



October 2025

# 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,

I'm thrilled to welcome you to the first newsletter of our new board term! As we step into these new roles, I want to take a moment to express my deepest gratitude to our past board. Their dedication, creativity, and leadership have set us up for success, and we are truly grateful for the strong foundation they've built for our chapter.

As some of you may already know, our chapter is shifting its fiscal year. This upcoming term will be our longest yet—a 16-month journey as we transition to a January–December cycle. Our new board is energized and ready to embrace this extended opportunity to serve our members, strengthen our programs, and continue growing together.

This year's chapter theme, "Playing the Long Game: Going Beyond the Expected in the A/E/C," is both a challenge and an inspiration. Much like the world of baseball, our industry thrives on teamwork, strategy, and growth. Every inning counts, and success comes from the effort we put in over time. We look forward to a term full of meaningful connections, intentional programming, and professional development opportunities that will help us all hit new milestones.

Our focus this term will be on education, engagement, and empowerment—ensuring our members have the tools and support to thrive both personally and professionally. None of this would be possible without the generous support of our chapter sponsors, whose partnership and commitment help us deliver exceptional programming and resources to our members. Thank you for investing in our mission and helping our community grow stronger.

I also encourage each of you to get involved, share your insights, and make the most of your SMPS membership. As we all know, you get out of it what you put into it—and together, we can accomplish great things.

I'm honored to lead this next term alongside an incredible board, supportive sponsors, and a community of members who genuinely care about making a positive impact within the A/E/C industry. Together, let's play the long game—and make this a year to remember.

With gratitude and enthusiasm,



**Brandi Johnson**  
**2025-26 Chapter President**  
**SMPS Southeast Louisiana**

## Contact

[brandi@thundermrkt.com](mailto:brandi@thundermrkt.com)

# RECAP of recent events

July .....

## Baton Rouge Happy Hour

We held our first ever Baton Rouge Happy Hour at The Bulldog and it was a success! Many joined for drinks, mingled, and networked with their fellow BR marketers. Be sure to join us at our next happy hour event!



August .....



## State of the State

Our annual State of the State luncheon was filled with heavy-hitting representatives from various State offices. These representatives gave us insight about projects from various state entities. We had a huge turn out, great information was shared, and great food was had. Thank you to all who attended!

## SeLAbration & Awards Ceremony

SeLAbration served as our annual meeting – a time to reflect on the past year's successes and look ahead to what's next. We toasted the AEC professionals who continue to elevate our chapter and industry. Congratulations to our award winners!

It was a great night of catching up with friends, meeting new ones, and celebrating all things SMPS SeLA – thanks to our generous sponsors: Holly & Smith Architects, Eskew Dumez Ripple, Workplace Solutions, Get Online NOLA, KV Workspace, and Batture, LLC.



# Congratulations to our 2025 award winners

## CELEBRATION & AWARDS CEREMONY

### 2025 COMMUNICATIONS AWARD WINNERS

#### **AOS Interior Environments**

Growing Together: AOS Community Impact Report, Marketing Campaign

#### **EskewDumezRipple**

The Porch, Corporate Branding

#### **AOS Interior Environments**

Certified Platinum Video, Digital Marketing

#### **30|90 Marketing & RNGD**

The Lewter District Groundbreaking, Event Marketing

### 2025 ACHIEVEMENT AWARD WINNERS

#### **RNGD Renegade Fest**

Community Service Program of the Year

#### **Maci Spahr**

Rising Star

#### **Ali Savoy**

Member of the Year

#### **Olivia Matthews**

Hall of Fame



register now

# Foliage Fête

FOOD | DRINK | DONATIONS | MORE

*Donations are for Second Harvest. Drinks and appetizers will be provided.*

Wednesday, November 5 | Blackbird Hotel

## Join Us for SMPS SeLA's 3rd Annual Foliage Fête!

Celebrate the season in style at our favorite fall gathering – an evening of connection, good food, and great company!

Mix and mingle over drinks, heavy appetizers, music, and giveaways, all while supporting a meaningful cause. We'll also take a moment to **recognize the graduates of our 2024–2025 Mentorship Program.**

We're proud to again support **Second Harvest Food Bank**, the largest charitable anti-hunger network in South Louisiana. Bring your **canned, non-perishable food items** – each item earns you an entry to win exciting prizes! For example, bring 10 cans, get 10 chances to win!

[Find a list of suggested donation items here.](#)



# CALENDAR of events



## OCTOBER



**Targeted Digital Strategies  
that Drive Results &  
Tour of RNGD'S New HQ**  
October 22 • 8:00 to 10:30 AM  
RNGD  
1450 L&A Road, Metairie

## NOVEMBER



**Foliage Fete**  
November 5 • 5:00 to 8:00 PM  
Blackbird Hotel  
1612 Prytania Street, New Orleans

## SAVE THE DATE



**Southern Regional Conference**  
January 28-30  
InterContinental, San Antonio, TX

[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.





2026  
**MENTOR +  
PROTEGE  
PROGRAM**

APPLICATIONS OPEN  
UNTIL 11/14

[SMPSSELA.COM](http://SMPSSELA.COM)

**smps** | Southeast  
Louisiana

## Join SMPS SeLA's Mentor + Protege Program

Grow your career with SMPS SeLA! Our mentorship program pairs early-career marketers and business developers with seasoned industry professionals to support personal and professional growth.

### What to Expect:

- Monthly guided sessions on Career Planning, Marketing, and Business Development
- Meaningful one-on-one connections and insights from experienced mentors

### Eligibility:

- SMPS SeLA members in good standing
- Mentors: 5+ years of experience
- Commitment: 10 sessions (in-person or virtual)

**Deadline: November 14, 2025**

**APPLY TODAY!**

## 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**

## 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.**

## JOB POSTINGS

Find your next big opportunity! Whether you are looking locally or looking for a change of scenery. There is a job in AEC Marketing out there for you.

**LOCAL POSTINGS**

**NATIONAL POSTINGS**

# MEMBER SPOTLIGHT



**Robin Carubba,**  
Director of Marketing  
and Business  
Development,  
Carrubba Engineering  
Inc.

**How long have you  
been involved in SMPS?** 1 year

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

With a background adjacent to marketing, I noticed an unmet need of a marketing department in my family's business and stepped into a consulting position. After six months, I pitched a full-time role by presenting a plan, drafting my own job description and benchmarks, and making the case to the decision makers. It worked!

**What have been the challenges and  
rewards of your career?**

One challenge is working solo in my marketing department of one, but I'm grateful to the members in SMPS who let share ideas and frustrations. One key reward is I feel valued by my company to explore professional development opportunities, like SMPS membership and attending SRC. My career allows me the flexibility to be creative while contributing meaningfully to my firm's growth.

**What has contributed to your success?**

I act like a sponge. I am constantly absorbing new insights through my wonderful SMPS mentor and colleagues, reading blogs and books, and attending events like SRC. I believe in asking questions and leaving no stone unturned.

**What advice would you give someone  
about entering marketing or business  
development?**

Marketing and business development happens everywhere – a tennis or pickleball court, concert, festival – especially here in New Orleans. Always carry business cards and follow up with people you've met. Get comfortable being uncomfortable; growth happens when you're the most uncomfortable.

**Favorite vacation spot?**

I love the mountains and the beach, but my absolute favorite place I've traveled to is Japan.

**Interest/hobby that others might be  
surprised by?**

Besides playing tennis and pickleball, I'm an avid American mahjong player AND instructor! I love the strategy behind it. Plus, I'm very competitive.

# SPONSOR SPOTLIGHTS

## 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)

# 2025 Annual Sponsors

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

## GOLD SPONSOR



## SILVER SPONSORS



## BRONZE SPONSORS



## COMMUNITY SPONSORS



# BOARD OF DIRECTORS



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**President**  
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 brandi@thundermrkt.com



**Emma Hoiris Nelson**  
**President-elect**  
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**Jennifer Hanson, CPSM**  
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**Lorraine Lorio**  
**Director of Communications**  
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## COMMITTEE MEMBERS

### Membership + Sponsorship

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EskewDumezRipple

**Ali Savoy**

g4 Marketing

**Maci Spahr**

Workplace Solutions

**Gia Pieri McCandless**

Woodward

**Olivia Matthews**

30 90 Marketing

### Communications

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Holly & Smith Architects

**Reyna Rivera**

Mullin Landscape

**Kaylene Bueso**

WDG

**Caeli Boatner**

Ryan Gootee General Contractors

**Monica Rivet**

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

