



October 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: Piecing It All Together

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welcome

Dear Members,

Welcome to our first chapter newsletter of the new term! I'm excited to kick off this year with fresh energy and a focus on collaboration and growth. This year, my vision for our chapter is to truly "piece it all together"—from strengthening relationships across the AEC industry to building the skills and knowledge that will propel our members and their firms forward.

Before we look ahead, I want to express a heartfelt thank you to our past board for their dedication, hard work, and leadership. Their efforts over the past year have laid the groundwork for many of the exciting opportunities we have planned. We are grateful for their commitment and proud to build on the solid foundation they created.

Looking forward, our focus will be on providing valuable programming, fostering mentorship opportunities, and creating spaces where we can learn from one another's experiences. I encourage you to get involved, share your insights, and make the most of the many programs and resources we've planned.

Being part of SMPS—and serving on the board—is more than just a responsibility. It's an honor to be part of a community that values creativity, integrity, personal growth, strong relationships, and service within the AEC industry.

I'm excited to see the amazing things we'll accomplish as we move forward through the rest of this term!



Jennifer

Jennifer Hanson
2024-25 Chapter President
SMPS Southeast Louisiana

Contact

jennifer@hollyandsmith.com

July

Summer Marketing Soiree

The local chapters of AMA, AAF, SMPS, alongside sponsors Online Optimism and The New Orleans Advocate, hosted a panel to explore the influencers within our community. The panel included advertising agency members, brand advertising representatives and local New Orleans influencers.



August



State of the State

Our annual Baton Rouge event drew in over 60 guests to hear from State agencies about upcoming opportunities. Speakers included Roger Husser with Facility Planning and Control, Paul Favaloro with LSU, and Chad Winchester with the Department of Transportation and Development. We hope to see you at next year's event.

SeLABration & Awards Ceremony

SeLABration is our annual meeting to celebrate the year of events, our members, and our guests. And this year we combined it with our marketing awards. It was a great night of socializing honoring our winners.



September



Cutting Through The Noise

We had an incredible session with Marc Ehrhardt with The Ehrhardt Group. While enjoying coffee and pastries, we heard a bit about the current events, psychology of people's reactions, the Gulf South Index, and how to meet people where they are to share your message. Marc was very knowledgeable and funny.

NOW OPEN!

sm^{ps}
Southeast
Louisiana

annual sponsorship drive

RUNNING
OCT 2024 - JAN 2025

Now thru January 1

We at SMPS are excited to invite you to partner with us as an Annual Sponsor for 2025! Your support enables us to continue our mission of advancing the marketing profession in the A/E/C industry while providing valuable exposure for your brand to a wide network of professionals.

Depending on your chosen sponsorship level, your company will enjoy a range of benefits, from year-round recognition at our events to prominent brand placement across our digital platforms, along with exclusive access to exclusive networking opportunities with industry leaders. We offer multiple sponsorship tiers, each tailored to help meet your marketing and outreach goals, ensuring your brand is showcased in unique and impactful ways.

FIND LEVELS AND PERKS AT
smppsela.com/sponsors_buttons



CALENDAR of events



OCTOBER



Engage and Exchange

October 16 • 8:30 to 10:15 PM

AOS

400 Poydras St, Suite 1700 New Orleans

NOVEMBER



Foliage Fête

November 6 • 4:30 to 7:30 PM

Tchoup Yard

405 Third St., New Orleans

DECEMBER



Ugly Sweater

Holiday Happy Hour

December 11 • 5:00 to 7:00 PM

Wrong Iron

3532 Toulouse St., New Orleans

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



Business Development for Everyone

October 17, 2024
2:00 PM CDT

InDesign Workshop

November 7, 2024
8:30 AM CDT

Applying Storytelling to Proposals & Presentations

November 19, 2024
10:30 AM CDT

Unlock the Power of Listening

December 4, 2024
2:00 PM CDT

6 Announcements

2024 - 2025

MENTOR + PROTÉGÉ PROGRAM



The 2024-2025 pairs have been finalized! We're excited to share that the program continues to grow, with even more applications this year, and every participant has been successfully paired. Throughout the year, pairs will meet monthly to collaborate, teach, and learn from one another.

If you missed joining this year, don't worry! We run this program annually, so you can participate next time. **Be sure to join us at Foliage Fête on November 6 for the grand wrap-up of the 2023-2024 program!**

Foliage Fête

SPONSORSHIP AND REGISTRATION IS OPEN!

Wednesday, November 6 | 4:30 pm | Tchoup Yard

Kick off the fall season right as we mix and mingle over drinks, tacos, music, and games. Bring canned food for Second Harvest and be entered to win a prize!

Sponsorship Levels

MAPLE \$300 (1 available)

- Premiere logo placement on all event promotions, materials + website
- Acknowledgment in post-event newsletter
- Dedicated booth space in a prime location at the event
- Three (3) tickets to event

MAGNOLIA \$120 (2 available)

- Logo placement + acknowledgment as official beverage sponsor
- Logo at beverage stations
- Acknowledgment in post-event newsletter
- Two (2) tickets to event

OAK \$60 (unlimited)

- Donate any giveaway of your choice with a minimum value of \$25 to be raffled off during the event
- Logo at associated giveaway station
- Acknowledgment in post-event newsletter
- One (1) ticket to event

Questions? Please contact Emma Hoeiris-Andersen, Director of Membership | membership@smpssela.com

2024 SMPS SELABRATION & AWARDS CEREMONY

Congratulations

AWARD WINNERS

2024 SMPS SELABRATION & AWARDS CEREMONY



HALL OF FAME
Lorraine Lorio
Trapolin-Peer Architects

2024 SMPS SELABRATION & AWARDS CEREMONY



RISING STAR OF THE YEAR
Ali Savoy
gFour Marketing

2024 SMPS SELABRATION & AWARDS CEREMONY



MEMBER OF THE YEAR
Michael Mantese
Eskew Dumez Ripple

2024 SMPS SELABRATION & AWARDS CEREMONY



COMMUNITY SERVICE PROGRAM OF THE YEAR
Woodward Design Build


AOS Acquires the Louisiana Division of Alfred Williams & Company

Week in Review, April 17-21: P&N, AOS, Benson Capital and More

AOS Welcomes 7 New Designers/Project Managers

Local design-assist firm acquires Louisiana division of national brand

MARKETING CAMPAIGN
AOS Interior Environments
Better Together Campaign



EVENT MARKETING
AOS Interior Environments
Summer Showcase

Corporate Identity Rebrand Salas O'Brien

Onscreen Web + Social

Brand Infrastructure

CREATING SPACES THAT WORK

DILLARD UNIVERSITY

Why Choose KV Workspace

CORPORATE BRANDING
Salas O'Brien
Corporate Identity Rebrand

DIGITAL MARKETING
KV Workspace
Website Relaunch

Congratulations again to all of our SeLABration award recipients! We're proud to honor the outstanding achievements within our community. Be sure to keep an eye out for the 2025 award applications, which will be due next year ahead of the SeLABration event in August. Don't miss your chance to be recognized!

BOARD OF DIRECTORS



Jennifer Hanson, CPSM
President
Holly & Smith Architects
jennifer@hollyandsmith.com



Brandi Johnson, CPSM
President-elect
Thunder Marketing
brandi@thundermrkt.com



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



Katie Webb
Secretary
Digital Engineering & Imaging, Inc.
kwebb@deii.net



Brock Piglia, MBA
Treasurer
DonahueFavret Contractors Inc
brockp@donahuefavret.com



Emma Hoeiris-Andersen
Director of Membership
Leaaf Environmental, LLC
eandersen@leaaf.com



Ali Savoy
Director of Programming
gFour Marketing, LLC
ali.savoy97@gmail.com



Dru Lamb, NCIDQ, LA Reg. ID #1297
Director of Communications
Stites Gorman Associates
dru@suegormanlp.com

COMMITTEE MEMBERS

Membership + Sponsorship

Matt Lundy

REI Promos

Erin LeBlanc

Gibbs Construction

Programming

Michael Mantese

EskewDumezRipple

Leah Temple

Hargrove Engineers & Constructors

Maci Spahr

Workplace Solutions

Communications

Lorraine Lorio

Trapolin-Peer Architects

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.

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.



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

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

