

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 head into the summer months, I'm energized by the momentum our chapter continues to build. It's been a strong year so far, and there's still so much ahead to look forward to.

First, I want to extend a sincere thank you to all of our incredible volunteers who helped make the **Making Big Moves** workshop such a success. Events like this don't happen without your time, energy, and dedication, and it truly showed in the quality of the program and the engagement from our members. The connections made and insights shared during the workshop are a true reflection of our chapter's impact.

Our **Membership Drive** is currently underway, and it's a great time to help grow our community. We're excited to add a little extra incentive this year – any new member, as well as any current member who recruits a new member, will be entered into a raffle to win a gift card to Loft 18. It's a fun way to expand our network while rewarding those who help strengthen it.

Be sure to keep an eye out for details on our **Summer Education Series**. We're planning a lineup of valuable sessions designed to keep you learning, connecting, and inspired throughout the season.

Thank you for your continued involvement and support. Our chapter thrives because of you, and I'm looking forward to everything we'll accomplish together in the months ahead.



Brandi Johnson
2025-26 Chapter President
SMPS Southeast Louisiana

Contact
brandi@thundermrkt.com

RECAP

of recent events

February

Mentor + Protege Program Kickoff

We enjoyed kicking off the 2026 Mentor + Protégé Program with our participating mentors and protégés during a recent virtual session. Attendees were introduced to the program, learned about their pairings, and heard helpful insights and advice from past participants on how to make the most of the experience throughout the year.

Interested in participating in a future Mentor + Protégé Program? Keep an eye out for information on next year's program later this fall.



Engage & Exchange: Engineering

During our Engage & Exchange: Engineering panel, attendees heard from Kerwyn King of King Consulting Engineering, Nathan Junius of Linfield, Hunter & Junius, Inc., and Matthew Wiechart of TLC Engineering Solutions on current trends, emerging technologies, collaboration, and real-world challenges shaping the engineering field. Thank you as well to moderator Perryn Olson of AltCMO and to AOS Interior Environments for hosting the event.

March

Coffee & Conversations

We had a great turnout for Coffee & Conversations in Lafayette and enjoyed connecting with AEC professionals from across the region over coffee and networking. Thank you to HLB Lighting Design and Carubba Engineering for sponsoring the event, and to Rudick Construction Group for sponsoring breakfast. We look forward to hosting more events in Lafayette soon.



March

Parish Pipeline: St. Tammany

Attendees gathered for Parish Pipeline: St. Tammany to hear insights on the parish's economic climate, development opportunities, and emerging market trends. Katie Guasco of Visit the Northshore, Leslie Landry of the Northshore Community Foundation, and Ashley Llewellyn of St. Tammany Economic Development Corporation shared valuable perspectives on growth, community engagement, and the future of development in the region. Thank you as well to moderator Lacey Osborne of the St. Tammany Chamber of Commerce for leading the discussion.



April

Making Big Moves Marketing Workshop

SMPS SeLA's 2026 Making Big Moves Marketing Workshop brought together A/E/C marketers, business developers, technical professionals, and firm leaders for a full day of learning, collaboration, and networking centered around this year's theme, Playing the Long Game: Going Beyond the Expected in the A/E/C. Attendees participated in keynote presentations, panel discussions, roundtables, and networking opportunities focused on long-term growth, strategy, and industry insights. Thank you to our speakers, sponsors, and attendees for making this year's workshop a success.



THANK YOU TO OUR 2026 MAKING BIG MOVES MARKETING WORKSHOP SPONSORS!

EVENT SPONSORS



LUNCHEON SPONSORS

Landis Construction
Digital Engineering
HLB Lighting Design

PANEL SPONSOR



NETWORKING SPONSORS



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TOKY

May

Mentor + Protégé Roundtable

Participants in the 2026 Mentor + Protégé Program gathered for an interactive roundtable discussion focused on leadership within the AEC industry. The session provided mentors and protégés an opportunity to connect, share experiences, and gain insights from one another throughout the program.



AEC Against Humanity Happy Hour

Our AEC Against Humanity Happy Hour brought attendees together at Bayou Beer Garden for an evening of networking, conversation, and plenty of laughs. We connected with industry peers while enjoying a relaxed atmosphere and a few rounds of the AEC-themed game.

Built to Be Seen: Video Marketing for AEC

Built to Be Seen: Video Marketing for AEC brought marketers and industry professionals together at Woodward Design+Build for an interactive workshop led by Emma Hoiris-Nelson. The session covered scripting short-form videos, filming with mobile devices, editing content, and practical strategies for creating engaging video content across multiple platforms.



MEMBERSHIP DRIVE Now through November

Ready to Play the Long Game?

Join or recruit by SeLABration for a chance to win a \$100 Loft18 gift card. Winner announced at SeLABration.



Southeast Louisiana

Questions or interested in recruiting? Contact Matt Lundy @ matt@reipromos.com



CALENDAR of events



JUNE

Working the Room:
HOW TO WALK IN, SPEAK UP, AND MOVE WITH CONFIDENCE

WEDNESDAY, JUNE 24
8:30 - 10:30 AM

WOODWARD DESIGN + BUILD
1000 S NORMAN C FRANCIS PKWY
NEW ORLEANS, LA 70125

Working the Room: How to Walk In, Speak Up, and Move with Confidence
June 24 • 8:30 to 10:30 AM
Woodward Design+Build
New Orleans

JULY

Anatomy of Marketing Emails

July 15, 2026

- Measure what matters
- Simplify the message
- Decide the structure based on what works
- Determine what makes a successful campaign
- Pick the right email platform

Julie Havel, FSMPS, CPM
MARKETING OPERATIONS ADVISOR

10:00AM - 11:00AM
LIVE WEBINAR

TICKETS NOW AVAILABLE.

Anatomy of Marketing Emails
July 15 • 10:00 to 11:00 AM
Live Webinar

AUGUST

STATE OF THE STATE

SAVE THE DATE

August 18
Juban's Baton Rouge

State of the State
August 18
Juban's Baton Rouge
More Details to Come

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 Interim Communications Director, Katie Webb

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

Perryn Olson, FSMPS, CPSM, CCMP
Fractional Chief Marketing Officer,
AltCMO

How long have you been involved in SMPS? Since 2009

How would you describe your role/job?
I'm a part-time CMO for 6 construction companies, providing marketing strategy, leadership, and mentorship.

What's your favorite part of the job?
I love the diversity of working with multiple construction companies across the US, helping them grow, and learning from so many strong leaders.

What has contributed to your success?
Consistency and authenticity. You have to show up ready to work hard every day, and be yourself.

What's the best career advice you've given?

Grab your boots and get into the field. See what your company really does, meet the people doing the work, and build relationships with those in the field.

Why is membership in SMPS important to you, and how has it helped you to advance your firm and your career?

I've learned so much about AEC marketing through SMPS' programming, webinars, publications, forums, and talking with SMPS members. It's been invaluable to my career.

What's on your bucket list?

Visit all of the Disney parks worldwide.

Favorite vacation spot?

Ireland



Interest/hobby that others might be surprised by?

Although I was not a competitive swimmer, I've been an assistant coach for my daughters' swim team for over 5 years.

SPONSOR SPOTLIGHT

Gold Sponsor



About - REI Promos has been committed to our SMPS Southeast Louisiana chapter for over 10 years and we're back again in 2025 as Gold sponsors, Membership Committee Chair, and Board member - because we just couldn't stay away from our favorite organization.

Why We Sponsor - 2025 has been a great year so far! We sponsored the SMPS Southern Regional Conference, helped two amazing clients completely rebrand, handling everything from print and signage to swag, apparel, and PPE, and we've officially gone bi-coastal with new SMPS clients in CA, TN, & AL, utilizing our incredible online store platform. We love being part of the AEC community here in New Orleans and truly appreciate all our partners who trust us as the go-to Krewe for branded collateral that gets noticed.





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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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

