



PETER ASHTON LYON, FSMPS, CPSM
SCHOLARSHIP APPLICATION
2025 SOUTHEASTERN REGIONAL CONFERENCE

ABOUT SMPS

The Society for Marketing Professional Services (SMPS) was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses. Today, SMPS is the only association that brings together 7,000+ business development and marketing professionals from the architectural, engineering, planning, interior design, and construction industries, representing over 3,700 firms in North America.

We believe in **Business Transformed Through Marketing Leadership**. Through networking, educational opportunities, and industry-leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. On top of that, SMPS offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

ABOUT PETER ASHTON LYON, FSMPS, CPSM

Peter Lyon was a treasured member of our SMPS family and a mentor to many in our industry. Peter joined SMPS in 1979 and transitioned to Emeritus Member status in 2017 after retirement. Peter began his service to SMPS in the Atlanta Chapter in 1982. Peter served as President of both the Atlanta and Central Florida chapters. He was one of the major forces behind the SMPS Southeastern Regional Conference (SERC) launch and chaired the first two SMPS SERC events (1984-85 and 1988-89). The SERC held a special place in his heart, and it's no surprise that he returned from his retirement to volunteer at our registration/information desk, helping manage the record number of attendees at our growing conference.

CRITERIA & GUIDELINES

Recognizing the need to provide current chapter members with an additional opportunity to pursue ongoing professional development, SMPS Atlanta offers a scholarship to cover the registration fee for the 2025 conference.

SMPS southeast chapters organize this event each year, bringing together hundreds of A/E/C professionals for three days of learning in one of the participating Chapter cities. The conference provides interactive workshop and lecture-style educational sessions, as well as keynote sessions for learning and includes networking opportunities designed to grow and strengthen your industry relationships.

The scholarship applicant must meet the following criteria:

- A current member in good standing of SMPS Atlanta of at least one year.
- SMPS Atlanta Board members are not eligible to enter.

SUBMISSION INFORMATION

1. Completed applications must be submitted no later than December 15, 2024. Incomplete applications will not be considered.
2. Email submission information to eric.keens@jedunn.com.
3. The scholarship recipient will be notified of the award in January 2025. Applicants will only be notified if they are awarded the scholarship.
4. Scholarship funds shall be used only for registration for the 2025 SMPS SERC.
5. Questions? Contact Eric Keens at eric.keens@jedunn.com.

JUDGING

Submissions are judged by an independent panel of industry professionals.



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First name _____ Middle initial _____ Last name _____

Firm name _____ Title _____

Street address _____

City _____ State _____ Zip _____

Telephone number _____ Email address _____

List your awards/honors/personal and professional achievements.

Attach a clear and concise narrative addressing the following topics in the order listed. The narrative should not exceed more than two pages (8.5 x 11) in length.

1. Peter Lyon embodied a spirit of generosity and kindness. How do you manifest these same attributes personally or professionally?
2. Describe your involvement with SMPS. How has SMPS benefitted you both professionally and personally?
3. What skills do you want to gain from attending the Southeastern Regional Conference?
4. How would this scholarship impact you and your career goals?

I certify that the information contained in this application and narrative is true. If awarded this scholarship, I understand the funds will be paid by SMPS Atlanta for my SMPS Southeastern Regional Conference Registration.

Applicant Signature _____ Date _____