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Marketing Professionals Converge on St. Louis for the Missouri Valley Regional Conference in April

St. Louis, MO – For decades St. Louis has been known as the Gateway to the West. For the upcoming Missouri Valley Regional Conference (MVRC), St. Louis will become known as the “Gateway to Success.”

On April 5-7, St. Louis will welcome Architecture/Engineering/Construction (A/E/C) industry professionals from St. Louis, Kansas City, Nebraska, Wichita and the Missouri Ozarks in marketing and business development. These participants will network receive training from top professionals in the industry during this year’s three-day conference at the Hyatt Regency St. Louis at The Arch.

MVRC is proud to welcome St. Louis native, Maxine Clark, founder of Build-A-Bear Workshop and Teach for America Chair, as one of the conference’s keynote speakers. Clark is a true innovator in the retail industry. Throughout her career, she has leveraged her ability to spot emerging business trends and keen consumer insights to propel herself to success and to develop into a leader and mentor. Clark will address conference speaking about “Customer Centered Leadership” to an anticipated 100+ audience on Thursday, April 6.

“We are extremely proud, honored and excited to have Maxine Clark speaking at this year’s SMPS Missouri Valley Regional Conference,” said Amanda Payne, MVRC Co-Chairman. “We feel her message will resonate among those attending the conference motivating them to enhance their knowledge of marketing trends in the industry and grow their network throughout the three-day conference.”

Also this year, MVRC welcomes Michael Geary, the CEO of SMPS, as a keynote speaker on Friday morning. He’ll speak to many SMPS members and conference attendees about the key factors of success and the future of SMPS. Mike will also facilitate a new Chapter Leaders Workshop for SMPS volunteers. With more than 20 years of management experience, Geary has served as president and chief executive officer at AmericanHort, the horticulture industry’s trade association; the executive director of the independent American Institute of Architecture Students and the senior director for the National Association of Home Builders.

The conference also features eight MAX sessions, which are short 15-minute motivational presentations, and a compelling mix of eight breakout sessions. Evening social networking events hosted in Downtown St. Louis at HOK and Kemoll’s Top of the Met round out the conference experience.

Visit mvrc2017.smeps-stl.org/ for more information about the conference regarding session topics, events going on throughout the conference and additional details.

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About the Society for Marketing Professional Services

The Society for Marketing Professional Services (SMPS) is the only marketing association offering A/E/C professionals the network, knowledge, and training to build business. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers. SMPS represents a dynamic network of 6,300+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms. The Society and its chapters benefit from the support of 3,650 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.

