



JOIN US FOR THE 2025-2026 SMPS-NY MENTORSHIP PROGRAM

WHETHER YOU HAVE SKILLS TO TEACH OR GAPS IN YOUR KNOWLEDGE, THERE IS SOMETHING IN THE PROGRAM FOR EVERYONE.

In its seventeenth year, the program is the embodiment of the commitment of SMPS New York to assist AEC marketers in their personal growth and professional development. Professionals at all stages of their career should consider participating as protégés or mentors.

ABOUT THE PROGRAM

The Mentorship Program follows the Chapter's annual schedule from September of the current year through July of the following year. Protégés are paired with a mentor by the Program Chairpersons and these pairs commit to meet on a regular basis. At a minimum, each pair must meet face-to-face on a monthly basis starting in September. Typically, most pairs meet or are in contact with each other much more often than that. While it is necessary to recognize and understand the needs of both parties in their pairing, the priority in the mentorship relationship is the career development of the protégé and mentors are there to present the possibilities and help the protégés discover, establish, and attain their goals.

MEET YOUR CHAIRS



Jeffrey Taub, FSMPS, CPSM
Senior Vice President
AKRF



Julie Pampuch
Managing Principal
WB Engineers+Consultants



ADVICE FOR MENTORS AND PROTÉGÉS

ELIGIBILITY

PROTÉGÉS Marketing Professionals who are currently in positions at firms in the AEC industry and have a minimum of two years professional experience are eligible to be protégés. Current SMPS members will be given preference, though non-members are encouraged to apply.

MENTORS Mentors must be senior-level marketing or business development professionals with a minimum of eight years experience at AEC industry firms.

APPLICATIONS & PAIRING PROCESS

Prospective mentors and protégés must complete the simple application form attached and submit it along with a current resume. Refer to the schedule that follows for the application deadline. The application and resume should include work history, educational background, special skills, interests and relevant biographical information that could aid in the pairing process. The program Chairpersons review the applications and match mentor/protégé pairs based upon their needs, background, and career tracks. Following the matching process, individual applicants receive notification that they have been accepted into the Program and with whom they have been matched. Every effort is made to accept all eligible entrants into the program, but acceptance cannot be guaranteed. Acceptance depends upon the number of mentors and protégés who apply and the ability of the Chairpersons to make beneficial and appropriate pairings.

Protégés and mentors will meet together for the Program Kick-Off and Orientation Session in September. Each pair is required to meet face-to-face on a monthly basis starting in September, with the Orientation Session normally counting as the first meeting. The one hour-long face-to-face monthly meeting is a minimum requirement and more meetings, phone conversations, or other contacts are encouraged. Additional group sessions will be scheduled during the program year. Please keep in mind that this is a serious commitment for both the protégé and the mentor.

No matter where you are in your career, you can gain career insight and important benefits from participating in a mentor/protégé relationship with a fellow professional!



2025-2026 PROGRAM SCHEDULE

WHEN

WHAT

July 2025

Applications are due August 8, 2025

August 2025

Mentorship Program Chairs will evaluate applications and pair mentors and protégés.

September 2025

Mentors and protégés notified of pairings.

Early September 2025

Program Kick-Off Meeting and Orientation.

September 2025 to July 2026

Mentor/protégé pairs should meet (minimally) in monthly face-to-face sessions. Program Chairs will follow up on a regular basis to see how pairs are progressing.

Group Get-Togethers such as guest speakers, workshops, discussion sessions, brown bag lunches, or breakfast programs will be held during the course of the year in an easily accessible midtown location. Protégés and mentors are encouraged to submit program ideas.

July 2026

“Graduation” - mentors and protégés with Chairs and Chapter Leadership are presented a certificate of completion.

July 2026

End of Program and debriefing survey

ADVICE FOR MENTORS AND PROTÉGÉS

FOR PROTÉGÉS

- Potential protégés must consider their readiness and availability, as well as the commitment needed to participate in the program. If you believe a mentoring relationship would be helpful to your professional development, this is an opportunity to actively pursue and obtain guidance and advice.
- Consider how and why support and guidance from a more experienced professional will benefit you. This is not about finding a new friend or making inroads into a new company. Protégés must determine specific goals for this relationship and consider how they will apply them towards building their career.
- Although both the protégé and the mentor need to develop and nurture their relationship, the program is designed for the protégé to practice initiative and to play an active role in the partnership. **It is the responsibility of the protégé to contact their mentor and set up the required monthly face-to-face meetings.**
- Your mentor will make a commitment to your professional development. Therefore, kindly respect the sacrifice of time and effort they made for you. Bring a copy of your program application form to your initial meeting in September and be prepared to discuss how you can ensure that the relationship is beneficial for both parties, and how you both can maintain expectations that are realistic and achievable.
- As the protégé you are responsible for taking the lead with your mentor in determining the issues to be discussed at future meetings. We recommend that the protégé come to each meeting prepared with written questions or objectives, and an openness and willingness to accept guidance and constructive insights from the mentor. To be successful, this relationship relies upon honesty and forthrightness. Trust that your mentor has your best interests in mind.

FOR MENTORS

A mentor is defined as any professional who can share personal insights, provide guidance and support to help establish and reach the protégé's professional goals. The mentor can often serve as teacher, sponsor, coach, supporter, counselor, and role model. Potential mentors must consider their readiness and availability to be a mentor.

- Be honest and consider what will be required in terms of time, effort, and openness. A mentor must be willing to be available to a protégé at least once a month for a face-to-face meeting.
- Be clear about your expectations of the relationship. If you are not sure yourself, the protégé will undoubtedly get mixed messages from you.
- Prepare the agenda for the initial meeting (e.g., introductions, experience/situations, examples of future goals). Request that your protégé come to your first meeting equipped with goals for the relationship. As the more seasoned professional, the mentor must ensure that this initial meeting is productive. It will set the stage for productive goal-oriented monthly meetings.
- Work with the protégé to clearly define the roles, expectations, and outcomes for each of you. Let the protégé know what you can and are willing to give to the relationship.
- As appropriate, mentors should take every opportunity to include the protégé in formal and informal SMPS-NY events and meetings.

Note: There is the possibility of an undesirable mentor/protégé pairing where individual expectations cannot be met for various reasons. If this happens, please contact the program chair.

Questions about the SMPS-NY Mentorship Program should be directed to
Jeffrey Taub at jtaub@akrf.com or 646-388-9857.



MENTOR APPLICATION

Name:

Company:

Job Title:

Email:

Phone:

How long have you been involved in marketing professional services?

What are your current responsibilities?

What areas of industry expertise would you like to share with a Protégé?

Development of Marketing
Materials

Networking

Writing/Editorial

Graphic Design

Business Development

Public Relations

Research

Database
Management

Proposal Production

Website Development

Presentations

Other: _____

What types of personal and professional qualities would you prefer in a Protégé?



MENTOR APPLICATION

What do you hope to gain from mentoring a Protégé?

Describe your past experience, if any, as a Mentor.

Do you have any special needs or requirements?

I am able and willing to spend a minimum of one hour per month in a face-to-face meeting with my Protégé

Signature:

Date:

HOW TO SUBMIT YOUR APPLICATION

Email your completed application and resume to Jeffrey Taub at jtaub@akrf.com by August 8, 2025. Any questions can be directed to Jeffrey via email or phone at 646-388-9857.



PROTÉGÉ APPLICATION

Name:

Company:

Job Title:

Email:

Phone:

What do you hope to gain from participating in the SMPS mentoring program?

How long have you been involved in marketing professional services?

What are your current responsibilities?

Where do you see yourself in 5 years?



PROTÉGÉ APPLICATION

What are your professional goals?

Which segment of the AEC industry interests you? (For instance, architecture, engineering, construction, interior design, other?)

What are the challenges of your current position?

What types of personal and professional qualities would you prefer in a Mentor?

List your top wants, needs, goals, objectives for your career development (no more than 10).



PROTÉGÉ APPLICATION

Is your firm aware that you are participating in a formal mentoring program?

Do you have an special needs or requirements?

**I am willing, able and committed to:
Take charge of my mentor relationship
Spend a minimum of 1 hour per month in a face-to-face meeting with my mentor**

Signature:

Date:

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