

2025 November/December The Marketer President's Message

The Power of Imagination

Not only are we about to close out 2025, but SMPS is also about to close out the first full term of our new fiscal year, which is now aligned with the calendar year. That means the current Society board has been in place since September 1, 2024, or almost 16 months, to make this realignment happen...but we're not done yet. Now, we have to get the chapters on the same schedule as well, so the new chapter boards that started their terms on September 1, 2025, will remain in their positions until December 31, 2026, to align with the Society bylaws. What is this new class of presidents calling themselves? *The Extended Deadline!* I appreciate that they have embraced the extra time. I know it's a lot to ask. However, this realignment was undertaken with a vision of the future in mind.

The vision of the Society is ideated through our mission and vision statements and operationalized through our strategic plan. As we close out 2025, we also successfully wrap up the current strategic plan and look toward the future. Stay tuned for details on our new strategic plan, to be released in early 2026.

According to Merriam-Webster, one of the definitions of vision is '*the act or power of imagination*'. I have seen how the power of imagination manifests itself in SMPS through the member-driven webinars and conference presentations throughout the year, the student lives touched by the scholarships provided through the Foundation, the numerous opportunities to help members in need through support from the chapters, regionals, and HQ, and our focus on educating and advancing AEC Growth Professionals. The vision for the Society is more than words. The vision is active, living, and transforming how we do business, interact with each other, and elevate our firms.

As I close out my term as Society president, I am humbled to be surrounded by industry professionals at HQ, the board, and chapters who understand the power of collaboration, teaching, and learning. Thank you for continuing to activate the vision of SMPS every day. The association is better because of you.

Byline: *Dr. Paula Stamp is the Founding Principal at Geaux Consulting Group, which is a consultancy practice dedicated to providing strategic guidance and innovative solutions to professional services clients. Dr. Stamp brings a rich background and a proven track record of success with professional services firms such as those in the architecture, construction, engineering, financial services, distribution, and legal sectors. With extensive experience in building and leading high-performing teams and complex project pursuits, she is known for her exceptional leadership skills and ability to foster a culture of collaboration and excellence. Her strong client relationships and commitment to delivering value-driven solutions have earned her a reputation as a trusted advisor and partner.*