



Society for Marketing  
Professional Services

**Memorandum of Agreement**  
**Society of American Military Engineers and Society for Marketing Professional Services**

The terms and conditions outlined in this Memorandum of Agreement will guide the Society of American Military Engineers (SAME) and the Society for Marketing Professional Services (SMPS). Its execution recognizes the intent of both organizations to form a strategic alliance to facilitate collaboration, education and information sharing to provide professional development for SAME members involved in marketing the architecture, engineering, and construction services to the Department of Defense and other federal, state, and local public agencies. No money will be exchanged with this partnership.

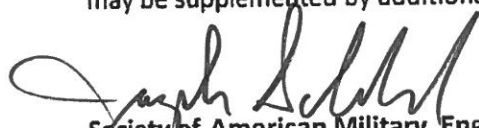
**Conferences:** SAME and SMPS agree to market each other's annual conferences through various media sources on request. Both parties agree to consider opportunities for participation in respective conferences when appropriate.

**Education & Training:** SAME and SMPS agree to link their respective continuing education courses to their education web pages. SAME agrees to host SMPS educational courses for its members, subject to positive feedback from attendees through course evaluations. Any instructors provided by SMPS should have expertise in marketing to the Federal government and DOD in particular. SAME and SMPS agree to collaborate on course content.

**Chapter/Post Collaboration:** SAME Posts and SMPS Chapters are encouraged to collaborate by having joint meetings and hosting education sessions for members of both associations.

**Membership:** SAME and SMPS agree to allow members of their associations to register at the member rate, regardless of membership status, for each other's conferences and continuing education sponsored or hosted at the national level.

**Term of Memorandum of Agreement:** SAME and SMPS both agree that this memorandum is effective as of the date of signing by the Executive Director of each association and shall continue until either or both parties, with 90 days written notice, declare it null and void. This agreement may be supplemented by additional operating agreements to be signed by the parties to this MOA.

  
Society of American Military Engineers  
Brig. Gen. Joseph Schroedel, P.E., F.SAME  
Executive Director

5/15/17  
Date

  
Society for Marketing Professional Services  
Michael Geary, CAE  
Chief Executive Officer

5/15/17  
Date