



July 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,

Time truly flies, especially when you're making significant strides and achieving great things, just as our chapter has been doing.

As we near the end of the 2023-24 term and my time as chapter president, I want to take a moment to highlight some incredible accomplishments from this term:

- Launched this valuable newsletter!
- Successfully initiated the chapter's inaugural Mentor/Protégé program.
- Revived committee member involvement, with a total of 12 active committee members.
- Received not one, but two SMPS HQ recognitions for Membership Growth and Education/Programming-CEUs Offered.
- By the end of this term, we will have hosted 15 events since September 2023.
- Hosted our first stand-alone awards ceremony, which was previously part of our Making Big Moves Marketing Workshop.
- Secured a record-breaking amount of support from annual sponsors – thank you for your generosity!

...And so much more. 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. A special shoutout to the current Board Members, each of whom goes above and beyond and genuinely cares about their impact within the industry. Our Board has been intentional with our programming and brave enough to try out new initiatives – so hats off to them.

The next time this newsletter reaches your inbox, Jennifer Hanson will be stepping in as chapter president, along with her new Board of Directors. Please join me in extending a warm welcome to Jen and her Board as they prepare to start their term!

Until then, I look forward to seeing you all soon at our next event!



*Olivia*

**Olivia Matthews**  
**2023-24 Chapter President**  
**SMPS Southeast Louisiana**

Contact  
[olivia@3090marketing.com](mailto:olivia@3090marketing.com)

## April Making Big Moves

In April, we held our annual "Making Big Moves" Marketing Workshop featuring a keynote by Kristin Lynn Kautz on AI, a panel of Chief Marketing Officers, and a series of roundtables to broaden our AEC marketing knowledge. We had a networking breakfast, lunch, happy hour, and professional headshots were offered! The workshop was a resounding success, and we look forward to seeing you at next year's workshop.



## May Parish Pipeline



In May, we welcomed Michael Pedalino, District 6 School Board Member of Jefferson Parish School System to hear about the state of the school system upcoming initiatives, projects, and updates in the pipeline. This was followed by a tour of the STEM Library Lab, an innovative space bringing tools to teachers around the region.

## June Engage and Exchange Panel: Engineering Consultants

As the second part to our Engage & Exchange Series, we hosted an interactive panel discussion led by local expert engineers. Howard Moses (Moses Engineers, Inc.), Jim Blazek (Leaaf Environmental), and Ronald Schumann (ILSI Engineering) discussed insights into their workflow and how to do business with trusted engineers. The panel was moderated by Perryn Olson (AltCMO).





**AWARD SUBMISSIONS DUE JULY 15! REGISTER NOW!**

**August 22, 2024**

**5:30 - 8:30 PM**

**Lula Distillery**

**1532 St. Charles Avenue, New Orleans**

Join SMPS Southeast Louisiana in celebrating marketing and communications excellence in the building industry at our annual SMPS SeLABration & Awards Ceremony. Let's honor the marketing masters who make our industry so great! Indulge in an open bar, various giveaways, and heavy hors d'oeuvres while we recognize the exceptional talent driving our industry forward.

**Register NOW for Tickets, Award Submissions and Sponsorship at [smpssela.com](http://smpssela.com)**



# CALENDAR of events



## JULY



**Summer Marketing Soiree**  
 July 10, 2024 • 4:00 to 6:00 PM  
 NOLA Brewing & Pizza Co  
 3033 Tchoupitoulas St, New Orleans

## AUGUST



**State of the State**  
 August 7, 2024 • 11:30 AM to 1:00 PM  
 Mike Anderson's  
 1031 W. Lee Drive, Baton Rouge



**SeLABration**  
 August 22, 2024 • 5:30 to 8:30 PM  
 Lula Distillery  
 1532 St. Charles 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



**AI For Design**

July 24, 2024  
 11:00 AM CDT

**Marketing Planning 2025**

August 8, 2024  
 9:00 AM CDT

**To Manage Your Career, Manage Your Boss' Expectations**

August 21, 2024  
 4:30 PM CDT



**2023-2024 Introduced SMPS Southeast Louisiana's first-ever Mentor/Protégé program!** This first year is wrapping up and its successes will be shared at SeLABration in August. Year two will open shortly after that and we encourage everyone to apply.

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, SMPS SeLA will provide talking points and conversation starters to make the process easy and effective.

## Membership Drive

April 16 - ~~July 3~~ August 7

All new members who join SMPS-SeLA during the membership drive and any current member who recruits a new member during the drive are entered into a drawing to win a \$100 Amazon gift card.

[Click to Find Out More](#)

### 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



**Jennifer Hanson, CPSM**  
Marketing Manager  
Holly & Smith Architects

**How long have you been involved in SMPS?** Since 2011

**What have been the challenges and rewards of your career?** Obtaining my CPSM certification was both challenging and rewarding, representing a significant milestone in my marketing career. Preparing for and passing this exam required dedication, but the sense of accomplishment made it all

worthwhile. This achievement has opened doors to new opportunities for advancement and recognition.

**What's your favorite part of the job?** One of my favorite parts of the job is the opportunity to blend creativity with strategy. I love the challenge of creating compelling narratives and visual presentations that effectively showcase our firm's expertise and projects. Whether it's brainstorming marketing campaigns or collaborating with our team and architects, every day brings new opportunities to make a meaningful impact and contribute to our firm's success. Ultimately, seeing our marketing efforts resonate with our

audience and contribute to the growth and recognition of our firm is incredibly rewarding.

**What's on your bucket list?** One of the top items on my bucket list is to revisit London. I had the opportunity to briefly visit last summer, but not long enough to fully immerse myself in more of what the city has to offer.

**Interest/hobby that others might be surprised by?** I'm part of an adult league soccer team! I've always loved playing since I was 5 years old, so it's a great way to continue to connect with others who share the same enthusiasm for the game.

# SPONSOR SPOTLIGHTS

## Silver Sponsor



**About** - Established in Gretna in January 2005, Leaaf Environmental is a recognized leader in Environmental Site Assessments, Indoor Air Quality, Engineering and Compliance, Brownfields, USTs and Remediation, Health and Safety, Industrial Hygiene, and Training in Louisiana and throughout the Gulf Coast.



We are committed to minimizing environmental risk and providing innovative solutions for our client's environmental, engineering, and construction needs.

**Why We Sponsor** - SMPS plays a pivotal role in connecting us with our peers in the A/E/C industry and expanding our reach, providing our marketing and business development teams with invaluable knowledge through their tailored classes, panels, and carefully selected speakers. Our values align closely with those of SMPS, as we constantly seek to enhance our services, knowledge, and expertise. We are proud to sponsor and support such a forward-thinking organization that truly understands and meets the needs of its members.



## Silver Sponsor



**About** - Moses Engineers is a 75-year-old New Orleans based consulting engineering firm established in 1947 by Warren G. Moses, and the firm is now in its second generation of family management led by W. Howard Moses. We provide mechanical, electrical, and telecommunications engineering consulting services for government agencies, developers, building owners and architectural firms who require such services. All senior design personnel are registered professional engineers and 70% of the firm's technical staff are LEED Accredited Professionals.



**Why We Sponsor** - Moses Engineers proudly sponsors the SMPS Southeast LA Chapter to bolster brand recognition and position themselves as industry frontrunners. Their support for local marketing endeavors facilitates connections with professionals, opening doors to collaborative ventures and recruitment prospects. Additionally, sponsoring these chapters underscores their dedication to community involvement, nurturing positive relationships with potential clients and partners.

# BOARD OF DIRECTORS



**Olivia Matthews**  
**President**  
 30|90 Marketing  
 olivia@3090marketing.com



**Jennifer Hanson, CPSM**  
**President-elect**  
 Holly & Smith Architects  
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**Lorraine Lorio**  
**Past President**  
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**Gia Pieri McCandless**  
**Secretary**  
 Woodward Design+Build  
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**Brock Piglia, MBA**  
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**Erin Shaw LeBlanc**  
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**Dru Lamb, NCIDQ, LA Reg. ID #1297**  
**Director of Communications**  
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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.



# COMMITTEE MEMBERS

## Membership + Sponsorship

**Matt Lundy**  
 REI Promos

**Emma Hoeiris-Anderson**  
 Leaaf Environmental LLC

**Katie Webb**  
 Digital Engineering & Imaging, Inc.

## Programming

**Brandi Johnson**  
 Thunder Marketing

**Ali Savoy**  
 gFour Marketing

**Michael Mantese**  
 EskewDumezRipple

**Marie Richoux**  
 KV Workspace

## Communications

**Anna Palmer**  
 Impetus

**Courtney VanAllen**  
 HLB Lighting



**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.

## CONNECT

