:

- Have the endorsement of their firm
- Be committed to the [SMPS Mission](#)
- Be willing to devote a minimum of 5-10 hours per month to SMPS
- Be willing/available to attend monthly board meetings, programs, and other events
- Be a team player and contribute personal and professional qualities that complement those of other board members
- Become knowledgeable about current goals and issues of importance to the Chapter
- Be committed to advancing the interests of the Society and the Chapter
- Be willing to place SMPS's purpose and interests above your own professional and personal interests when making decisions as a board member
- Be committed to collaborating and having fun with fellow board members



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[www.smps-tc.org](http://www.smps-tc.org)

## NOMINATION FORM

Desired SMPS Twin Cities Board Position: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Nominated By: \_\_\_\_\_

Brief Bio:

Statement of Interest and Eligibility:

Submit To: Michele Ode, President  
[michele@designmode-llc.com](mailto:michele@designmode-llc.com)

ALL NOMINATIONS ARE DUE NO LATER THAN  
5:00 PM, APRIL 15, 2025