



SMPS Missouri Valley Regional Conference 2019

April 3–5, 2019 | Kansas City

About the Conference

The Missouri Valley Regional Conference (MVRC) is a bi-annual regional conference focused on providing professional development opportunities for business development and marketing professionals in the A/E/C industries. The conference targets marketing and business development professionals at all levels of their careers from entry-level to principals. Through dynamic networking and educational programs, 125+ attendees will learn successful practices and will be inspired to deliver superior results for their firms.

The conference is hosted by five SMPS Chapters: Kansas City, Nebraska, Ozarks, St. Louis, and Wichita.

Location

The Fontaine Hotel on the Country Club Plaza
901 W 48th Place
Kansas City, MO 64112

Pricing

\$525 Early Bird Rate Before February 1	\$75 Wednesday Night Only
\$600 Regular Registration	\$120 Thursday Night Only
\$100 Student Registration	

Registration opening soon!

**SMPS Members can receive up to \$150 off Full Registration*

Why Attend?

- Identify new business and partnering opportunities... and firm up those you already have.
- Differentiate your firm before someone else does. Gain cutting-edge data, best practices, benchmarks, and marketing and business development ideas—information not available anywhere else—to position your firm more solidly in the A/E/C marketplace.
- Extend your sales force by building critical relationships and contacts among attendees from firms across the region.
- Secure business intelligence—discover what others know about upcoming projects and opportunities to win work or make new connections.
- Up to 11 CEU Credits are available.

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Wednesday, April 3

1:00 pm - 2:50 pm	Chapter Leaders Forum SMPS HQ Staff	
3:00pm - 5:00pm	MAX Sessions	
	The Art of Influence & Negotiation Maisha Christian Hagan <i>Beauty & The Boss</i>	It starts with you. Crush your fears and improve your skills. Dena Wyatt <i>Marketing Evolutions</i>
	Business Development Like a Secret Agent Victoria Mechtly <i>Tepa</i>	Ignite Creativity Sue Mosby <i>Infinium</i>
	The Pitfalls & Purpose of Passion Barbara Shuck, FSMPS, CPSM <i>TankGirl Marketing</i>	Client Debriefs: Differentiate Your Firm from the Competition Gabe Lett <i>Allgeier, Martin & Associates</i>
	Networking Like a Rockstar Lindsay Young, MBA, CPSM <i>nu marketing</i>	Building Your Brand Through Video Lane Odle <i>Dotted Line Marketing</i> Megan Peters <i>August Light Studio</i>

Thursday, April 4

8:00 am – 10:00 am	Opening Keynote Building Relationships that Inspire Trust Mike Allison, MPA <i>Henry W. Bloch School of Management at UMKC</i>	
	Business Development	Marketing
10:20 am – 11:50 am	How to Transform Your Firm’s Hit Rate Through Marketing Leadership Peggy Amor, CPSM <i>Affinis Corp</i> Rick Worrel, PE <i>Affinis Corp</i>	The Basics of SEO (Search Engine Optimization) Ben Seidel <i>Igniting Business</i>
1:30 pm – 3:00 pm	Technical Staff and Marketing: A Marriage Made in Heaven (or Hell)? Dierdre Gilmore <i>TankGirl Marketing</i> Andrew Gilmore, PE <i>Carollo Engineers</i>	Writing Champions: Editing and Proofreading for Better Proposals Jen Hebblethwaite <i>Graceworks</i>
3:20 pm – 4:50 pm	Empathy & Energy: The Neuroscience of Better BD Joe Masi <i>Graceworks</i>	The Power to Imagine Better Philip Bressler <i>Latch Consulting</i>

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Friday, April 5

	Business Development	Marketing
8:30 am – 10:00 am	The Elevator Pitch is Dead: Why Ideas Are Adopted Not Sold Shane Brethowr <i>Overflow</i>	Prime or Sub - Writing the Rules to be the Best Teaming Partner EVER! Donna Corlew, FSMPS, CPSM <i>C*Connect</i> Frank Lippert, FSMPS, CPSM <i>Go Strategies</i>
10:20 am – 11:50 am	Be Together. Not the Same. Ideas to Help Grow Your Technical Staff into Business Developers. Jana Monforte <i>Wallace Engineering</i> Sarah Appleton, PE, SE <i>Wallace Engineering</i>	Get to the Table: Transform Your Business Robin Broder, CPSM <i>Henderson Engineers</i> Erica Jones <i>MMC Corp</i>
12:00 pm – 1:00 pm	Closing Keynote Behind the SMPS Rebrand Michael Geary, CAE <i>SMPS Headquarters</i>	

Keynote Speakers



Mike Allison, MPA

Henry W. Bloch School of Management at UMKC

Mike Allison is a professor and Bloch Executive Education instructor within the Henry W. Bloch School of Management at UMKC. Mike also serves as a leadership coach for numerous organizations across the Kansas City-area. Prior to his current academic and coaching focus, Mike accrued nearly 20 years of healthcare IT leadership experience working at Cerner Corporation.



Michael Geary, CAE

SMPS Headquarters

Michael V. Geary, CAE, is serving as the CEO of the Society for Marketing Professional Services and the SMPS Foundation. Michael has nearly thirty years of association management and organizational development experience. He is a graduate of the University of Florida and earned the designation of Certified Association Executive (CAE) from the American Society of Association Executives in 2000.