



Agenda

SMPS New Member Breakfast

Introductions

- Name
- Firm
- Role
- Why did you join SMPS?
- What do you hope to learn or gain through SMPS?

Exclusively For You: Member Benefits

- Website
- MySMPS app
- Lending Library
- Mentoring Program

Who's Who: The Organization

- Leadership Team (Board)
- Committee Leadership
- Finding Other Members (MySMPS)

Maximizing Membership: Get Involved

- Committees
- Match your goals with SMPS need (win-win);

Dominate Through the Domains: Gap Analysis

- What are the Domains of Practice?
- Gap Analysis discussion
- Discuss one marketing challenge you currently face

Next Steps

- Who are you going to have coffee with next?
- What's the next event you are attending?

Final Q&A