

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:
Playing the Long Game: Going Beyond the Expected in the A/E/C

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welcome

Hi SMPS SeLA Members,

As we move into 2026, I want to take a moment to share how excited I am of our board's collaborative momentum we've built together. This year's theme, **Playing the Long Game – Going Beyond in the AEC**, reflects our focus on thoughtful, strategic growth and the importance of building lasting relationships and sustainable marketing practices within our industry.

We've already started the year strong with a successful **January luncheon featuring Michael Hecht and Matt Wolfe with GNO, Inc.**, which provided valuable insights and sparked great conversation among our members. We also kicked off the year with a fun and well-attended networking happy hour in Baton Rouge, reminding us of the power of connection and community beyond our day-to-day work. These events set the tone for the year ahead—engaging, informative, and relationship-driven.

Looking forward, I'm especially excited about our upcoming **Making Big Moves Marketing Workshop in April**. This event will focus on tackling big-picture challenges facing AEC marketers and equipping attendees with practical strategies they can take back to their firms. It's shaping up to be a must-attend opportunity to learn, collaborate, and think beyond the immediate to what's next.

As we continue playing the long game together, I encourage each of you to think about how you can engage with and contribute to the chapter's continued success. From attending events to sharing your expertise or helping shape future programming, your involvement plays a critical role in strengthening our AEC community. Thank you for being part of our chapter—as our members are what makes us thrive. I look forward to connecting with you at one of our upcoming events. Until then, Happy Mardi Gras—I hope the season brings you celebration, connection, and a great start to the year ahead.



Brandi Johnson
2025-26 Chapter President
SMPS Southeast Louisiana

Contact

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RECAP

of recent events

October

Targeted Digital Strategies That Drive Results

We enjoyed an insightful session with Kristin Lynn Kautz and Lori Grubbs of J.A.M. Idea Agency, who shared how digital targeting can be a powerful tool in the AEC industry. Attendees learned how strategies like geofencing, retargeting, and data-driven decision-making can build awareness, attract talent, and support business development goals. A special thank you to the RNGD team for hosting us and for the tour of their beautiful new office!



November



3rd Annual Foliage Fête

We had a fun night at our annual Foliage Fete, celebrating the 2024–2025 Mentorship Program and giving back to the community. Thanks to the generosity of our attendees, we collected and delivered 10 boxes with more than 200 canned goods to Second Harvest Food Bank. Thank you to everyone who came out to connect, enjoy great food, and support this year's Foliage Fête food drive!

December

Holiday Happy Hour



January

GNO Inc. Luncheon

We had an insightful luncheon with Michael Hecht and Matt Wolfe of GNO, Inc., exploring the drivers behind Southeast Louisiana's economic growth and the future of the Greater New Orleans region. Thank you both for sharing your expertise and engaging our AEC leaders in a meaningful discussion on what's ahead!



Baton Rouge Happy Hour



Southern Regional Conference - Austin, Texas





MAKING BIG MOVES MARKETING WORKSHOP

APRIL 15, 2026

8:30 AM - 5:00 PM @ METAIRIE COUNTRY CLUB

Join SMPS Southeast Louisiana for our annual Making Big Moves Marketing Workshop, bringing together A/E/C marketers, business developers, technical professionals, and firm leaders for a day focused on strategy, collaboration, and long-term growth. Guided by this year's theme, ***Playing the Long Game: Going Beyond the Expected in the A/E/C***, the program will explore how intentional planning, clear messaging, and consistent efforts lead to meaningful results. The day will feature engaging programming, including a keynote presentation, panel discussion, interactive roundtable sessions, networking opportunities, lunch, and a happy hour to close.

Register for Making Big Moves 2026

Important Dates

Call for Sponsors

Opens January 12
Sponsorship closes April 1

Event Registration

Early Bird opens January 12
Early Bird ends March 20
Registration closes April 14

Sponsorship Opportunities

Support Making Big Moves 2026 and gain visibility with A/E/C marketing and business development professionals throughout the event. **Click below to review the full sponsorship details.**



MARKETING WORKSHOP SPONSORSHIP OPPORTUNITIES

	EVENT SPONSOR \$1,500 (Limit: 1)	PANEL SPONSOR \$1,000 (Limit: 4)	NETWORKING SPONSOR \$750 (Unlimited)	LUNCHEON SPONSOR \$500 (Unlimited)	CONTRIBUTING SPONSOR \$200 (Unlimited)
Logo in Event Program	●	●	●	●	●
Logo on Event Signage	●	●	●	●	●
Onstage Verbal Recognition	●	●	●	●	
Attendees Included	2	2	1	1	
Logo on Event Slideshows	●	●	●		
Logo on Website Banner Ad	●	●	●		
Logo in All Event Eblasts	●	●	●		
Onstage Intro Before Session*	●	●			
Promotional Items on Event Tables	●	●			
Announce Raffle Winner	●	●			
3-Minute Plug	●				
Promotional Booth	●				

*The MC will provide an onstage intro for sponsors based on their sponsorship level. Event Sponsors will be introduced before the event, while Panel Sponsors will be introduced before the panel session. Sponsors will be contacted in advance to provide their preferred introduction details.



CALENDAR of events



FEBRUARY



Engage & Exchange: Engineering

February 26 • 8:00 to 10:00 AM
AOS Interior Environments
New Orleans

MARCH



Parish Pipeline: St. Tammany

More Details to Come

APRIL



Making Big Moves Marketing Workshop

April 15 • 8:30 AM to 5:00 PM
Metairie Country Club
580 Woodvine Ave. • 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.

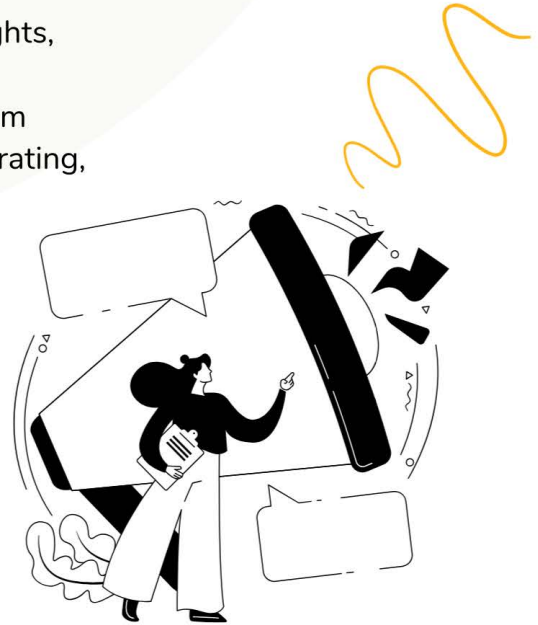


HAVE SOMETHING YOU WANT TO SHARE WITH SMPS SELA

Our SMPS SeLA community is full of great stories, insights, and accomplishments—and we'd love to share them. Whether it's an article you've written, an award your firm received, a personal milestone, or a project worth celebrating, we welcome your submissions.

To submit or learn more,
contact our **Communications Director, Lorraine Lorio.**

REACH OUT TO SUBMIT



Thinking About CPSM? The Certified Professional Services Marketer (CPSM) credential is a mark of excellence for AEC marketing professionals. Earning your CPSM demonstrates expertise, commitment to professional growth, and leadership within the industry. Interested in CPSM? Connect with one of our chapter CPSMs.

smps
Certified Professional
Services Marketer

Explore CPSM Certification

Our Chapter CPSMs Include:

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 a wide range of valuable resources from Headquarters, including **Lunchtime Learning Labs**, webinars, and on-demand content led by industry experts.

- **Lunchtime Learning Labs**
- **On-demand webinar recordings**
- **Professional development resources**
- **Industry insights and tools**



**Access Resources
in MySMPS**

Log in to your MySMPS account to get started.

JOB POSTINGS

**Find your next opportunity
in AEC marketing!**

Whether you're looking locally ready for a change of scenery, explore current opportunities across the industry.

Local Postings

National Postings

MEMBER SPOTLIGHT



Brandi Johnson,
CPSM,
Owner /
Marketing
Consultant,
Thunder
Marketing

How long have you been involved in SMPS? 15 Years

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

My path into the A/E/C industry was a mix of opportunity and discovery. Early in my career, I began working within architecture firms, and I quickly realized how unique and dynamic this industry is. I was drawn to the complexity of the work, the collaborative nature of project teams, and the impact these firms have on shaping communities. Over time, I found my niche in helping A/E/C firms tell their stories, pursue the right opportunities, and grow strategically.

What's your favorite part of the job?

My favorite part is building relationships and seeing firms succeed. There's nothing more rewarding than helping a client win a pursuit, launch a new brand, or finally see their marketing efforts pay off. I also love working with different teams and personalities—every firm has a story, and I enjoy helping bring that story to life.

What advice would you give someone about entering marketing or business development in A/E/C?

Be curious and take the time to learn the industry. The technical side can feel overwhelming at first, but understanding how projects work and how firms operate will set you apart. Build strong relationships, ask questions, and don't be afraid to speak up or share ideas. A/E/C marketing is all about collaboration, and the more engaged you are, the more successful you'll be.

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

SMPS has been incredibly valuable throughout my career. It's provided

me with a strong professional network, continuous learning opportunities, and a community of people who truly understand the A/E/C space. Being involved at the chapter level—now serving as President—has helped me grow both professionally and personally. SMPS has given me job opportunities, leadership experience, meaningful connections, and access to best practices that I use every day in my work.

What's on your bucket list?

At the top of my bucket list is traveling more internationally—especially to places rich in culture, food, and history. I've visited 22 countries so far, and can't wait to see more. I love experiences that allow me to learn something new and immerse myself in different perspectives.

Favorite vacation spot?

Anywhere near the water! I'm happiest at the beach, whether it's a quick Gulf Coast getaway or a longer tropical trip. Being near the ocean is my reset button.





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)



2026 Annual Sponsors

Our deepest thanks to these sponsors and their dedication to our chapter.

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SILVER SPONSORS



 Workplace Solutions



COMMUNITY SPONSORS



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WDG

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Ryan Gootee General Contractors

Monica Rivet Cox

MAPP

CALLING ALL VOLUNTEERS!



Get Involved – Join a Committee!

Volunteering with SMPS SeLA is a great way to build relationships, grow your network, and take the first step toward board leadership. Opportunities are flexible and fit your schedule.

Interested? Reach out to any board member to learn more or get started today!

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

