



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 the fall season, I'm encouraged by the continued energy and engagement within our chapter. Your participation and support make SMPS SeLA a welcoming, active, and connected community, and I'm grateful to everyone who helps move our chapter forward.

Our **Membership Drive** is underway, and it's a great time to help grow our A/E/C community. 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.

Our Summer Education Series gave us opportunities to learn, connect, and strengthen our marketing skills, with sessions covering video marketing, networking, and effective email strategies.

We also had a great turnout for our annual State of the State luncheon in Baton Rouge, bringing together A/E/C professionals and state leaders for a conversation about Louisiana's infrastructure, capital development, transportation, and economic development priorities.

There's still plenty ahead! **Lunch with the Mayor's Office** is coming up September 23 in New Orleans, followed by **Coffee & Conversations** in Baton Rouge on October 15. Our **Mentor/Protégé Program** will begin accepting applications October 19th. We'll also be giving back to our community on October 22 with a **Service Day** painting rain barrels for Green Light.

Registration is now open for our **SeLABration Awards Gala on November 19!** Award submissions and sponsorship opportunities are also open, so I encourage you to get involved and help us celebrate the incredible work happening across our A/E/C community.

Looking ahead, watch for a holiday happy hour in December, and mark your calendars for the **SMPS Southern Regional Conference (SRC)** February 10–12, 2027, in Fort Worth. It's never too early to start planning!

Thank you for your continued involvement and enthusiasm. Our chapter is successful because of the people who contribute their time, ideas, and energy, and I'm excited to keep building on this momentum together.

See you at the next event!



Brandi Johnson
2025-26 Chapter President
SMPS Southeast Louisiana

Contact
brandi@thundermrkt.com

of recent events

June

Working the Room: How to Walk In, Speak Up, and Move with Confidence

We gathered at Woodward Design+Build for an interactive networking workshop focused on building confidence in professional settings. Presenters Matt Lundy, Robin Carubba, and Gia Pieri McCandless shared practical strategies for starting meaningful conversations, making authentic connections, and navigating those sometimes-awkward networking moments.

Attendees had the opportunity to put those strategies into practice, making the session a hands-on way to strengthen networking skills for industry events, conferences, client meetings, and beyond.

Thank you to Woodward Design+Build for hosting us!



July

Project Tour & Design Discussion: The Josephine

SMPS SeLA and CREW came together for a behind-the-scenes tour of The Josephine, a restored historic New Orleans landmark and recipient of a Louisiana Landmarks Society Award for Excellence in Historic Preservation. Led by Robert Boyd, AIA, of Holly & Smith Architects, the tour explored the vision, design, restoration, and adaptive reuse of the former Our Lady of Lourdes Church, originally constructed in 1925.

Attendees learned about the challenges of bringing the long-vacant structure back to life, from foundation replacement and dome reconstruction to restoring significant architectural features and integrating modern systems. The evening concluded with networking, light bites, and drinks inside the completed space.



July

Anatomy of Marketing Emails

Julie Huval, FSMPS, CPSM, owner of Marketing Operations Advisor, led a virtual session breaking down what goes into an effective email campaign, from initial idea through execution and follow-up. She shared practical strategies for simplifying messaging, choosing the right structure and platform, measuring what matters, and creating campaigns that drive engagement and build brand awareness.

Attendees walked away with useful ideas for taking a more intentional approach to email marketing and evaluating what makes a campaign successful.

August



Mid-City Happy Hour

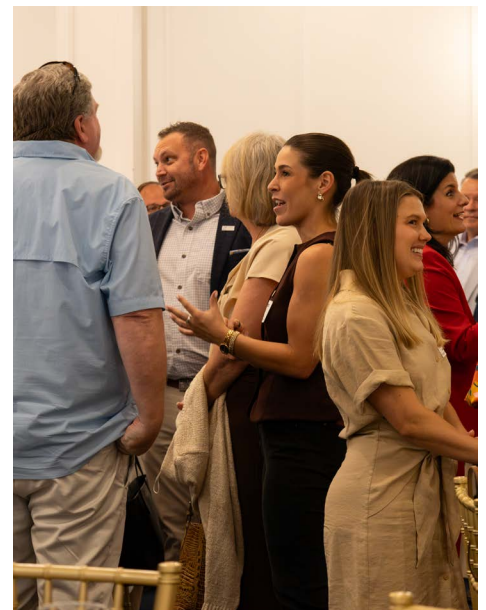
AEC marketers and business developers gathered at The Bulldog in Mid-City for a casual happy hour and a chance to connect outside of the workday. It was a great evening to catch up with familiar faces, meet new people, and build connections across our local A/E/C community.

Annual State of the State

Our annual State of the State luncheon brought A/E/C professionals together with leaders from key Louisiana state agencies for a conversation about the priorities shaping our state. Matt Baker, Paige Carter, and Beau Black shared updates and perspectives on capital development, infrastructure, transportation, and economic development across Louisiana.

The luncheon also provided an opportunity to connect with state leaders, ask questions, and better understand the initiatives and investments ahead for Louisiana.

Thank you to our speakers, sponsors, and everyone who joined us at Juban's for another great State of the State!





CALENDAR of events



SEPTEMBER



Lunch with the Mayor's Office
September 23 • 11:30 AM to 1:00 PM
Ralph's on the Park
New Orleans

OCTOBER



Coffee + Conversations
October 15 • 9:00 to 10:30 AM
Providence Engineering
Baton Rouge

This event is free for members and nonmembers, but registration is required. Space is limited to 20 attendees, so be sure to reserve your spot.



2027 Mentor/Protégé Program

KEY DATES:

Oct. 19, 2026 – Online Applications Open
Nov. 25, 2026 – Applications Due
(for both mentors and protégés)

smpsela.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.



OCTOBER

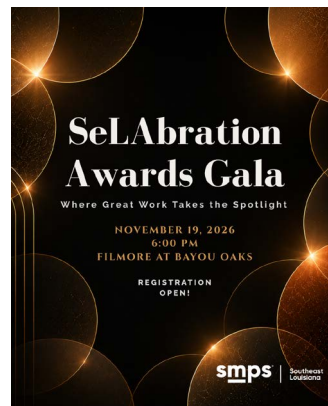


Rain Barrel Painting with Green Light New Orleans

October 22 • 9:00 AM to 12:00 PM
Green Light New Orleans

Limited to the first 25 to register.

NOVEMBER



SeLabration Awards Gala

November 19 • 6:00 PM to 9:00 PM
Filmore at Bayou Oaks

Communications and Achievement Award Submission Registration is Open!

DECEMBER



Holiday Happy Hour

Wrong Iron
New Orleans

More details to come!

smpssela.com

For up-to-date information, please see our events page.

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SADDLE UP!

FORT WORTH, TX • FEB 10-12, 2027

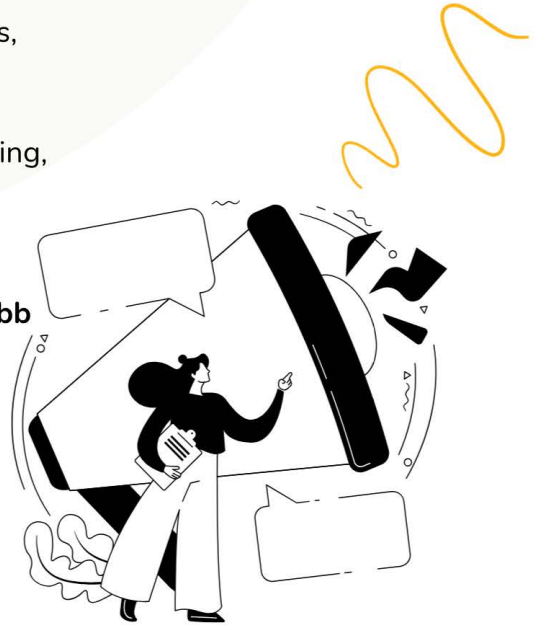
smps | Southern Regional Conference

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
D'Juana Beason, 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

SeLAbration Awards Gala

Where Great Work Takes the Spotlight

NOVEMBER 19, 2026
6:00 PM
FILMORE AT BAYOU OAKS

REGISTRATION OPEN!

SeLAbration is our chapter's Annual Meeting and celebration of the work, people, and connections that strengthen our A/E/C community. Join us as we recognize the year's accomplishments and honor the best in A/E/C marketing through our Communications and Achievement Awards.

**Award submissions and nominations
are now open!**

2027

MENTOR + PROTÉGÉ PROGRAM

APPLICATIONS OPEN
OCTOBER 19

LEARN FROM
EXPERIENCE.

GROW THROUGH
CONNECTION.

smps | Southeast
Louisiana

SMPSSELA.COM

Grow Through Connection

SMPS SeLA's Mentor + Protégé Program connects emerging A/E/C marketers and business developers with experienced professionals for one-on-one mentorship, career development, and industry insight.

What to Expect:

Monthly guided conversations focused on career development, marketing, business development, and leadership, with opportunities to learn from experience, share perspectives, and build lasting professional connections.

Who Can Participate:

- SMPS SeLA members in good standing
- Mentors should have 5+ years of industry experience
- Participants commit to 10 in-person or virtual sessions

Applications open October 19.

Questions? Reach out to Jennifer Hanson - jennifer@hollyandsmith.com

MEMBERSHIP DRIVE

Now through November

Ready to Play the Long Game?

JOIN SMPS: Join or recruit by SeLAbration for a chance to win a \$100 Loft18 gift card. Winner announced at SeLAbration.

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Louisiana

Join at smpssela.com/join.

Questions or interested in recruiting?

Contact Matt Lundy @ matt@reipromos.com



MEMBER SPOTLIGHT

Randy Morales, Business Development,
All South Consulting Engineers, LLC.

How long have you been involved in SMPS? I think I just passed 1 year!

How would you describe your role/job?

I like to think of my role as building relationships before projects. Every day I'm listening, learning, and looking for ways All South can help clients solve problems or accomplish their goals. Sometimes that leads to a project, and sometimes it simply means connecting someone with the right resource. Either way, if I can make someone's job a little easier, I've had a successful day.

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

Honestly, it kind of chose me. I started my career as a carpenter and spent nearly 15 years working in school operations, eventually serving in leadership roles overseeing facilities. Along the way, I realized my favorite

part of the job wasn't just the buildings—it was the people. I enjoy connecting people, solving problems, and helping organizations accomplish their goals.

What's your favorite part of the job?

Without question, it's the people. I enjoy learning how different organizations operate and hearing about the challenges they're trying to solve.

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

SMPS has connected me with professionals who understand the unique challenges of business development and marketing in the A/E/C industry. As someone who was new to this profession, it has been reassuring to learn from people who have already experienced many of the same challenges. Their willingness to share ideas and lessons learned has helped me grow both professionally and personally.

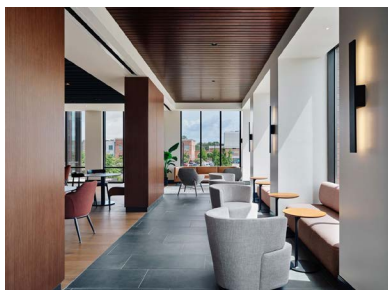


Interest/hobby that others might be surprised by?

One thing people are often surprised to learn is how much I enjoy cooking, especially for large groups. If there's an opportunity to cook a pot of gumbo for a fundraiser, community event, or family gathering, I'm usually all in. I enjoy the planning, the teamwork, and seeing people come together over a great meal.

SPONSOR SPOTLIGHT

Silver Sponsor



ABOUT - Workplace Solutions is a full-service commercial interiors partner and design firm serving organizations throughout Louisiana and Mississippi. We help clients create thoughtful, functional spaces through interior design and space planning, furniture procurement, architectural solutions, project management, and installation. From the earliest stages of design through final installation and beyond, our team provides the expertise and resources needed to bring each space to life.



WHY WE SPONSOR - Workplace Solutions proudly sponsors SMPS SELA because we believe in the impact the organization has on fostering growth, connection, and collaboration across the AEC industry. As a partner to architects, designers, contractors, and other industry professionals throughout the region, we value the opportunity to support a community that encourages shared knowledge and stronger relationships. Our involvement also allows us to be an accessible resource for our AEC partners, whether they need product expertise, insight, or support bringing a space from concept to completion.

 **Workplace Solutions**



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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Mullin Landscape

Caeli Boatner

Ryan Gootee General Contractors

Monica Rivet Cox

MAPP

Lauren Songy

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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

