



sm^{ps}

Missouri Valley
Regional Conference

2026 SMPS MVRC

APRIL 8-10
BENTONVILLE, AR

*Shred
the
Trail*

sm^{ps}

Missouri Valley
Regional Conference

2026 MVRC SPEAKERS



Carla Johnson
Think Labs LLC



Andy Core
Core Change Institute



Katie Cash
Smartegies



Chad Clinehens
Zweig Group



Steve Gallo
Reputation Ink



Rohan Jawali
Joist AI



Sarah Kinard
SMPS HQ



Kelli Kramer
Olsson



Ying Liu
Zweig Group



Tully Mahoney
Stantec



Dan Purschwitz, CPSM
Freese and Nichols



Kelly Riggs
Business LockerRoom, Inc.



Duncan Robertson, CPSM
Tamarack Grove Engineering



Barbara Shuck, FSMPS, CPSM
Everest Marketing Services



Brian Sielaff
Tamarack Grove Engineering



Jennifer Wasinger
Freese and Nichols



Jane Ziegler
Laneshift





smps | MVRC

WELCOME!

WEDNESDAY

04.08.26

1:00 PM - 4:15 PM

PRE-CONFERENCE WORKSHOP

*FROM INSIGHT TO IMPACT: STRATEGIC MARKET RESEARCH
& BUSINESS DEVELOPMENT FOR AEC MARKETERS
WITH CHAD CLINEHENS AND YING LIU*

THE RECORD, SOUTH

SPONSORED BY ZWEIG GROUP
***SEPARATE TICKETED EVENT**

3 CEUs

12:30 PM - 5:00 PM

REGISTRATION

THE RECORD, NORTH

5:00 PM - 7:00 PM

WELCOME RECEPTION

THE LEDGER BAR & TERRACE

240 SOUTH MAIN STREET

SPONSORED BY TERRACON / GARVER

#SHREDTHETRAIL

**SHARE YOUR FAVORITE CONFERENCE
MOMENTS ON SOCIAL MEDIA!**

**TAG SMPS MVRC AND #SHREDTHETRAIL
ON LINKEDIN, FACEBOOK AND INSTAGRAM!**



PART 1 THURSDAY

04.09.26

8:00 AM - 9:10 AM

BREAKFAST & WELCOME

GABE LETT, MVRC CHAIR

STEPHANIE ORMAN, BENTONVILLE MAYOR

JANE ZIEGLER, LANESHIFT

THE RECORD, NORTH

0.5 CEU

9:10 AM - 10:40 AM

OPENING KEYNOTE WITH CARLA JOHNSON

ALL ATTENDEES

APPLIED CURIOSITY: THE HIDDEN POWER

BEHIND BREAKTHROUGH IDEAS

THE RECORD, NORTH

1.5 CEUs

10:40 AM - 11:00 AM

BREAK WITH EXHIBITORS

11:00 AM - 12:00 PM

1. MARKETING TRACK: *PROJECT STORYTELLING FOR
AEC FIRMS: WINNING PROPOSALS, PRESENTATIONS
AND AWARD SUBMISSIONS WITH STEVEN GALLO*

THE RECORD, NORTH

2. BUSINESS DEVELOPMENT: *THE ROI OF RELATIONSHIPS:
HOW TO FOLLOW UP WITH PURPOSE AND PRECISION
WITH DUNCAN ROBERTSON & BRIAN SIELAFF*

THE RECORD, SOUTH

3. LEADERSHIP TRACK: *LEADERSHIP WITH
OUR KEYNOTE CARLA JOHNSON*

THE LEDGER, ASSEMBLY ROOM

1 CEU PER SESSION

12:15 PM - 1:30 PM

LUNCH & C-SUITE PANEL DISCUSSION

ALL ATTENDEES

*INSIDE THE INFLUENCE ROOM: HOW EXECUTIVES REALLY
LEAD, MODERATED BY MARCI THOMPSON, SMPS CEO*

THE RECORD, NORTH

1 CEU

PART 2 THURSDAY

04.09.26

1:45 PM - 2:45 PM

1. MARKETING TRACK: BEYOND CHARTS AND GRAPHS: INSPIRING ACTION WITH DATA STORYTELLING WITH TULLY MAHONEY
THE RECORD, NORTH

2. BUSINESS DEVELOPMENT TRACK: CONNECT WITH CONFIDENCE: NETWORKING FOR EVERY PERSONALITY WITH DAN PURSCHWITZ & JENNIFER WASINGER
THE RECORD, SOUTH

3. LEADERSHIP TRACK: THE CAREER (R)EVOLUTION: PREPARING AEC MARKETERS FOR THE NEXT DECADE OF WORK WITH KELLI KRAMER & ROHAN JAWALI
THE LEDGER, ASSEMBLY ROOM

1 CEU PER SESSION

2:45 PM - 3:15 PM

BREAK WITH EXHIBITORS

3:15 PM - 4:15 PM

1. MARKETING TRACK: BEYOND THE PROPOSAL: HOW PURSUIT-DRIVEN EDITORIAL PLANNING SHAPES SELECTIONS WITH KATIE CASH
THE RECORD, NORTH

2. BUSINESS DEVELOPMENT TRACK: MOST EXPENSIVE DAY EVER: WHY EXPERIENCE TRUMPS EVERYTHING WITH KELLY RIGGS
THE RECORD, SOUTH

3. LEADERSHIP TRACK: TRAILBLAZING TALK: COACHING TECH TEAMS TO SPEAK HUMAN WITH BARBARA SHUCK
THE LEDGER, ASSEMBLY ROOM

1 CEU PER SESSION

4:15 PM - 6:30 PM

DINNER ON YOUR OWN

7:00 PM - 9:00 PM

THURSDAY NIGHT PARTY

THE RECORD, SOUTH

SPONSORED BY BENCHMARK GROUP / WALTER P. MOORE





sm^{ps} | MVRC

FRIDAY

04.10.26

8:30 AM - 9:00 AM

BREAKFAST

THE RECORD, SOUTH

SPONSORED BY WALLACE DESIGN COLLECTIVE

9:00 AM - 10:30 AM

WORKSHOP

ALL ATTENDEES

EMERGING TRENDS IN AEC MARKETING

WITH THE SMPS FOUNDATION

SPEAKERS SARAH KINARD AND BARBARA SHUCK

THE RECORD, NORTH

1.5 CEU

10:30 AM - 10:45 AM

BREAK

10:45 AM - 12:15 PM

CLOSING KEYNOTE WITH ANDY CORE

ALL ATTENDEES

CHANGE YOUR DAY, NOT YOUR LIFE:

FOUR MANTRAS TO BUILD INCREDIBLE

PRODUCTIVITY & QUALITY OF LIFE

THE RECORD, NORTH

1.5 CEU

12:15 PM - 12:30 PM

DOOR PRIZES AND CLOSING

THE RECORD, NORTH

**THANK YOU FOR COMING!
SEE YOU IN ST. LOUIS, 2028**

THANK YOU TO OUR COMMITTEE CHAIRS & VOLUNTEERS!

Conference Chair

Gabe Lett, FSMPS, CPSM

Horner & Shifrin

Conference Co-Chair

Sydney McDermott

McCarthy Building Companies, Inc.

COMMUNICATIONS

Jennifer Hasamear, CPSM

kapi50Creative Photography

Emily Benke

JEO Consulting Group

Lauren Helmer

SWT Design

Michelle Hilding, CPSM

HDR

Lindsay Hutton

Garver

Lisa Kimmel, CPSM

The Weitz Company

Morgan Lewis

Toth & Associates

LaLonna Walden

Toth & Associates

REGISTRATION

Megan Hinrichsen

Development Strategies

Michelle Hilding

HDR

TREASURER

Chris Lankford

Experience Fayetteville

PROGRAMS

Christina Beard, CPSM, LEED GA

Professional Engineering Consultants

Reagan Branham, CPSM

HERA Laboratory Planners

Tiffany Cartwright, CPSM

Walter P Moore

Olivia Haselwood, CPSM

Haselwood Marketing

Terry Hawley, FSMPS, CPSM

Terracon

Greg Helton

CDG Engineers, Inc.

Alyssa Krutsinger

Pulse Design Group

Bobbi Jo Lang

Olsson

Chris Lankford

Experience Fayetteville

Jennifer Lerner, CPSM

BRR Architecture

Amy Nelson

Hoefler Welker

Ellen Peniston, CPSM

Shaffer Creative

SECRETARY

Sydney McDermott

McCarthy Building Companies, Inc.

SPONSORSHIP

Lindsay Young, MBA, FSMPS, CPSM

nu marketing

Kevin Grinder

Toth & Associates

Terry Hawley, FSMPS, CPSM

Terracon

Trevor Hensley, CPSM

Crafton Tull

Gabe Lett, FSMPS, CPSM

Horner & Shifrin

Megan Wasilewski

Olsson

LOGISTICS

Marlee Youngblood

Baldwin & Shell

Maggie Butler

Crafton Tull

Greg Helton

CDG Engineers, Inc.

Emma Marsh

Allgeier Martin and Associates, Inc.

Jon Moran

Legacy Construction Management

Suzanne Small, CPSM

Olsson

Whitney White, CPSM

Turner Construction

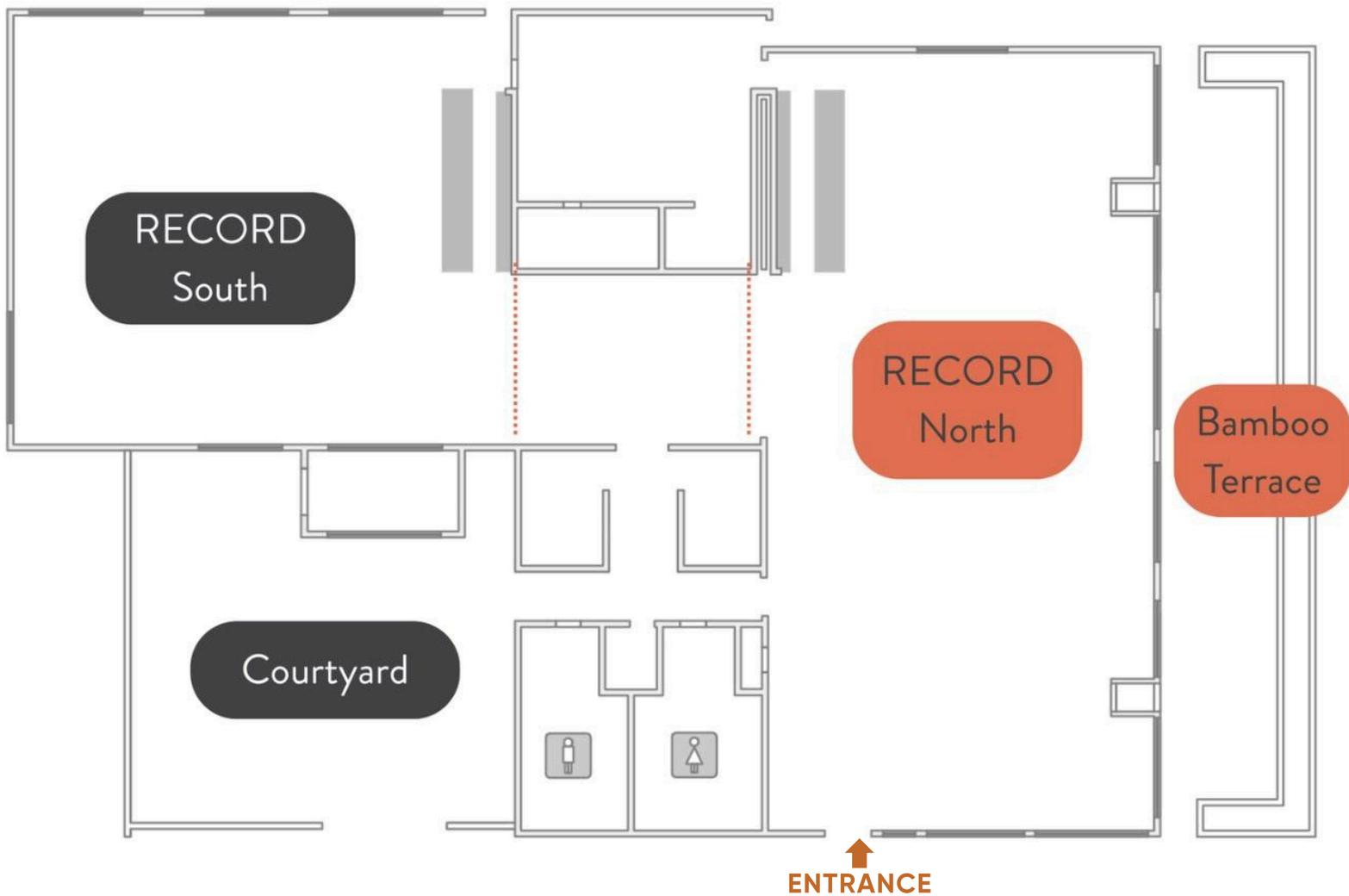
Bridgett Whitman

Cromwell Architects Engineer



MAP THE RECORD 104 SW A STREET

REGISTRATION - NORTH
WEDNESDAY PRE-CONFERENCE WORKSHOP - SOUTH
TRACK 1 - MARKETING & COMMUNICATIONS - NORTH
TRACK 2 - BUSINESS DEVELOPMENT - SOUTH
THURSDAY NIGHT PARTY - SOUTH



SW A STREET

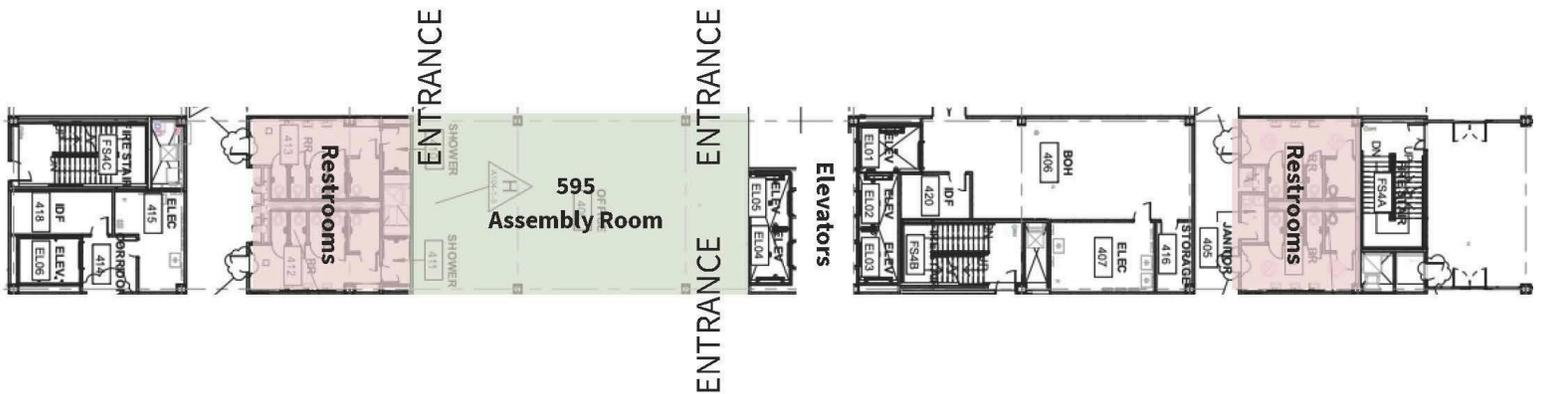


MAP

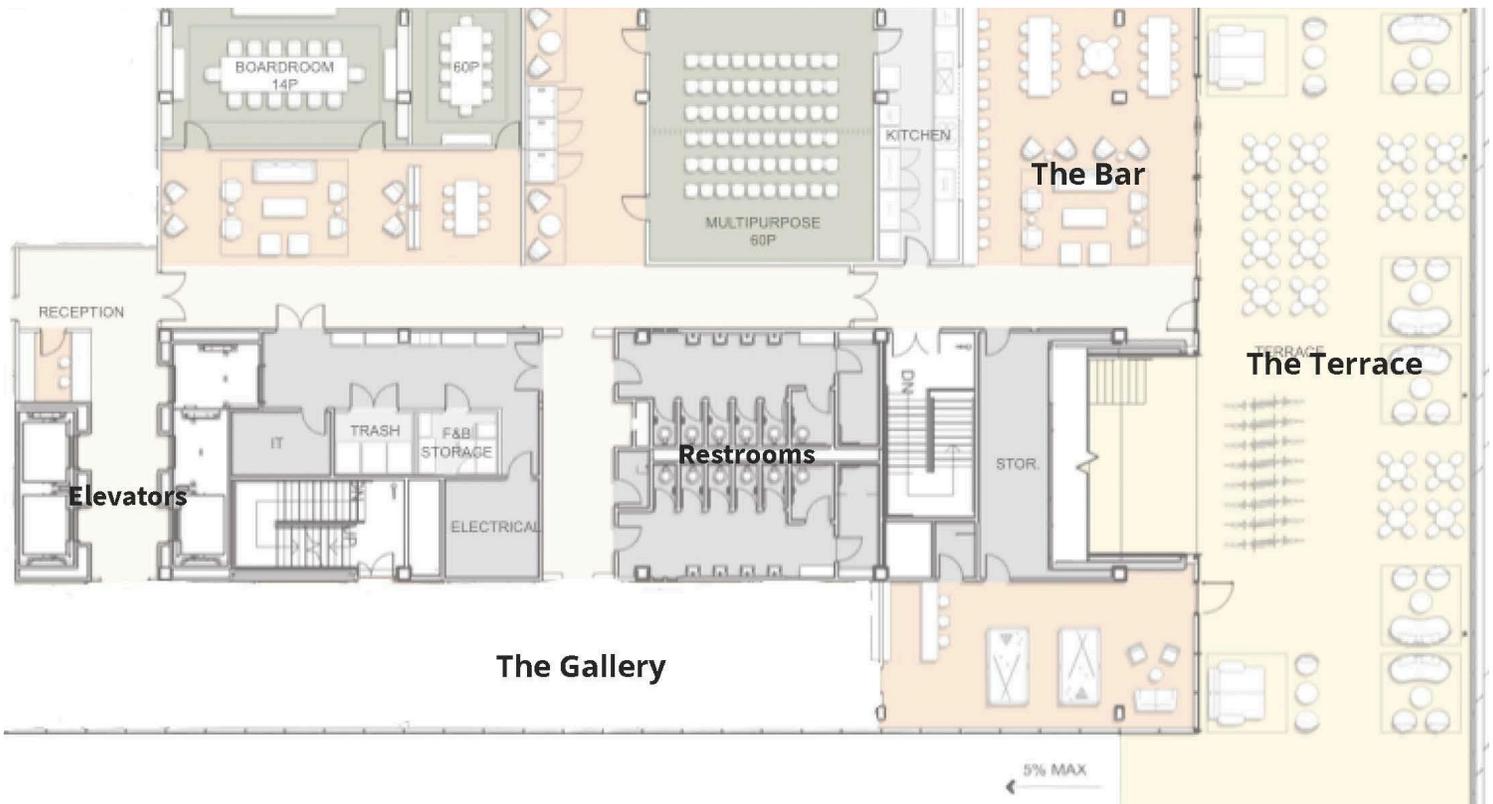
THE LEDGER

240 S MAIN STREET

Fifth Floor Map Assembly Room Track 3-Leadership Track



Sixth Floor Map Wednesday Night Welcome Reception

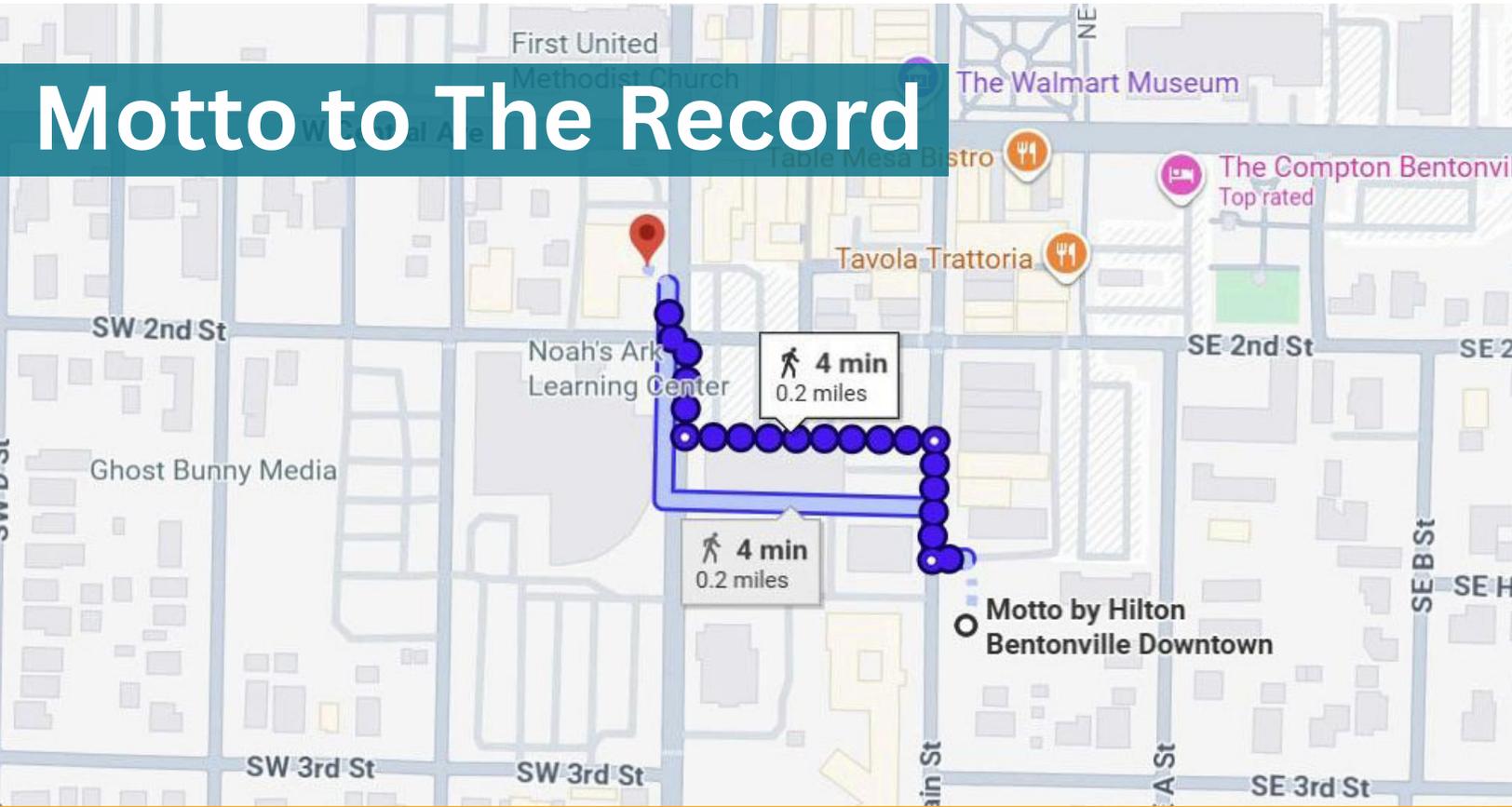




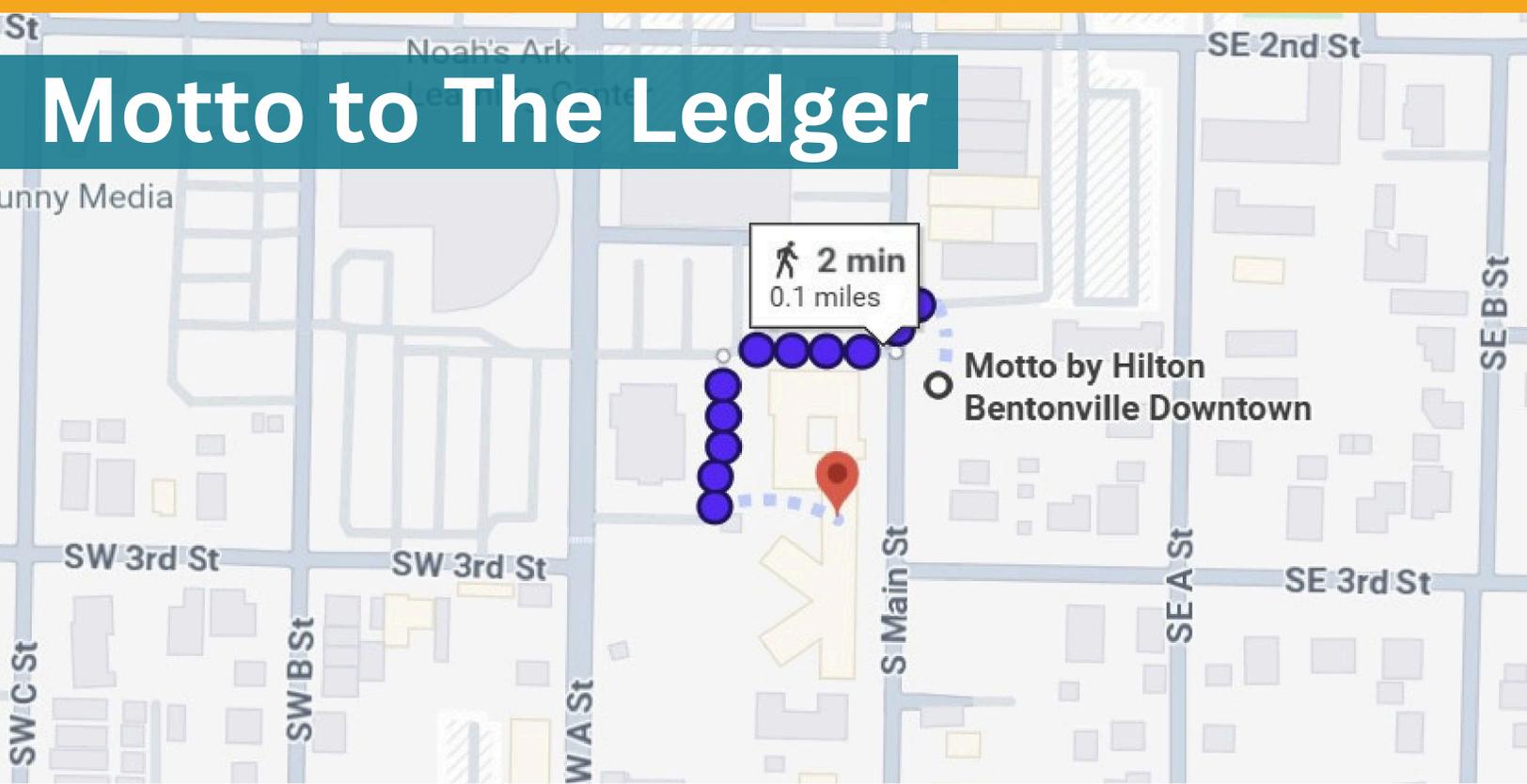
MAP

MOTTO TO VENUES (BY FOOT)

Motto to The Record



Motto to The Ledger



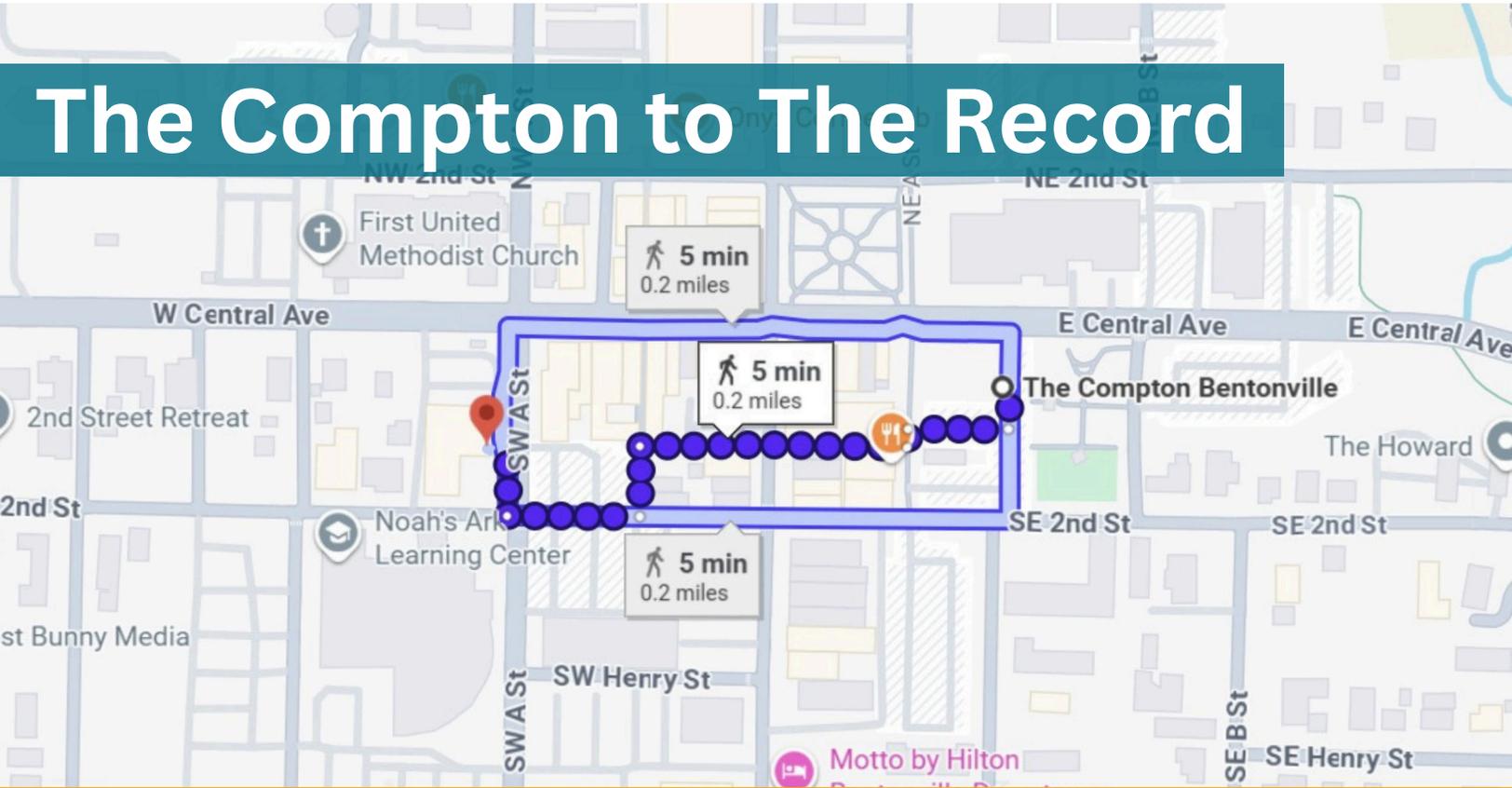


MAP

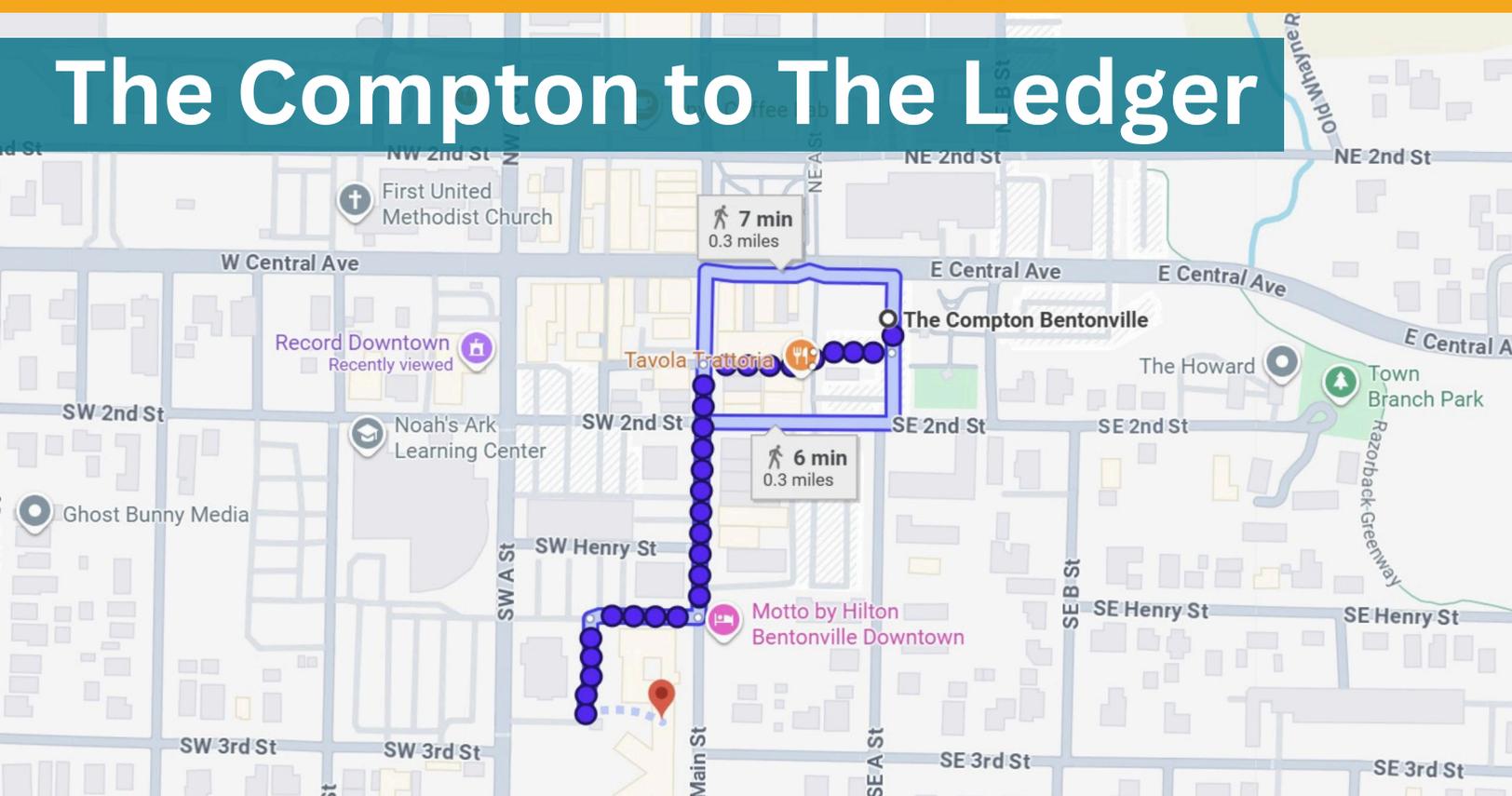
THE COMPTON TO VENUES

(BY FOOT)

The Compton to The Record



The Compton to The Ledger



EXPLORE BENTONVILLE STICKER HUNT

Welcome to Bentonville!
We are so glad you are here!

As part of your conference registration, you received a water bottle filled with goodies, including stickers. Decorate your bottle with the sponsor stickers, but leave some space for the **bonus stickers!**

The following page lists featured businesses and local favorites. If you visit any of these spots between now and Friday (or if you arrived early and already stopped by), save your receipt or ticket, or snap a quick photo.

Bring it to the check-in/registration table, and we'll reward you with a special sticker!

Gather as many stickers as possible before the conference ends, so you can leave with wonderful memories and the best-looking bottle.



BONUS STICKERS

COLLECT THEM ALL!



AIRSHIP COFFEE ON THE PORCH

810 Customer Drive

AIRSHIP AT COLER

1300 Apple Gate

AIRSHIP ON FIFTH STREET

1000 SE 5th St

AIRSHIP AT THE LEDGER

240 S Main St

AIRSHIP PUMPHOUSE

802 NW A St



BROTHERS MEETHOUSE

405 SE 5th St



COLER MOUNTAIN BIKE PRESERVE

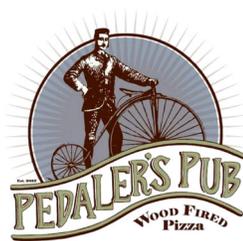
2500 NW 3rd St



COMPTON GARDENS &

ARBORETUM

312 N Main St



PEDALER'S PUB WOOD FIRED PIZZA

500 S Main St



**PEEL MUSEUM &
BOTANICAL GARDEN**

400 S. Walton Blvd

THE
Preacher's Son.

THE PREACHER'S SON

201 NW A St



TABLE MESA

110 East W Central Ave



TRASH ICE CREAM

401 SW A St #101



TUSK & TROTTER

110 SE A St



THE WALMART MUSEUM

105 N Main St



sm^{ps} | MVRC

THANK YOU TO OUR SPONSORS

