



January 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

As we step into 2025, I just want to take a moment to share how proud I am of our board and the way we've been working together. This year's theme, Piecing It All Together, is really coming to life as we combine all our talents, ideas, and energy to make things happen for our chapter.

We've got an exciting year of programming ahead, and I'm thrilled about what's coming up. One event I'm especially looking forward to is our Making Big Moves marketing workshop. It's going to be such a great chance to tackle some of the big challenges we all face in marketing and walk away with fresh ideas to put into action. You definitely don't want to miss it!

Beyond our big events, we've also got plenty of other opportunities to learn, connect, and grow together throughout the year. Whether it's a workshop, a panel discussion, or a casual networking event, there's something for everyone. Be sure to check out our full calendar of events—you're bound to find something that sparks your interest.

As we continue to piece it all together this year, I encourage you to think about how you can get involved—whether it's through attending events, joining a committee, or just sharing your ideas. Every piece counts, and together we're building something really special.

Thanks for being part of our chapter. I'm excited about all the great things ahead and can't wait to see you at an event soon.



Jennifer

Jennifer Hanson
2024-25 Chapter President
SMPS Southeast Louisiana

Contact

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October

Engage and Exchange: Architects

The third in our Engage and Exchange series focused on Architects. The panel consisted of Paula Peer with Trapolin Peer Architects, Kevin Morris with Holly & Smith Architects, and Julie Babin with practis.

We discussed the practice of architecture and the operations of a firm to better understand how to market the skills our talented architects have.



November

Foliage Fête



The second annual Foliage Fete was a such a success! We had a great turn out and we collected numerous boxes of food for Second Harvest. We celebrated the graduates of the first year of the mentor program and we awarded some door prizes.

Congratulations to Ali Savoy for winning the wine basket, Brandi Johnson for winning the Pelican Suites tickets and Kaylene Bueso for winning an SMPS goodie bag and a ticket to the SMPS Southern Regional Conference.

Thank you so much to our Sponsors...

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December

Ugly Sweater Happy Hour

We had such a great time at Wrong Iron in our ugly sweaters. We drank, we conversed, we celebrated the holidays, and we voted!

Congratulations to Emma Hoeiris-Andersen for winning the ugliest sweater competition!



save the date

APRIL 9, 2025



Making Big Moves is our annual workshop, where AEC marketers, business developers, technical professionals, and principals gather to learn new skills and the latest trends in marketing and the AEC industry.

**Early Bird Registration Starts February 10.
Sponsorship Opportunities Coming Soon.**



CALENDAR of events



JANUARY



Winter Marketing Soiree:
How Mardi Gras Krewe's Develop Brand Identity

Winter Marketing Soiree

January 29 • 4:00 to 6:00 PM
NOLA Brewing & Pizza Co.
3033 Tchoupitoulas St, New Orleans

FEBRUARY



Northshore Happy Hour

February 5 • 4:00 to 6:00 PM
Covington Beer Garden
436 N New Hampshire St, Covington



The Power of Podcasting

February 11 • 10:30 AM to 12:30 PM
Comfy Stone
710 Papworth Ave, Metairie

MARCH



From Good to Great: Proposal Critiques and Redesigns

March 12 • 9:00 to 11:00 AM
Location TBD

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 Series
Starting
February 6, 2025
3:00 PM CST

Video Editing Basics - Adobe Premiere Pro
February 26, 2025
11:00 AM CST

Bring Your Presentations to Life
March 4, 2025
1:30 PM CST

Custom Database Without Breaking the Budget
March 20, 2025
12:30 PM CST

6 Announcements



2025 marks the 22nd year of our annual event! Get ready to **Express Yourself** at the **SMPS Southern Regional Conference (SRC)**. This highly anticipated conference will take place from January 29 through January 31, 2025, in the vibrant city of Houston, Texas.

It will be two-and-a-half days packed with networking opportunities and engaging educational programming. As a participant, you'll have the chance to connect with

industry-leading professional service marketers from across the nation.

The SMPS SRC 2025 theme is "Express Yourself," empowering you to find your authentic self within your professional journey and empowering you to transform your business through marketing leadership. Discover valuable insights and strategies from top-notch keynote presenters and session speakers ready to inspire and equip you for success. smps-src.org.

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.

smps[®]

**Certified Professional
Services Marketer**

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

MEMBER SPOTLIGHT



Caeli Boatner

Marketing Specialist
Ryan Gootee General
Contractors

How long have you been involved in SMPS? 6 months

Why is membership in SMPS important to you and how has it helped you?

Being part of SMPS has been a huge help as I started my first job in the AEC industry. It's connected me with people in similar roles who've been super supportive and generous with advice. Their tips and guidance have made a big difference in helping me learn the industry and how to add value to RGGC.

What has contributed to your success?

A big part of my success comes from the attitude I try to bring to everything I do. I once heard someone share their family motto: «Whatever you do, do it with a spirit of excellence,» and it really stuck with me. It's not always easy, but keeping that mindset has helped me approach everything—big or small—with intention. It's also helped me feel more grateful for the opportunities I have, both personally and professionally.

What advice would you give someone about entering the industry?

My advice for someone entering marketing would be to find someone a few years ahead of you who can be a sounding board—someone you trust to give honest advice, share their experiences, and be in your corner

cheering you on. It's so helpful to have that kind of support. And don't get complacent! The world of marketing is constantly evolving, so it's important to stay curious, keep learning, and adapt to new trends and tools.

Guilty pleasure: What can you not live without?

Anything and everything pop culture! I can't get enough—whether it's the latest celebrity gossip, reality TV, or fashion forecasting. It's just my thing!

Favorite movie?

Anything Nancy Meyers! From Father of the Bride to The Holiday, they're just so cozy and feel-good. Plus I love the dreamy interiors + outfits!

SPONSOR SPOTLIGHTS

Silver Sponsor

Workplace Solutions

Workplace Solutions
www.wps.design



About - Workplace Solutions is dedicated to creating workspaces that inspire and improve productivity, collaboration, and well-being. As a full-service office furniture dealership and design firm, they offer a wide range of innovative products from leading manufacturers, including Steelcase.

Their services include furniture solutions, architectural and modular wall systems, space planning, and technology integration—all designed to enhance creativity and efficiency.

Why We Sponsor - By sponsoring SMPS, Workplace Solutions aims to strengthen its ties with the Architecture, Engineering, and Construction (AEC) industry. Through this partnership, they hope to connect with professionals in the field and offer solutions that support their projects, fostering a mutually beneficial relationship.



Community Sponsor

ONLINE OPTIMISM

About - Online Optimism is a full-service digital marketing and design agency that creates innovative, data-driven campaigns. Since 2012, we've helped organizations across the country enhance their digital presence through services including web design, SEO, social media marketing, and digital advertising. Our team combines creativity with measurable results to deliver practical, long-lasting outcomes for our clients.

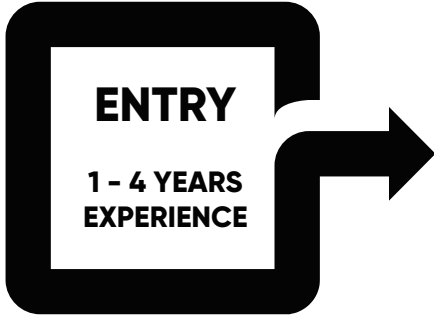
Why We Sponsor - Online Optimism is proud to sponsor SMPS Southeast Louisiana as part of our commitment to supporting and strengthening our local business community. We value SMPS's mission of advancing professional development and creating meaningful business connections in the A/E/C industry, which aligns with our core value of supporting our communities through active participation and engagement.





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

