

PRESSRELEASE

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For Immediate Release

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The St. Louis Chapter of the Society for Marketing Professional Services (SMPS) presented Peckham & Wright Architects, Inc. with a 2nd Place Award for the design of a Direct Mail Campaign (postcard created for the firm's holiday mailing) at the 2010 Archie Awards Ceremony held Tuesday, June 8th at the Mildred Lane Kemper Art Museum in St. Louis, Missouri. Additionally, the firm was awarded a 2nd Place Award for Specific Project Marketing for marketing materials created for the Eco Schoolhouse at Grant Elementary School in Columbia, Missouri.

The Archie Awards recognize excellence in marketing communications by professional service firms in the design and building industry. This competition occurs every two years and is an opportunity for marketers of professional services to tell their firm's story and be recognized by their peers, clients and employees. Entries were received and judged in eight different categories, with five 1st place winners, four 2nd place winners and three honorable mentions handed out.

SMPS is a non-profit, national association that brings together business developers, marketers, owners, clients, and principals in the design and building industry. The St. Louis chapter serves the local A/E/C industry through its monthly educational and client development meetings. Recent chapter events include seminars on social media and best practices for marketing and business development.

SMPS was formed in 1973 in St. Louis by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to create business opportunities. Today, the national association has a membership of more than 6,100+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada.

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