



July 2025

Quarterly Newsletter

All your SMPS SeLA chapter news and announcements in one place.

welcome

SMPS's mission is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning. SMPS's vision is Business Transformed through Marketing Leadership. The core purpose of the society is to enrich knowledge and advance practices that build business for professional services firms. The core values that guide the behavior of SMPS are Innovation, Integrity, Life-long learning, Relationships, and Service.

Chapter Annual Theme: Piecing It All Together

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welcome

Hi SMPS SeLA Members,

As I head into the final few months of my term as President, I've been reflecting on what an incredible experience this year has been. It's been an honor to work alongside such passionate, talented professionals who truly care about growing our industry and supporting one another.

I'm especially proud of what we've accomplished together this year. We've hosted more than a dozen programs and events, connected hundreds of AEC marketers and partners across our region, and continued to strengthen SMPS SeLA as a go-to resource for marketing and business development in our industry.

And we're not done yet! We have some big events coming up to help us finish strong. I'm especially excited about our SeLABration & Awards Ceremony in August. This is always such a special night for our chapter—a chance to celebrate what we've achieved together, recognize the amazing people and projects that set the bar for excellence, and welcome our new Board. Award entries are now open, so please take a moment to nominate the work and individuals you think deserve to be honored.

We're also looking forward to our State of the State luncheon in August. This annual program features heavy-hitting representatives from various State offices sharing updates and insights on what's ahead for our region. It's a fantastic opportunity to stay informed, ask questions, and connect with peers and partners.

Thank you all for your support and involvement this year. Being part of this chapter—and serving as President—has been a very rewarding professional experience. It's been amazing to see us truly “piece it all together” as a chapter this year.

Let's keep the momentum going and make these last weeks of the term our best yet!



Jennifer

Jennifer Hanson
2024-25 Chapter President
SMPS Southeast Louisiana

Contact

jennifer@hollyandsmith.com

RECAP of recent events

May

City Park Master Plan

Our luncheon with Rebecca Dietz from New Orleans City Park was truly engaging. She shared a fascinating look at the park's history—much of it new to many of us—and gave us a preview of the ambitious master plan for its future. It's inspiring to see how far the park has come and where it's headed. Rebecca was an excellent speaker who kept the room involved, and the number of questions showed just how interested everyone was.



Past Presidents' Lunch

The Past Presidents' Lunch is a chance for all past presidents and the current board to get together to socialize and share old war stories from boards past. The second annual lunch went off without a hitch with good food and good company.



June



Bring on the Traffic

Our sold-out session with Get Online NOLA delivered practical, actionable tips for engaging potential clients online and driving traffic to our websites. Their insights on social media and SEO gave us all a clear roadmap for moving in the right direction. Thoughtful questions throughout the presentation sparked great dialogue and knowledge-sharing among attendees

July

Engage and Exchange: Interior Design

Wrapping up the Engage and Exchange series in New Orleans, we spoke with a few interior designers about their place in the design and construction industry. Mary Gilmore with Campo, Florencia DeRoussel with Within Studio, and Mary Mowad Guiteau with Holly & Smith Architects shared their lives and experiences with us, inspiring us along the way.



register now



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SELABRATION & AWARDS CEREMONY

Celebrating the Work That
Builds Our Industry

08.21.2025 5:30PM Lula Distillery

It's not too late to enter our annual awards competition!

Our **Communication Awards** recognize outstanding marketing campaigns, while our **Achievement Awards** honor the people and firms making an impact through leadership and community outreach.

*Projects from the last three years are eligible. **Submit your entry by July 29.***

Winners will be announced at our **SeLABration & Awards Ceremony** in August.

Find more information and enter today!

smpssela.com/meetinginfo.php?id=476



CALENDAR of events

DON'T
MISS OUT!

JULY



Baton Rouge Happy Hour

July 23 • 4:00 to 6:00 PM

The Bulldog Baton Rouge
4385 Perkins Rd, Baton Rouge



Summer Marketing Soiree

July 30 • 4:00 to 6:00 PM

NOLA Brewing & Pizza Co.
3033 Tchoupitoulas St, New Orleans

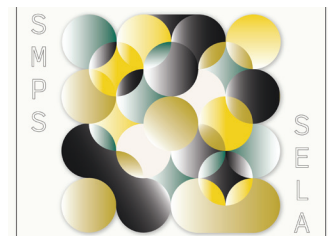
AUGUST



State of the State

August 5 • 11:00 AM to 1:00 PM

Juban's Restaurant
3739 Perkins Rd, Baton Rouge



SeLABration

August 21 • 5:30 to 8:30 PM

Lula Distillery
1532 St Charles Ave, New Orleans

SAVE THE DATE



Southern Regional Conference

January 28-30

InterContinental, San Antonio, TX

smpssela.com

For up-to-date information, please see our events page.

SMPS SeLA reserves the right to modify the schedule of events based on availability of venues, panelists, etc.



SCAN ME

Are You the Next Piece of the Puzzle?

Join SMPS and find your place in AEC Marketing

Membership Drive

April 9 - August 21



All new members who join SMPS SeLA now through August 21, and any current members who recruit new members during the drive, are entered into a drawing to win a \$100 Loft18 gift card. The drawing will take place at our annual SeLABration and Awards Ceremony.

Visit smpssela.com/join to join today!

If you have any questions or to enter yourself as a recruiter, please contact our membership chair, Emma Hoeiris-Andersen emmahoeiris@gmail.com



Consider Becoming a CPSM

CPSM, Certified Professional Services Marketer, is a voluntary certification designed to elevate the professional standards in marketing and influence the future of this vital field. It serves as a mark of distinction for professional service marketers and business developers, raising their standing with employers, peers, and the public.

Find out more by clicking the logo or talking to any Board Member or CPSM professional in our chapter...



Whitney Watson, CPSM
Perryn Olson, FSMPS, CPSM
Nicole Dufour, CPSM
Terri Dupre, CPSM

Emily Frock, CPSM
Shaun McClain, CPSM
Brandi Johnson, CPSM
Jennifer Hanson, CPSM

FREE RESOURCES FROM HEADQUARTERS

As an SMPS member, you have access to valuable resources from SMPS Headquarters, including the Lunchtime Learning Labs. These webinars, offered multiple times a year, cover a wide range of relevant topics led by knowledgeable speakers. [You can access recordings of past sessions and register for upcoming ones here.](#)

Be sure to explore your MySMPS account for even more exclusive resources.

JOB POSTINGS

Find your next big opportunity! Whether you are looking locally or looking for a change of scenery. There is a job in AEC Marketing out there for you.

LOCAL POSTINGS

NATIONAL POSTINGS

MEMBER SPOTLIGHT



Lauren Songy
Marketing Coordinator
Perrier Esquerré
Contractors

How long have you been involved in SMPS? 7 months

What's your favorite part of the job?

One of the most rewarding aspects of my role is event planning. I particularly enjoy organizing internal events, as they foster team bonding, enhance collaboration, and contribute to a positive and connected workplace culture. I believe that a close-knit work environment not only boosts morale but also makes the workplace more enjoyable, which helps lead to even better work results. Events like our company retreat are especially

meaningful, as they provide opportunities for team members to engage with one another in a relaxed setting and strengthen our sense of community. As the holiday season rolls around, I enjoy planning our end of the year party. I enjoy planning events that recognize the hard work PEC has accomplished throughout the year.

What has contributed to your success?

I attribute much of my growth and success to the strong leadership within Perrier Esquerré Contractors. I'm fortunate to work alongside experienced team leaders who serve as mentors and role models. Their guidance, along with a supportive environment that encourages curiosity and continuous learning, has empowered me to ask questions, take initiative, and immerse myself in marketing organizations and

industry conferences. The trust and confidence the company places in me have been instrumental in building my own confidence as I continue to grow and deepen my understanding of the A/E/C industry.

What's on your bucket list?

My bucket list is to explore as much of the world as I can! A dream of mine is to experience Oktoberfest in Germany, as I have an October Birthday.

Guilty pleasure: What can you not live without?

My guilty pleasure would be sushi! I have always loved trying new sushi rolls and have started making sushi rolls at home. Hopefully, one day I'll make it to Japan to try some real authentic sushi!

SPONSOR SPOTLIGHTS

Silver Sponsor



About - Carubba Engineering, Inc. is a full-service civil and structural engineering firm with over 32 years of experience, primarily serving the Gulf South. We specialize in structural design, site development, drainage studies, infrastructure planning, and permitting at the federal,

state, and local levels. Our portfolio spans across retail developments, hotels, warehouses, stadiums, community centers, medical and educational facilities, forensic analysis, marine infrastructure, and film set design. From concept to construction, we deliver tailored engineering solutions with a focus on performance, compliance, and client satisfaction.

Why We Sponsor - Carubba Engineering, Inc. is honored to support SMPS SeLA and its ongoing efforts to unite and elevate the A/E/C community. By bringing professionals together through thoughtful programming and networking, SMPS strengthens the connections that drive our industry forward. Supporting SMPS SeLA reflects our commitment to fostering leadership, collaboration, and continued growth within our region. We're proud to contribute to its expanding presence across the Gulf South!



Silver Sponsor



About - Perrier Esquerré Contractors, LLC (PEC) is a general contracting company that puts people first always and prioritizes relationships above all else. Founded and led by Brett Perrier and Keith Esquerré, PEC was built on an

ethical foundation where safety, scheduling, high-quality work, and budget efficiency could be equitably provided to clients. With over 127 projects with repeat clients, alongside 20 industry awards and climbing, all within a span of 10 years, PEC's footprint continues to grow across the Greater New Orleans area.

Why We Sponsor - Perrier Esquerré Contractors proudly sponsors SMPS SeLA, because of the incredible support, network, and commitment SMPS provides to its members. SMPS works incredibly hard to provide the necessary resources to the A/E/C community.



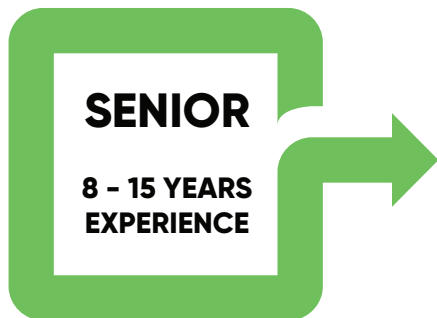


SMPS SeLA Path to Member Engagement

The SMPS SeLA Path to Member Engagement illustrates how marketing professionals in the A/E/C industry can progress their careers—starting with joining and learning as new members, advancing to earning certifications, sharing expertise, taking leadership roles, and eventually pursuing national opportunities. It highlights skill-building, networking, and contributions at every career stage.



- Follow SMPS SeLA on All Social Channels
- New Member Orientation
- Join the Mentor + Protegee Program
- Join a Committee
- Learn about the CPSM Program
- Attend Monthly Education Programs



- Become a Mentor
- Write an article for Marketer or the SeLA Newsletter
- Consider speaking at Making Big Moves
- Attend Amplify AEC



- Share your expertise at a Monthly Education Program
- Join the SMPS SeLA Board
- Attend SMPS Southern Regional Conference
- Earn your CPSM (4+ years)



- Attend the Pinnacle Experience
- Explore Regional and National Volunteer Opportunities
- Research Path to SMPS Fellowship (10+ Years)



2025 Annual Sponsors

Our deepest thanks to these sponsors and their dedication to our chapter.

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Interested in being on a Committee? Through volunteering, you'll build invaluable relationships with other members, promote your firm, and interface with industry thought leaders. Volunteering on a committee is also the first step to a position on the board of directors. From there, your opportunities and professional network open up to a wealth of possibilities with regional conference planning committees and headquarters. SMPS offers a host of volunteer opportunities to fit into your busy schedule. If you are interested in learning more or are ready to get started, contact one of our board members.

SMPS is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.



CONNECT

