



March 2024

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: Plan.Pivot.Evolve

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welcome

Dear Members,

Welcome! I'm delighted to introduce our revamped chapter newsletter, designed to provide you with more valuable insights into our industry, local updates, member highlights, and opportunities for advancing both your business and career. This enhanced newsletter aims to better serve our members, fostering deeper engagement and connection within the chapter.

As we've crossed the halfway mark of our term, I find myself reflecting on recent achievements and exciting developments that deserve recognition. None of this progress would have been possible without the support of our annual sponsors, the dedication of our board and committee members, and the active participation of our membership.

Notable highlights (so far):

- Successfully launching the chapter's inaugural Mentor/Protégé program.
- Reviving committee member involvement, with a total of 12 committee members.
- Hosting dynamic programming – since September of 2023, we've had 8 gatherings (luncheons, happy hours, membership appreciation events, and breakfast panels).
- Maintaining a healthy and steady membership count of approximately 88 members.
- Receiving a record-breaking amount of support from annual sponsors – thank you for your generosity!

Being a member of SMPS and serving on the board is not just a responsibility; it's a privilege to be part of a community that thrives on innovation, integrity, lifelong learning, relationships, and service within the AEC industry.

I'm genuinely excited to see the incredible things we'll achieve together for the rest of this term.



Olivia

Olivia Matthews
2023-24 Chapter President
SMPS Southeast Louisiana

Contact
olivia@3090marketing.com

January

GNO Inc. Luncheon with Michael Hecht

SMPS SeLA Chapter had a great luncheon in January with Michael Hecht, President & CEO of Greater New Orleans, Inc., about the 10 key predictions for Louisiana for 2024. Thank you to Michael Hecht and GNO Inc. for sharing a look ahead to the economic landscape in 2024, several compelling trends and predictions emerging, and offering insights into the potential trajectory of various sectors.



February



Stirling Properties Breakfast with Justin Landry

In February, SMPS SeLA welcomed Justin Landry, CRE, Senior Vice President of Development & Finance/Partner with Stirling Properties, to share insights on the most significant trends and stats in commercial real estate across the Gulf South. Thank you to Justin and Stirling for the informative and engaging session, and to the The Advocate for hosting us!

March

The BioDistrict and Beyond with Alejandra Guzmán and Davon Barbour

SMPS SeLA Chapter hosted an engaging hybrid presentation and moderated discussion about the New Orleans BioDistrict and beyond! Alejandra Guzmán from LSU Health Foundation and Davon Barbour from Downtown Development District shared insights into their respective initiatives and upcoming projects. Following their presentations, they dove into a dynamic conversation moderated by Andy Kopplin, President and CEO of the Greater New Orleans Foundation and current Chair of the BioDistrict Board of Directors.



MAKING BIG MOVES MARKETING WORKSHOP

April 16, 2024

9:00 AM - 5:45 PM

**Metairie Country Club
580 Woodvine Ave., Metairie, LA 70005**

Join SMPS SeLA for our annual marketing workshop with AEC marketers, business developers, technical professionals, and principals to learn new skills and the latest trends in AEC marketing. The day will be rich in programming and activities - headshots with New Orleans-based photographer, Patrick Niddrie, keynote presentation on AI, CMO panel discussion, roundtable discussions, lunch and networking happy hour. Keep an eye out for more details!

||| Plan
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MAKING BIG MOVES
Marketing Workshop

Register now at smpssela.com



CALENDAR of events



MARCH



Wednesdays at the Square VIP Happy Hour

March 27, 2024 • 5:00 to 8:00 PM
Lafayette Square,
S Maestri St., New Orleans

If facing stage, the presenting sponsor is usually to the right of the stage, and VIP area is to the left.

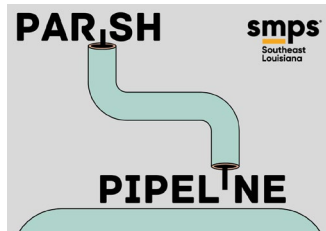
APRIL



Making Big Moves Marketing Workshop 2024

April 16, 2024 • 9:00 AM to 5:45 PM
Metairie Country Club
580 Woodvine Ave., Metairie

MAY



Jefferson Parish Pipeline

May 15, 2024 • 8:30 to 10:30 AM
STEM Lab Library
3011 N I 10 Service Rd E, Metairie

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

Using Less Words Through Visual Storytelling

April 11, 2024
8:30 AM CDT

A/E/C Website as a Recruiting Tool

May 08, 2024
2:00 PM CDT

Photoshop AI Integration and Tips

June 06, 2024
3:00 PM CDT

click on the event to view the registration link.



6 Announcements



2023-2024 Introduced SMPS Southeast Louisiana's first-ever Mentor/Protégé program!

The program is open to all members and matches entry-level (Protégé) marketers and business developers in the A/E/C Industry (Architecture/Engineering/Construction) with Mentors who have at least three

years of additional experience with the goal to grow each member personally and professionally. With this year-long program (September -August), both protégés and mentors gain insights into their own careers, improve their skills, maximize their SMPS memberships, and build trusted relationships.

This is a voluntary program open to all members of SMPS SeLA in good standing and takes about 1-2 hours a month. We start with a call for applications for both mentors and protégés to determine interest in order to pair them up. Throughout the year, our co-chairs Perryn Olson and Taylor Gilliam, will provide talking points and conversation starters. The year will wrap up with a celebration at an exclusive event before the August chapter social.

|||| Plan
|||/ Pivot
||| Evolve
MAKING BIG MOVES
Marketing Workshop

SPONSORSHIP NOW OPEN

[Click Here For Sponsorship Information](#)

To sponsor, register for the event and choose one of the sponsorship tickets.

CLOSES APRIL 9

Membership Drive

Coming Soon!

Details will be announced at
Making Big Moves.



**VOLUNTEERS
NEEDED!**

Maximize your SMPS membership, develop your leadership skills, and amplify your influence by volunteering 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.

MEMBER SPOTLIGHT



Michael Mantese
Marketing Director
EskewDumezRipple

How long have you been involved in SMPS? 5 years

How did you decide to have a career in the A/E/C industries?

It came to me! Prior to New Orleans, I had lived in New York and Chicago primarily working in the advertising and marketing industries. When I moved home, I found that the huge agency ecosystem in cities like NY and Chicago was just not as prevalent here. So I started poking around for jobs that might utilize my skillset – writing/photography/

videography/and running marketing and branding campaigns. I found a listing for a “Content Manager” at EskewDumezRipple, largely driving proposal writing, and the rest is history – I’ve been here slightly over 6 years.

What’s your favorite part of the job?

For me working in architecture has two ancillary benefits I love – Feeling very connected to the inner-workings of the city and the things happening around town. And two, feeling more connected to the spaces we inhabit every day and the effects they have on our lives.

What’s on your bucket list?

Going to Vietnam one day – where my wife is from.

Guilty pleasure: What can you not live without?

This is a fairly new answer, but one I’m currently feeling the most guilty about – I got really into running over the pandemic, and have recently turned into one of those people that has way too many pairs of running shoes (for different purposes I swear!)

Interest/hobby that others might be surprised by?

I am active in the New Orleans music scene! I have my own group that I play with (we’re on Spotify! – look up “Dunebather”), and I also record and produce for bands around town in my small home studio.

SPONSOR SPOTLIGHTS

Silver Sponsor

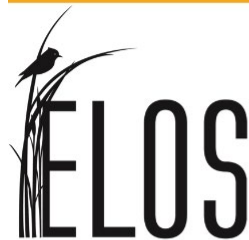


Why We Sponsor – We believe that the technology services we provide can greatly benefit the AEC market. In addition, we are interested in learning how our tools can be utilized in new and beneficial ways for our clients.

About – Captura provides innovative reality capture and digital twin services. With the largest reality capture fleet in the Gulf Coast region and the second-largest fleet in the United States, Captura possesses an unparalleled advantage.



Community Sponsor



Why We Sponsor – The A/E/C community is invaluable to our business, and the relationships we have built through SMPS have helped us grow and expand our reach. Our values align with those of SMPS, as we constantly seek to improve our services, our knowledge and expertise, and our connections in the industry. We appreciate the opportunities that SMPS offers its members and are happy to support their efforts.

About – Headquartered in Hammond, Louisiana, ELOS Environmental is a professional consulting firm with a background in environmental services, including permitting applications, regulatory compliance, coastal restoration, GIS, program and project management, disaster recovery, grant management, industrial hygiene, environmental site assessments, wetlands delineations, cultural resources, NEPA compliance, and coastal resilience planning. Whether your project is relatively simple or extremely complex, ELOS has both the experience and the expertise needed to provide the solutions you need and deserve. Our wide array of services can provide support to private businesses and government entities at all levels.



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Making Big Moves Marketing Workshop

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Marie Richoux
KV Workspace

Danielle Triche
ELOS Environmental, LLC

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

