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Catherine McCullough Receives SMPS Certification
President of McCullough Landscape Architecture
Receives Distinct Honor

(February 3, 2007) SAN DIEGO, CALIFORNIA – McCullough Landscape Architecture, Inc. (MLA), a growing landscape design and planning service located in San Diego, has announced that its president Catherine McCullough has been officially designated a CPSM (Certified Professional Services Marketer) by the Society for Marketing Professional Services (SMPS).

Catherine says that “being a Certified Professional Services Marketer means being a part of something special. I am proud to be part of this elite group. It indicates my understanding the role of marketing in my business. I firmly embrace the need for continuous professional improvement through education.”

SMPS was created in 1973 by 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 association has a membership of more than 5,600 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada.

Catherine McCullough received the certification following a rigorous course of study and examination. According to SMPS, the designation demonstrates her increased knowledge in strategic market planning, market research, plan implementation, business development, and promotion and her dedication to the professional services marketing profession.

Catherine integrates her education (a degree in marketing from Fashion Institute of Design and Merchandising in Los Angeles) and business expertise (she was formerly director of marketing for Westfield's UTC mall) in her role as President/CEO of McCullough Landscape Architecture. She calls her company "young and energetic" as it grows into the commercial sector of the landscape architecture business.

The woman-owned MLA, located in San Diego's Gaslamp District, is certified by the State of California Department of General Services as a Small Business Enterprise. Over the last 12 years, company principal David McCullough has worked on projects for clients/organizations such as Centex Homes, McMillin Companies, the cities of Carlsbad and San Diego, the State of California Department of Parks & Recreation, the Navy Public Works Center and Carrier Johnson. MLA designs have won numerous awards and been featured in publications such as *The San Diego Business Journal*, *Better Homes and Gardens' Remodeling Ideas for Your Home and Garden*, *Deck & Landscape*. More information about MLA and its expertise can be found at www.mlasd.com.

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