



April 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**

IN THIS EDITION:

**2** President's Letter

**3** Recent Events

**5** SeLABration

**6** Calendar of Events

**7** Announcements

**8** Spotlights

**9** Member Map

**10** Annual Sponsors

**11** Board + Committees

# welcome

As we head into summer, I'm excited about everything we still have ahead. We've had a great year so far – and it's only getting better.

First, a huge thank you to everyone who made our recent Making Big Moves workshop such a success! Seeing our members come together to learn, share, and connect reminds me why our chapter is so special.

We still have a lot to look forward to, with more great programs and events planned to wrap up the term.

One of the biggest highlights on the horizon is our SeLAbration & Awards Ceremony in August! This is where we come together to recognize everything we've achieved, welcome our new Board, and celebrate our amazing members. Award nominations will be opening soon, and we'll be honoring not only the individuals who have made a big impact, but also the outstanding projects and campaigns created by our members. We can't wait to celebrate all of the great work and leadership at SeLAbration!

And don't forget – our Membership Drive is underway! If you know someone who would benefit from being part of SMPS, now's the perfect time to invite them to join. Growing our network means even more connections, ideas, and opportunities for all of us.

Behind the scenes, we're also working hard to set up next year's Board. It's exciting to see new leaders stepping up, ready to keep our chapter moving forward.

Thank you for being such an important part of this journey. I'm excited for everything still ahead!



*Jennifer*

**Jennifer Hanson**  
**2024-25 Chapter President**  
**SMPS Southeast Louisiana**

## Contact

[jennifer@hollyandsmith.com](mailto:jennifer@hollyandsmith.com)

January

# GNO Inc Luncheon

In keeping with our tradition of amazing luncheons, GNO, Inc. knocked it out of the park once again! Michael Hecht and Matt Wolfe delivered a high-energy, informative, and entertaining presentation. They shared exciting updates on projects underway for the Super Bowl and talked about how we can keep that momentum going to continue improving the city long after the big game.



February



# Power of Podcasting

Comfy Stone hosted our group for a tour and an inspiring talk on how podcasts can boost business. Joshua Owen's passion for podcasting is contagious, and his insights made it easy to see the possibilities. The studio space is perfectly set up to help you share your ideas and expertise with the world.

March

# From Good to Great

Lyn Vicknair wowed us again with another outstanding proposal workshop. She provided invaluable critiques of real proposals and demonstrated live modifications to make them even stronger. We gained practical insights to help elevate our proposals to the next level. A big thank you to AOS for hosting us in their beautiful space!



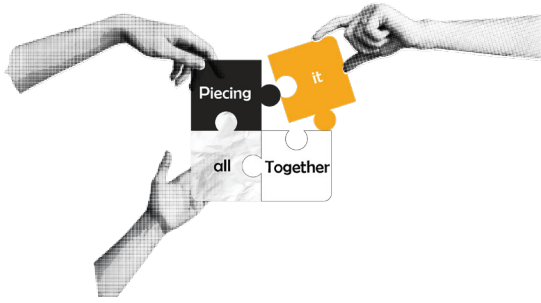
April

Our Chapter President-Elect, Brandi Johnson, recently represented SMPS SeLA at the Chapter Leadership Symposium (CLS) in Washington, D.C. Hosted annually by SMPS Headquarters, CLS brings incoming chapter presidents together for three days of leadership workshops, peer discussions, and strategic planning. Brandi returned with fresh ideas, practical tools, and a strong network of support to help guide her upcoming term.

*"Three energizing days of engaging conversations, connection to new friends, inspiring speakers, learning, and leadership. The SMPS Chapter Leadership Symposium wasn't just a training but a reminder of the impact we can make when we lead with intention. What a great experience to help me prepare for my incoming role as Chapter President!" - Brandi Johnson*



April



# MAKING B!G MOVES

## Marketing Workshop

The 2025 Making Big Moves Marketing Workshop was another resounding success! From start to finish, the day was packed with energy, insight, and collaboration.

Our panelists brought real-world experience and fresh perspectives, offering actionable ideas that attendees could take back to their firms. The roundtable discussions sparked lively conversations and shared strategies across all areas of marketing and business development. And our keynote speaker left everyone feeling inspired, ready to tackle new challenges and opportunities.

The theme of "Piecing It All Together" was woven throughout the day – connecting ideas, building skills, and strengthening the bonds within our marketing community.

A huge thank you to the Planning Committee for putting together such a meaningful and impactful event.

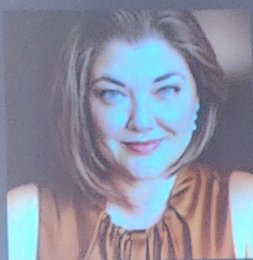
Thank you to our Making Big Moves Sponsors: Holly & Smith Architects, Get Online NOLA, Perrier Esquerre Contractors, Landis Construction, Digital Engineering & Imaging Inc, AOS Interior Environments, V.I.P. Kitchens, Carubba Engineering, and Terracon.

We can't wait to see how you all continue to make big moves in the year ahead!



mp  
Southeast  
Louisiana

MARKETING MEETS A/B

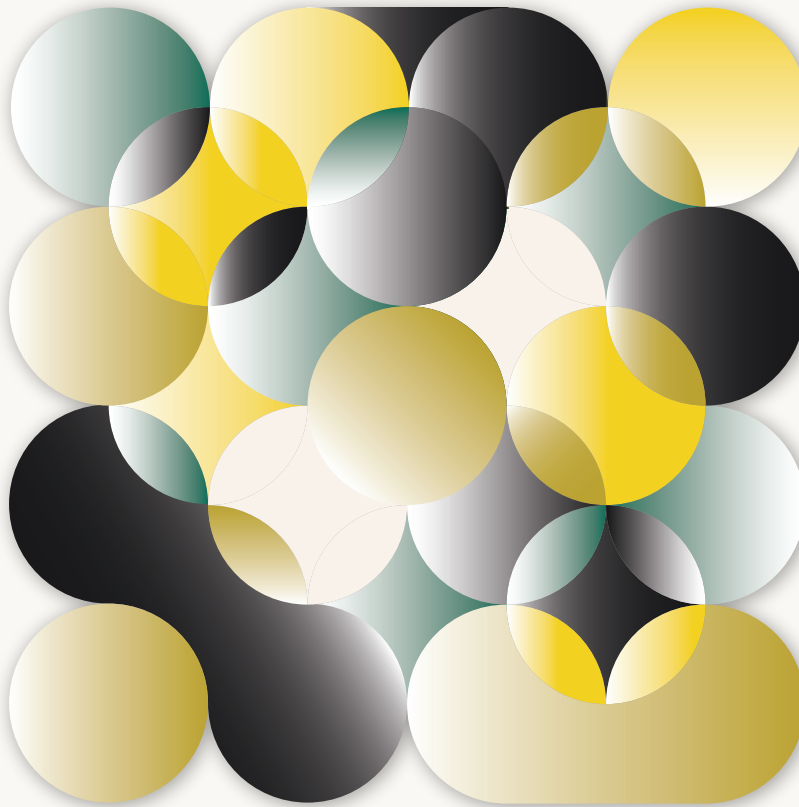


KEYNOTE SPEAKER  
**JULIE HUVAL FSMPS, CPSM**  
Marketing Operations Advisor

WORKSHOP SPONSOR  
H/S

save the date

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## SELABRATION & AWARDS CEREMONY

Celebrating the Work That  
Builds Our Industry

08.21.2025

5:30PM

Lula Distillery

**SeLABration is one of our biggest events of the year - a night to celebrate, connect, and recognize the amazing work of our members and firms. Stay tuned for the Call for Entries, sponsorship opportunities, and ticket information coming soon!**



# CALENDAR of events



## MAY



### City Park Master Plan 2025

May 7 • 11:00 AM to 1:00 PM  
 Ralph's on the Park  
 900 City Park Avenue, New Orleans

## JUNE



### St. Tammany Parish Pipeline

Date TBD • 11:30 AM to 1:00 PM  
 Southern Hotel  
 428 E Boston St, Covington



### Bring On The Traffic

June 18 • 9:00 to 11:00 AM  
 KV Workspace New Orleans Showroom  
 612 Andrew Higgins Dr., Suite 1002 A,  
 New Orleans

## JULY



### Engage and Exchange: Interior Design

Date TBD • 9:00 to 11:00 AM  
 Workplace Solutions Showroom  
 900 City Park Avenue, New Orleans

[smpssela.com](http://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.



## VIRTUAL EVENTS FROM OTHER CHAPTERS

### InDesign Fundamentals

May 14, 2025  
 11:30 AM CDT



### Video Editing Basics

May 20, 2025  
 11:00 AM CDT



### How to Become a CPSM

May 27, 2025  
 9:00 AM CDT



# 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](http://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](mailto: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



**Maci Spahr**  
Marketing Coordinator,  
Workplace Solutions

**How long have you been involved in SMPS?** 1 year

**What's your favorite part of the job?**

My favorite part of my job is the variety and creativity it offers. As the sole marketer at my firm, I wear many hats, so no two days are ever the same. One day, I might be developing a strategy to enhance brand awareness, and the next, I'm designing visuals, writing content, or planning an event. I love the challenge of shaping our marketing direction piece by piece, and being hands-on in every aspect keeps the work exciting and fulfilling.

**What have been the challenges and rewards of your career?**

The biggest challenge has been starting from scratch in a niche industry with no prior exposure. A/E/C marketing is a field that many marketers don't intentionally seek out—it's one that we often land in. But the most rewarding part has been the opportunity to carve out my own path, build my expertise, and see how my work directly impacts my company.

**Why is membership in SMPS important to you and how has it helped you to advance your firm and your career?**

SMPS has been incredibly valuable because it provides a community in an industry where many marketers, like myself, start with little to no prior experience. It's a great network that connects professionals who share similar experiences and challenges. Through

SMPS, I've found support, mentorship, and opportunities for both personal and professional growth.

**What's the best advice you've received regarding your career or working in A/E/C?**

The best advice I've received is that professional courage is essential for growth. Stepping outside your comfort zone is necessary to move forward. It's natural to question yourself when doing something new, but if you've put in the work and earned your place, trust yourself—you belong there.

**Favorite music?**

I'm a big fan of '70s music! If I had to pick a favorite artist, it would probably be James Taylor.

# SPONSOR SPOTLIGHTS

## Silver Sponsor



**About** - Founded in Gretna in January 2005, we proudly serve as a trusted leader in Environmental Site Assessments, Indoor Air Quality, Engineering and Compliance, Brownfields, USTs and Remediation, Health and Safety, and Industrial Hygiene throughout the Gulf Coast. As we celebrate 20 years in 2025, our commitment to minimizing environmental risks and delivering innovative, client-focused solutions remains at the heart of everything we do.

**Why We Sponsor** - SMPS is instrumental in connecting us with industry leaders in the A/E/C community, broadening our network, and delivering top tier education for our marketing and business development teams. Their programs provide knowledge that fuels growth and innovation. Our shared values of continuous improvement and excellence make supporting SMPS a natural choice. We are proud to sponsor an organization that drives meaningful connections and empowers its members to thrive.

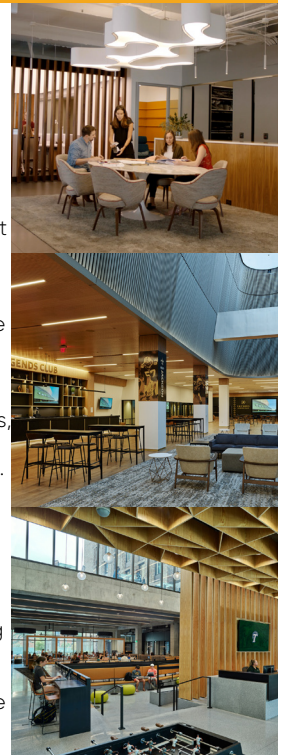


## Community Sponsor



**About** - AOS is a full-service provider of manufactured interior construction, contract furniture, storage solutions, and installation and service. We are the largest FF&E (furniture, fixtures, and equipment) contractor in Louisiana and Mississippi and have been partnering with our clients and the architectural community to create beautiful, functional, and productive spaces for over 48 years. AOS is proud to have been named a Platinum Award dealer for MillerKnoll for the past two years, reflecting our dedication to excellence in design, operations, and client satisfaction.

**Why We Sponsor** - AOS proudly sponsors SMPS SeLA because the chapter fosters meaningful connections and collaboration within the A/E/C industry across our region. SMPS provides unparalleled opportunities for networking and professional development, helping us strengthen relationships with industry partners and stay ahead in a competitive marketplace. By supporting SMPS, we are investing in our local industry talent and are dedicated to advancing the built environment.





## 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.

## GOLD SPONSOR



## SILVER SPONSORS



## BRONZE SPONSORS



## COMMUNITY SPONSORS



# BOARD OF DIRECTORS



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**President**  
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jennifer@hollyandsmith.com



**Brandi Johnson, CPSM**  
**President-elect**  
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**Olivia Matthews**  
**Past President**  
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# COMMITTEE MEMBERS

## Membership + Sponsorship

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REI Promos

**Erin LeBlanc**

Gibbs Construction

## Programming

**Michael Mantese**

EskewDumezRipple

**Leah Temple**

Hargrove Engineers & Constructors

**Maci Spahr**

Workplace Solutions

## Communications

**Lorraine Lorio**

Cushing Terrell

**Reyna Rivera**

Mullin Landscape



**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

