

THE WAVE

Catch up on the latest South Florida A/E/C news



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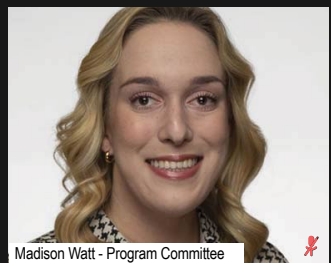
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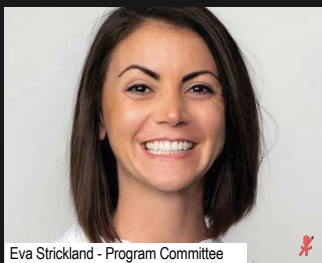
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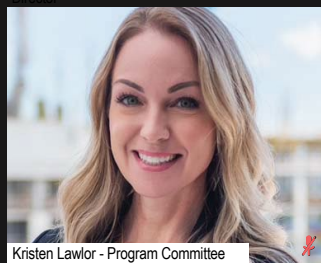
Karen Rachles - Program Committee



Madison Watt - Program Committee



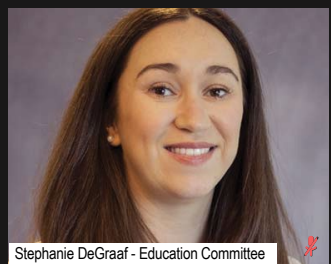
Eva Strickland - Program Committee



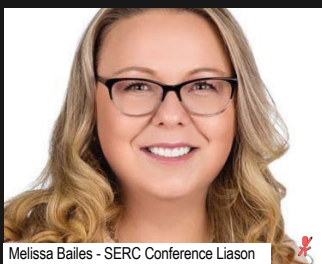
Kristen Lawlor - Program Committee



Melvorn Cunningham-Atencio - Programs



Stephanie DeGraaf - Education Committee



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Barbara Stiles - Advisory Committee



smps
South Florida

Manage Participants

Stop Video

Mute

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Invite

Chat

End Meeting



NEW 2021 - 2022 BOARD OF DIRECTORS

September 1 starts our chapter year, and we are coming back stronger!

PROGRAMS AND MEMBERSHIP

Event recaps and photos plus a snapshot of the coming year.

"FROM STRUGGLE TO SUPERPOWER"

Featured article speaks about Adversity and Acceptance.

looking forward with positivity

leadership



a letter from the president

As I enter the beginning of my second and final term as President, I sit and reflect on my journey and the past year that kept us all glued to a computer screen. I can tell you honestly, that if someone would have told me last year that we would be still be navigating our way through this pandemic over a year and a half later I would have looked at them like they were crazy. But here we are, Fall 2021 and we are still dealing with the COVID outbreak. As someone who loves being around people, I'm a hugger for sure, navigating my way through a world where we couldn't hug one another, let alone see one another, was a lot harder than I thought it would be. As most of us do, I love my alone time, but too much alone time, which is what we all experienced this last year, can be deafening and without a doubt a little lonely. Fortunately for me, our office never closed, so while most of the AEC industry was working from home, I was still heading to the office every day, thankfully, a place to go beyond the confines of the walls of my home.

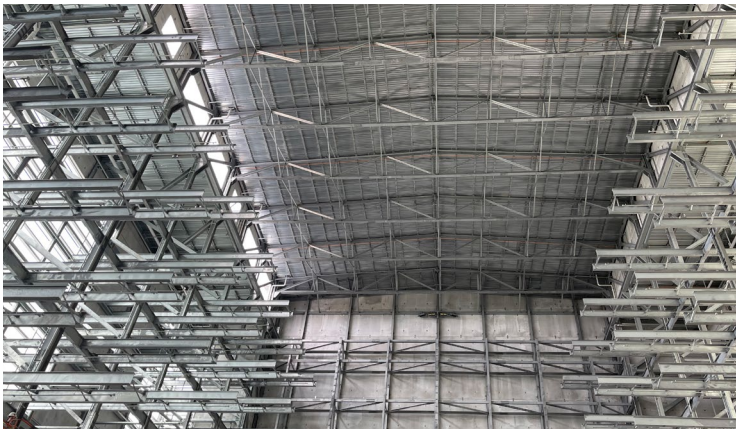
As Marketers, we depend on that one-on-one time with clients and colleagues, meeting up in groups, going for lunch and/or happy hour, schmoozing, making connections, this is how we operate. How do we operate and navigate our way around a world that can't meet in person? But along came Zoom, and Teams, and all those other platforms where we could meet up and see each other without touching. It was and is a way to stay connected and not lose yourself in the loneliness of being isolated.

While many people have been experiencing zoom fatigue - I on the other hand, love me a good zoom meeting, good being the operative word. During the pandemic, it helped me stay connected to more people than I probably would have, had we been in "normal times." I was part of a bi-monthly zoom call with my fellow SMPS Presidents from the 4 other Florida chapters, as well as a monthly zoom call with fellow SMPS Presidents from chapters across the nation. I learned so much from them during our zoom calls, I know there is no way I would have made it through the year without them. I looked forward to the calls. We discussed SMPS stuff and non-SMPS stuff, shared triumphs, and horror stories, gave each other advise, listened to each other, we laughed and laughed some more and realized that we were all going through the same thing - together, making it easier to deal with all the nonsense of the crazy world we were living in. I made great connections and formed some of the most amazing friendships through these zoom calls. There are not enough words to explain the gratitude we have for one another as we helped each other navigate the good, the bad and the ugly! We loved our zoom calls so much that the Florida past presidents will be continuing our meetings monthly.

I share this story with you to encourage anyone who is even thinking about taking on a leadership role in SMPS to JUST DO IT! When I first started my SMPS journey as Programs Chair, I had no intention of taking it any **continue page 19**

    #smpssouthflorida

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FROM THE EDITOR 2020 started out as each year does, a clean slate – an opportunity for reinvention, to become more organized and try out new things. Life then took a 180 and everything we knew changed as the pandemic hit.

We took time to pause, to accept a new normal and invite words into our vocabulary like lockdown, flattening the curve, social distancing, pods and bubbles. As we navigate through our current situation, SMPS South Florida will continue to safely bring our membership together for that personal connection we crave as Marketers and Business Developers; to leverage technology and investments to make our chapter stronger; and to provide value through memorable and meaningful events with our revamped programming. We will continue to share virtual opportunities through our sister chapters, and team with other organizations to offer a wider variety of programs.

This year promises to be phenomenal; we are excited to be working with Ryan Reiter of Kaufman Lynn Construction who will oversee audio and video for the virtual component for our hybrid events. We are fortunate to have a new board of eager volunteers with new ideas along with some familiar faces from the past. But most importantly we want to thank all those who have supported our chapter, our members, and sponsors for staying with us through these challenging times.

There is no better resource for advancing your career in the A/E/C industry than SMPS. As heard at our Leadership Summit in August, “the mentors, and friends one gains when involved with this chapter are invaluable”. The opportunity of being involved with the Chapter will build both your technical and leadership skills. This coupled with insightful panels and skill workshops will help energize you to go back to the office and make a difference. At the end of the day, we could not do this without you. Considering joining (or rejoining) the chapter, or volunteering for a specific event. Reach out to anyone on the board, we would love to plug you in! Let’s continue to stay positive and make this our best year ever.



Susan Julien
SMPS South Florida Chapter Administrator
sjulien@adp-studios.com

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ADVISOR

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Interested in a SMPS South Florida leadership role, contact a board member to join a committee. *Click name for email.*

my smps journey

Some of you may be reading this as new or prospective members beginning to dip your toes in the water of the SMPS family, and some of you may be SMPS veterans who I hope will read this with a smile and remember your journey as well. I wanted to write this and share my journey through SMPS the last four-ish years and why this group will always hold such a special place in my heart.

My first event was in the 2018 Meet the Board. I was a couple years in the industry working as a Marketing Coordinator at a transportation firm. I was at the point where I wanted to get involved in something, I just wasn't sure what it was yet. There was ASCE, ACEC, FES, and all the acronyms that went with support for engineers - but what about marketing?

Shortly after in 2019, and a handful of events later, I made the jump to a small business where I was now a one woman show running marketing, proposals, communications, branding, business development, and everything else that falls under the "other services as needed" category we so commonly find on job descriptions for marketing. This is when I NEEDED SMPS more than ever. My role was changing, I was taking on new responsibilities, and I needed somewhere to turn for professional development and guidance. And in 2019 I went from dipping my toes in the water to a giant cannon ball with a running start.

We are a special breed to thrive in this industry. Whether it's a self-diagnosed OCD disorder for font, size, alignment, spacing, and document consistency, or our ability to nerd out together over the latest CRM software features, you will find these likeminded individuals through SMPS. Over the years I built relationships for teaming opportunities, called colleagues at other firms in the middle of the day to pick their brain about an idea or suffer through a massive continuing service contract submittal together, and yes... vent about technical staff who were behind schedule or were flat out driving me crazy!

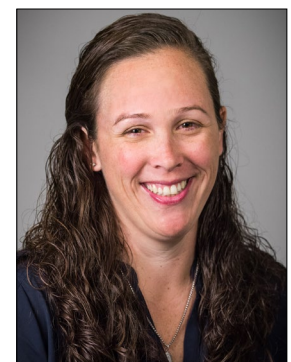
Aside from all the professional and educational events I have attended over the last four years, what I am most proud to say I have gained throughout this experience are friendships. Through SMPS I have met the most incredible, encouraging, positive, and uplifting people. Whether a mentor, colleague, or competitor, you are all my friends and SMPS is my family. There is truly no other organization for AEC marketers where you will gain the skills, relationships, and friendships.



May 2021: *The Importance of Pictures in Proposals with Nailed It Creatives.*



August 2018: *Where it all began for me, the Meet the Incoming Board Event.*



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Christina Leahy
 Director-at-Large - Sponsorship
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IN-KIND SPONSORS



mySMPS.org

a virtual gathering place

The online resources provided for members is much broader than you may think. We've all received the **"Forward. Together."** marketing piece when we joined, or have seen the ad in the monthly **MARKETER** issue, but have you looked at all it has to offer? Of the many references and resources our organization provides, I find that most people are least familiar with **MySMPS.org**. Now, anyone who has ever spoken to me about SMPS knows that I am passionate about our online community. But why, and what exactly is it? Most of all, how can it be helpful to you?

IN A NUTSHELL MySMPS.org is an often unfamiliar and underutilized resource for members. Accessible from either a web browser or the SMPS app, this virtual gathering place connects members from across the country to share information, opportunities and make building business easier.

THE COMMUNITY TAB Once you find your way to the website, you'll see the "Community" tab. Currently, the boards host 55 communities ranging from topics like "StarChapter" to regional boards, to specific topics, like "Adobe Creative(ly)" or "Deltek." The largest group on the boards is the "Business Development Community," with 485 members, 68 library items, and over 1,100 discussions! Recently, SMPS National added in specific business sectors: "Education," "Industrial," "Sports Facilities/Public Assembly," and "Transportation." The intent behind each was to aid in teaming efforts, solicit advice, and showcase thought leadership and best practices with your peers. Whatever your interest, each community has a description, so find what best suits you, click "join," and off you go!

MY EXPERIENCE A few years ago, I came across the "Communities" tab but was, I'm afraid to say, a bit nervous about participating. It is scary to do something unfamiliar but remember, there are no dumb questions. If you have a specific topic of interest or question, a quick search in the search bar will tell you if a thread on your issue is already active. You can then go directly to the thread, see what was said, and when the latest post was added. It may be a question that falls into a different community, so keep that in mind too. And please remember, unlike other social media, Reddit, Discord, etc., this is a safe place to ask questions; keep in mind the purpose of the boards to connect with your peers, share information and improve your business.

MySMPS has allowed me to continue growing, learning, and interacting on the fly with peers across the country. I hope this brief article inspires you to join in on the discussion. I've posted a thread specifically about this topic to the "Marketing Tools" community. I encourage you to log in, participate and see how our fellow marketers view this online community.

To learn more about the **Communities tab** or Melissa's experiences, please reach out to her at mbailes@hedrickbrothers.com.



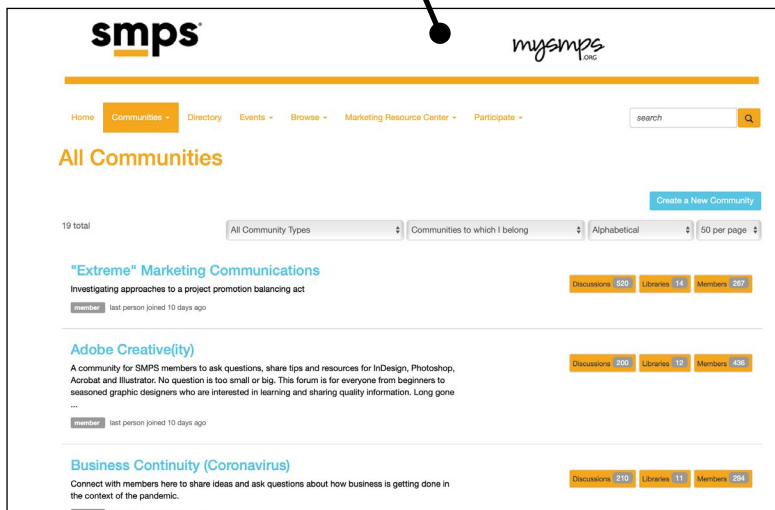
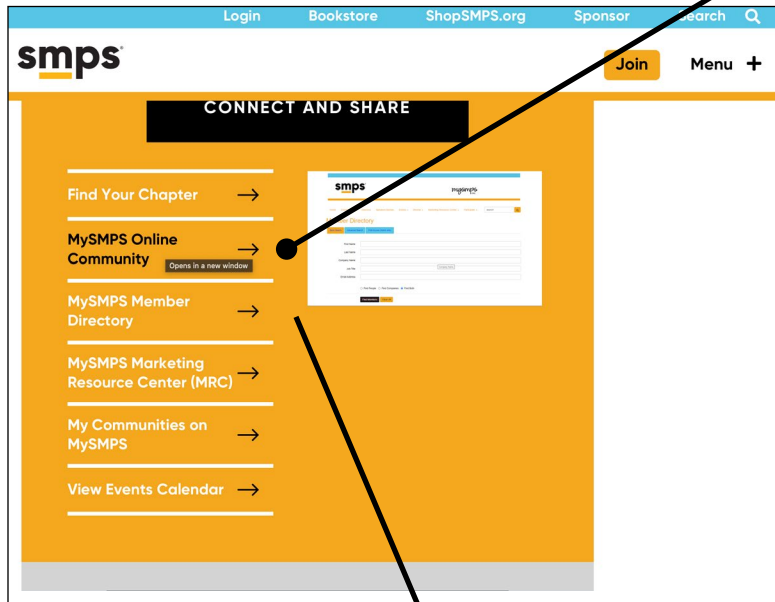
GET CONNECTED
Build Business 2022: This is the leading business development, marketing, and management conference for the A/E/C industries.
• 2022: July 18-20, Atlanta
buildbusiness.org
Chapter Membership* Local and regional contacts and educational opportunities abound within your chapter. Find a directory of chapters online.
smps.org/chapters
Marketer QuickLook Our monthly e-newsletter features SMPS announcements, upcoming events, and industry- and professional-related news.
smps.org/marketer-quicklook
Member Directory* The directory on MySMPS.org allows you to search for members and their firms.
MySMPS Online Community* MySMPS.org is the virtual gathering place. Build your network, access resources, join groups, participate in discussions, join the Business Continuity community, and more. Get the app in the App Store or Google Play.
Thought Leadership Submit a proposal to be a presenter for one of our many online learning programs.
smps.org/learning/continuing-education
The Pinnacle Experience* This event is for professionals with 10-15+ years' experience who lead their firm's marketing and business development efforts. Attendance is limited.
• 2021: October 4-6, New Orleans
smps.org/learning/premier-events/the-pinnacle-experience
Social Networking Find SMPS pages on LinkedIn and Facebook. Follow us on Instagram, Twitter, and YouTube.
smps.org

GET AHEAD
A/E/Connections & A/E/C Momentum! These premier industry events are for principals, owners and firm leaders, and senior-level marketing and business development executives.
• 2021: August 26 (virtual)
smps.org/a-e-c-momentum
A/E/Courses These new virtual courses are for those starting out or needing a refresher and offer CEUs.
smps.org/a-e-courses
Career Center* Fill a marketing or business development position or plan a career.
smpscareercenter.org
Certified Professional Services Marketer (CPSM) Program! Based on the six Domains of Practice, the CPSM program measures a candidate's experience and elevates the professional's standing in the profession.
smps.org/learning/certification
Compensation and Metrics Survey* Members entering at least 40% of the data receive free access to run reports.
smps.org/careers/salary-survey
Diversity, Equity, and Inclusion (DEI) Through its task force and resources, SMPS is working to promote a culture of inclusion, and amplify the voices of the underrepresented, and support the business case for diversity.
• 2021: September 15, Town Hall (virtual)
smps.org/dei
Marketer This award-winning bimonthly journal provides original, knowledge-based content written by industry experts. Access archived issues on MySMPS.org. Nonmember subscriptions available.
www.smps.org/resources/marketer-journal
Marketing Resource Center* Use this web-based resource on MySMPS.org to search articles, research, websites, blogs, books, and programs.
mysmps.org

Master This: Be the CMO of Your Career! These intensive, three-session online workshops are for those who want to lead in their business and firm.
smps.org/masterthis
Pivot & Focus Learning Labs* This five series features skill-building topics every other month for 1 CEU.
smps.org/freelarninglabs
Professional Development! SMPS works with industry leaders to create educational programs at all levels. Corporate training is also available.
smps.org/learning/continuing-education/corporate-training
Publications! Browse the Bookstore tab and SMPS Store for publications in print, PDF, and digital formats, including new e-books.
smps.org/resources/store
SMPS Foundation The SMPS Foundation is a not-for-profit 501(c)(3) organization established by the Society to promote research and education.
smpsfoundation.org

GET INVOLVED
Awards and Recognition
• Marketing Communications Awards*
• World Class Marketing Achievement Award*
• Fellows Recognition Program*
• Chapter Awards*
smps.org/members/recognition
Leadership Volunteer service at the chapter or Society level can enhance your talents and leadership skills. To get involved, contact Tina Myers, CAE, at 707.684.2292.
Visit smps.org or call member services at 707.684.2277 to find out more about these resources and other benefits of SMPS membership.
*Members only *Discount for members

MYSMPS.ORG continued



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HOW TO CONNECT

If you are a member, access is free to the "Communities" tab on MySMPS.org, and you can get to it in several ways.

The easiest is to type in the address directly and save it to your browser. If you forget, you can visit the SMPS home website on the computer and find it through the Menu>Members>MySMPS.

If you are a mobile user, you can download the MySMPS app on either iTunes or Google Play stores for easier access anytime, anyplace.

MELISSA'S TOP PICKS

MARKETING TOOLS A place to post technical questions related to the tools we, as SMPS members, use to get our jobs done.

ADOBE CREATIVE(LY) Ask questions, share tips and resources for InDesign, Photoshop, Acrobat and Illustrator. No question is too small or big. This forum is for everyone from beginners to seasoned graphic designers who are interested in learning and sharing quality information.

"EXTREME" MARKETING Communications - Investigating approaches to a project promotion balancing act

BUSINESS CONTINUITY (CORONAVIRUS) Connect with members here to share ideas and ask questions about how business is getting done in the context of the pandemic.

BUSINESS DEVELOPMENT COMMUNITY Special interest group exclusive to SMPS members who are active in the acquisition of business for their firms. It's a place for A/E/C business developers to network, share best practices, and discuss the industry.

Got a tip you would like to share?

If so, please reach out to our [Editor](#) and if your tip is selected for the newsletter, we will send you a gift card for a free cup of coffee!





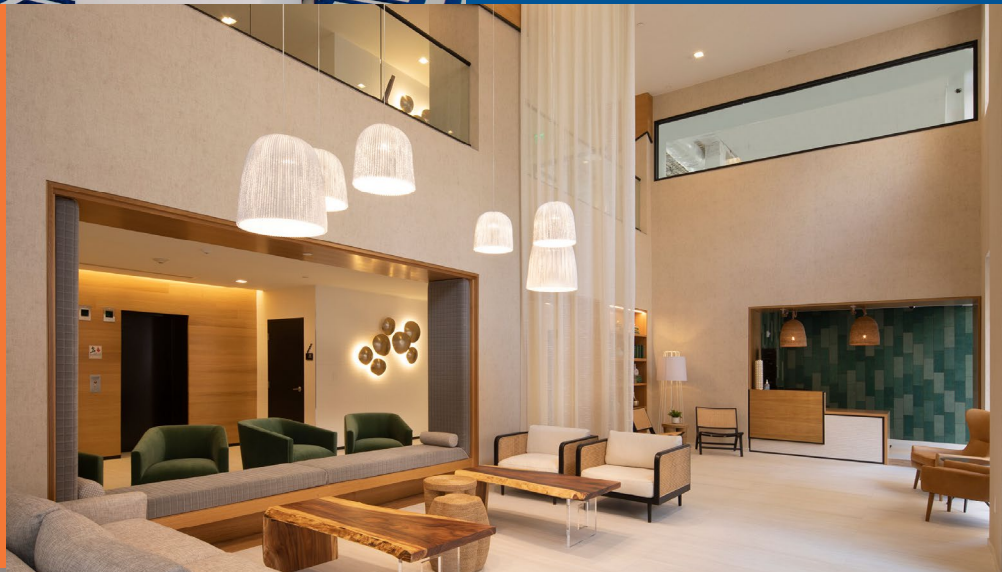
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from struggle to **superpower**



Damion Morris
SMPS Los Angeles President

What Living Life in the In Betweens Has Taught Me About Adversity, Acceptance, and the Power of Authenticity.

The last couple of months have been challenging for most of us. They certainly have been for me. As I've struggled to remain hopeful and optimistic in the face of a global pandemic and economic meltdown unlike the world has ever seen, an endless stream of negative headlines has dominated my news feed.

I've read countless news clips and articles highlighting all the worst parts of life in Black America. I've isolated myself and obsessively washed my hands as to not become yet another brown body waiting to be claimed by their family. I've watched the never-ending barrage of videos showing people who look like me being gunned down while out for a jog, threatened while birdwatching, and mercilessly choked by police on camera.

It's been hard to show up to work as my best self. It's been hard to remain productive. Yet, as a Black man in white corporate America, I've been taught that I don't have the luxury to just get by with doing the minimum as my coping skills fatigue. As the Black proverb goes, I must be twice as good to get half as much.

So for a while, I've said nothing. I've swallowed my rage, held back my tears, and done my job with excellence (and without excuse) because that's all I know how to do. I've lived my entire life surrounded by people who don't understand what it's like to be stuck in between worlds. So for me, this is nothing new—it's business as usual. Why would this time be any different? And yet, **this time is different.**

People across the United States (and the world) aren't just finally beginning to acknowledge the systemic challenges facing Black Americans. They're asking questions, listening, and most importantly, taking action.

Over the past few weeks, I've received more phone calls, emails, and text messages from my white friends, coworkers, and industry colleagues than I can count. Each of them reaching out to check in on

me, apologizing for not knowing, or to simply say “I see you.” These calls and messages have sparked several immensely vulnerable conversations where I’ve shared my own stories of adversity and my struggle for acceptance as a man living in between worlds.

What started out as an exercise to share my experience navigating the intersection of racism and homophobia in America with friends who couldn’t conceive it happening to “someone like me,” quickly evolved in to something entirely different. As I told my story, something cathartic happened. I had an epiphany. Perhaps the time I’ve spent living in between worlds wasn’t the isolating narrative I spent most of my life believing, but rather the prologue of my life story where the protagonist hasn’t yet realized they’re a hero.

As I shared my unfiltered truth, some friends struggled to reconcile the boy in stories with the man they know today. They were shocked to learn that the “confident and charismatic” character they’ve come to know didn’t spring out of the womb that way. But that’s not where my story began. Looking back, I’m glad it didn’t, and that’s exactly what I told them.

I told them that I should have been a statistic.

I told them how I was born to a biracial single mother. How she was abandoned by her white mother at 13 after a tragic motorcycle accident killed my Black grandfather. I told them how my grandmother couldn’t imagine raising two mixed-race daughters on her own in the 1970s without her husband. How she left them, moved away, married a white man, and never spoke of her daughters again.

I told them how my mother sent me to predominantly white private schools because **“You are black, baby. Your best shot of being successful in America is learning how to speak like white people, think like white people, and understand how to move through their world.”**

I told them how this inadvertently created identity issues for me because I never quite fit in. I was one of a handful of Black boys (literally five) at a school of nearly 900 affluent white male students. I looked different, lived in a different part of town, and wasn’t an athlete. I was a nerd with a high-pitched voice and a bad habit of breaking my Coke-bottle-thick glasses (think Steve Urkel, 1996). I told them how I had my fair share of name calling and run-ins with racism at school, but what was worse is what happened once I went back home to my community. How I was ostracized by my cousins and kids in the neighborhood for “dressing white,” “talking white,” and even “walking white,” (how is that even a thing?). How I was called an Oreo (black on the outside, white on the inside) for most of my childhood—forever trapped between two worlds but accepted by neither.

My stories continued. How I desperately wanted to fit in, but things became more complicated once I came out. How the white students made up horrible lies about me that landed me alone in the principal’s office at 15 accused of being a “drug-addicted sex worker.” I told them the shame and embarrassment that came over me when my guidance counselor forced me to roll up the long white sleeves of my prep school uniform to prove I didn’t have track marks. How no one even thought to call my mother first.

I told them about my adult family members who continuously told me to “man up” and to “stop always acting like a girl” for simply being myself. And how they said our family name would die because I was the only male of my generation who bore the Morris surname. They even said I needed stop smiling all the time and quit being so outgoing. Because if I didn’t, people would think I’m “soft and desperate for a friend.”

But despite this onslaught of adversity, my mother always taught me to never be a victim. She’d tell me that **“Your struggle will be your greatest strength, baby. You are smart, you have a kind heart, and you can make friends with anyone. Just get so good they can’t ignore you.”**

So that’s what I did.



Your struggle will be your greatest strength, baby. You are smart, you have a kind heart, and you can make friends with anyone. Just get so good they can’t ignore you.



continue page 12

FROM STRUGGLE TO SUPERPOWER *continued* I made being a learner and an achiever core pieces of my identity. I studied the science of success, refused to be outworked by anyone, and made excellence a daily habit. I committed to entering any situation with the goal of figuring out the rules of the game so I could play it better than anyone else. I wouldn't just "dress white," I'd make it a point to always be the best dressed man in any room. Rather than blending in, I'd always stand out and be remembered.

I wouldn't just "talk white," I'd develop such a command of the English language that I could build an empire or level a city block with my words alone.

I wouldn't just "walk white" I'd develop such self-confidence and an unwavering belief that I was deserving of everything this world has to offer—and that the universe would have no choice but to deliver.

I wouldn't just learn how to move through the white world, I'd learn to thrive in it. Not by dimming who I was but embracing it wholeheartedly.

I'm not sure exactly when it happened, and I'm not confident it was entirely conscious. But the moment I stopped trying to fit in, accepted myself for who I was, and began to live my authentic life, everything changed, and not just for me.

As Author Marianne Williamson states in her poem Our Greatest Fear, "As we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

That's what I'm most proud of.

Looking back, there was so much wisdom in my mother's words. **My struggle of living life in the in between not only became my strength, it became my superpower.** It's like I can walk through walls. My unique perspective is sought out and appreciated. I'm regularly invited to the private conversations that influence the policies and decisions that shape my world.

I now walk into conference rooms, board meetings, and leadership summits where I'm the only Black person sometimes in a crowd of hundreds. But rather than continuing to focus on the smothering uncomfortableness of being "alone on an island," I step into my power and acknowledge the unique opportunity I've been given to affect change for people who look like me from the inside.

I'll leave you with this. Even in the face of impossible adversity, never dim your shine. Accept yourself and your story. Embrace exactly who you are because who you are is more than enough. It has always been enough. Your struggle won't just be your strength; it'll be your superpower. To quote the late, great Maya Angelou "If you're always trying to be **normal** you will never know how **amazing** you can be."



Damion Morris, CPSM
SMPS Los Angeles President
PCL Construction Services
dldmorris@pcl.com

Damion Morris is president of SMPS Los Angeles and a Certified Professional Services Marketer (CPSM). As proposal manager for PCL Construction Services' California Buildings District, he oversees all pursuit-related marketing activities for PCL's largest and fastest growing district at \$750 million in annual revenue. He can be reached at dldmorris@pcl.com.

Article reprinted with permission from Mr. Morris. SMPS invited leaders of different generations to share their experiences and perspectives to contribute to our community's conversations on racism and its impact on our personal and professional settings. To read more, visit our [Member Voices page](#).

CREATING ENVIRONMENTS FOR THE NEXT GENERATION.

Miller Legg is an award-winning consulting firm that brings together the elements of engineering, landscape architecture and urban design, planning, surveying, subsurface utility engineering, environmental consulting, and geographic information systems.



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IMPROVING COMMUNITIES. CREATING ENVIRONMENTS.

INDUSTRY NEWS

PLANTATION PRESERVE AND GOLF CLUB

Plantation Preserve is a unique Case Study of an award-winning City of Plantation public golf course, clubhouse, multi-purpose trail/park and archeological site that piques not only the interest of golfers, but also many of its residents, as well as those interested in history and birding.

BACKGROUND The Plantation Preserve area of western Broward County was first populated by Tequesta Indian tribes during the Glades I/II Era (750 BC - 1400 AD). Within this area was a three-acre tree island, populated with native oak and ficus trees, and surrounded by significant freshwater marshes. The Tequesta seasonally visited this tree island during travels from the inland camps to coastal fishing and trading locations. Eventually the tree island became a permanent residence for the Tequesta. Evidence of the Tequesta populating this area ends in approximately 1500 AD. The Tequesta tree island settlement and the on-site burials have been designated as a significant Florida archeological resource.



SITUATION Modern history for Plantation Preserve began in the 1950s, when the 212-acre site was first developed as the Plantation Golf Club by Frederick Peters, founder of the City of Plantation. As the City continued to grow through the 1950s and 60s, the Golf Course served as the City's community center providing cultural and social activities for the citizenry. In the 1980s, patronage of the golf course declined and the City was forced to close the facility and the property was sold. However, significant environmental contamination issues caused by the use of arsenic and other toxic chemicals during the operation of the Golf Club prevented development efforts. In addition, during the time of abandonment the site had been subject to extreme vagrancy, as well as illegal dumping activities.

As the City continued to grow in the 1990s, the City identified this parcel of land as a much needed public open space. To achieve this, the City, with the assistance of Miller Legg, was able to acquire a Florida Communities Trust Grant, as well as acquisition funds through the Broward County Open Space Bond Program.

APPROACH Reflecting upon the historical significance of Plantation Preserve, Miller Legg developed a program that would reflect the project's archeological and more recent historical significance. This program would include:

- 1) preservation of the Tequesta tree island
- 2) restoration of freshwater marshes to re-establish the tree island's original context
- 3) a linear park that symbolized the area's importance as a Tequesta trade route
- 4) development of a new golf course and recreation facility to reflect the project's recent history and desire to restore it as a cultural and social community center.

The project featured design by golf course architects Von Hagge, Smelek and Baril, of an Audubon-certified par 72 championship golf course and clubhouse, incorporating a 1.5-mile multi-use linear park with bridges, benches, overlooks, educational kiosks and incorporation of an archeological site within the center of the proposed golf course.

The project also integrated a stormwater system along with wetland habitat which provides a treatment train of water quality bioswales and shelves in the golf course hazards prior to discharging into the wetland system.

continue page 15

PLANTATION PRESERVE continued The linear park is a 1-mile oasis buffered by more than 40 acres of upland and wetland plant habitats within this densely populated area of South Florida. The habitats reflect the historic natural Everglades ecosystems. These habitats have become a highly utilized refuge for a variety of wading and migratory bird species including wood storks, herons, egrets, ibis and purple martins. The red-capped cardinal has not been observed in the Continental United States since the 1960s and had never been photographed. That is, until 2008, when a red-capped cardinal was photographed in the marshes of Plantation Preserve. This is further evidence that these habitats are established and biologically functional.

In addition to providing habitat, the created natural everglades ecosystems serve as a buffer between the golf course and the linear park. This helps to prevent intrusions on golfers by linear park users while protecting the linear park from errant golf shots.

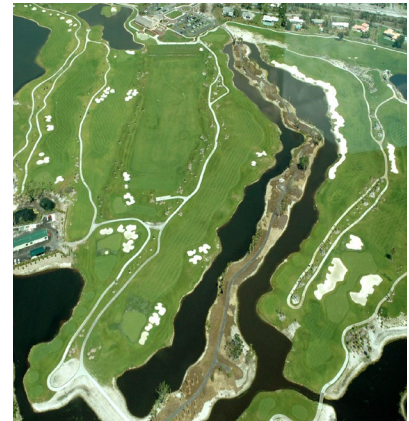
Recognizing the need for wetland mitigation by private developers within the region, Miller Legg designated large areas of wetlands within the Plantation Preserve as potential mitigation. Miller Legg successfully negotiated the purchase of these wetland areas within the Plantation Preserve with developers who needed to mitigate for wetland impacts within Broward County. As a condition of the wetland purchase, the developers agreed to fund the perpetual maintenance of these mitigation areas. This wetland mitigation initiative provided an additional \$2 million of revenue to the City for the development of the Preserve.

For preservation of the archeological site, Miller Legg designed the tree island to be top-dressed with organic soils planted with native species. This also accentuated the island's elevation to physically reflect its historical significance. The tree island was surrounded by the created wetlands to reflect the historical geographic context of the site. Realizing the educational treasure of Plantation Preserve, Miller Legg designed an audiovisual informational signage system along the linear park. The topics of this information include the Preserve's archeological history, the history of the Plantation Golf Club, and the native flora and fauna of the Preserve. Miller Legg successfully collaborated with artists, archaeologists, and production consultants to develop the graphics and narratives for this informational signage. In addition, interactive signage providing audio narratives was sited at the tree island/burial mound and each of the linear park's trail heads.

Located at each end of the 1.5-mile linear park, the trail heads were designed to facilitate more active recreational activities. Each trail head provides playground areas, preservation areas for large existing trees and open spaces for free play and informal gatherings such as picnics. These geometrically designed active trail heads contrast with the organic passive linear park that bisects the Preserve.

IMPACT The Plantation Preserve is truly a project that preserves, conserves and celebrates the historical significance of the site. Through collaborative efforts between Miller Legg, the City of Plantation and its residents, Miller Legg successfully developed a design solution that responds to its stakeholders while remediating environmental contamination issues, and provides a unique historical, conservation-focused recreation resource for residents.

Plantation Preserve received the coveted Award of Excellence from the Florida Nursery, Growers and Landscape Association (FNGLA) and the Outstanding Design Award from the Florida Chapter of the American Society of Landscape Architects.



INDUSTRY NEWS

ENGENUITY GROUP, INC.

SMRU Risk & Resilience Assessment & ER Engenuity Group is currently working with the South Martin Regional Utility to furnish the EPA mandated Risk and Resilience Assessment and Emergency Response Plan for water utilities serving more than 3,300 people. The Assessment includes the study of SMRU's North and South Water Treatment Plants, processes, and components concurrent with an evaluation in terms of security, vulnerability, and improvement recommendations. After completion of the Assessment, the Emergency Response Plan will then be developed to hone in on prevention of malevolent acts and natural hazards, as well as provide standardized procedures to combat and quickly recover from any service disruption caused by those events.

Affiliated Development Invests \$81 Million In West Palm Beach Workforce Housing Project

Fort Lauderdale-based Affiliated Development has started construction on an \$81 million mixed-income workforce housing project, The Grand in downtown West Palm Beach.

The eight-story building will have 310 apartments and townhouses, with ground floor commercial space.

"Affiliated Development's \$81 million investment into the city's historic Northwest community represents the single largest private investment in this neighborhood's history and will deliver much needed workforce housing for our city's residents," said West Palm Beach Mayor Keith A. James. "This project supports the city's efforts to build stronger neighborhoods and to provide better connections for residents between their home and their job."



The Grand is being constructed by **MOSS & ASSOCIATES** and was designed by MSA Architecture. Expected completion is slated for Spring 2023.



BECOMING A MEMBER.

In the words of Alexis Rose... Love that journey for you!

WHY SHOULD YOU BECOME A SMPS MEMBER? It's so much more than what you think it may be. It's a way to get connected to your fellow peers in the AEC industry, both locally as well as nationally, and learn from others, grow your career and your company! By being connected to your peers, you can gain and share perspectives and best practices that will assist you in becoming the Marketer/Business Developer you knew you could always be.

BUT WHAT ARE THE PERKS TO BEING A MEMBER? Simple, you gain access to free or discounted webinars and workshops to help develop your knowledge. You also can attend in-person panels as well as a number of conferences, local and national, at a discounted price. So you can network and develop those important connections in good conscious, knowing you didn't have to dig deep into your company's pockets to do so!

In addition, you also gain access to our Lending Library. This exclusive Members Only library includes a huge collection of CPSM study guides as well as other educational materials for free. The only thing you have to do is reach out to our current Education Chair or President and they will let you sign out any book of your choosing!



List of Available Books & Materials:

- Markendium:
 - Domain 1 – Marketing Research
 - Domain 2 – Marketing Planning
 - Domain 3 – Client and Business Development
 - Domain 4 – Proposals
 - Domain 5 – Promotional Activity
 - Domain 6 – Management
- AEC Marketing Fundamentals – Your Keys to Success
- Slide:ology
- Resonate
- Outliers
- Freakonomics
- The Startup of You
- Engage
- Blink
- The Behavioral Advantage
- The Creative Curve
- Getting Things Done
- 15 Ways to Grow Your Business in Every Economy
- The Leadership Compass
- CPSM Study Guide 3.1 Binder



Nikki Fortugno
Director-at-Large -
Membership
PGAL
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NEW THINGS ARE ON THE HORIZON FOR THE SOUTH FLORIDA CHAPTER! This coming year we plan on introducing several members-only events back into our list of upcoming events, so stay tuned! Why should my company care? What company isn't hiring, especially now? Well, with your membership, your company gains the ability to post job listings to our chapter's website at a discounted rate. We then advertise the postings to all our member and non-members through email blasts as well as social media posts, so you know your company is getting the maximum exposure to the most qualified candidates.



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Delray 4th + 5th iPIC + Office Facility



JM Family Enterprises Phased Campus Replacement



Florida International University Bayview Housing



Fort Lauderdale Fire Station No. 54

PRESIDENT'S MESSAGE *continued*

further than that, I promised Brad a 2-year commitment and I was done, but once I was in, I was in, and I understood why people love this organization. I have made some amazing connections and even better friends. I have had the privilege of working alongside some of the best people in the AEC industry that I have had the pleasure of knowing and learning from. I have been able to build my network beyond which I even thought was imaginable, not only in Florida, but nationally. None of which would have been possible without SMPS.

While navigating this last year through COVID was difficult, my amazing team pulled it together and together we did our best to provide informative and fun programming, because that's what it's all about after all. We managed to have a few successful zoom panels including our Education Panel, Women in Govt, and My personal Favorite, A/E/Cannabis. We updated our bylaws which went into effect on Sept. 1st and expanded our Board of Directors to a 9-member voting board. On a personal note, I am super proud of the fact that the names I threw into the ring for both of my PLS/CLS classes - the Zoomers and The Comeback Kids - were voted on and chosen by each of those classes! While I may have made some mistakes along the way, I have no regrets and look forward to this year with so much Pride!

We have an amazing year of programs planned, the majority of which will be hybrid. While we are all anxious to get back to in-person events and "real-life", our number one priority is the safety and well-being of our members. We will follow CDC and county guidelines for all in-person events. Extra masks will be available for anyone who forgets to bring one, and hand sanitizer will be provided. The entire SMPS Team thanks you in advance for your understanding and appreciates your cooperation in helping to keep everyone safe as we navigate our way back to in-person events.

From the bottom of my heart, I want to thank all the Board and Committee members who have stepped up and work tirelessly to keep this chapter moving forward no matter how difficult things may get at times. I couldn't be prouder to be part of such a fabulous team! Thank you all for everything you do! I know it's going to be an amazing year!!! You guys are the bomb and I love you all beyond!

If anyone is interested in getting involved, please don't hesitate to reach out. Looking forward to a safe, informative, and fun year. We will see you all in-person and on zoom! Thanks everyone!

Peace, Love & SMPS,

Bonni

President

2021-22 SMPS South Florida



Bonni Funt
President

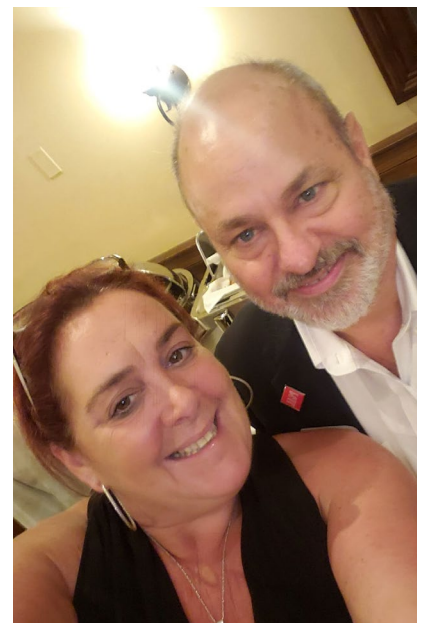
Tierra South Florida, Inc.
dba TSFGeo
Phone: (561) 687-8536
bfunt@tierrasf.com

RECENT EVENTS

LEADERSHIP SUMMIT - AUGUST 10, 2021

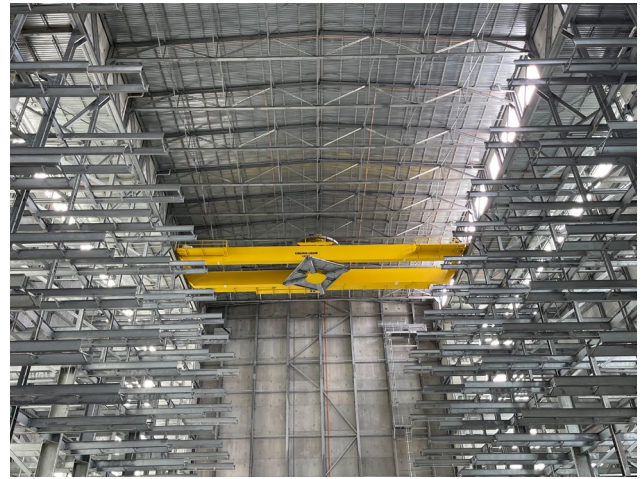


Featuring some of SMPS South Florida's most influential past presidents, this round table discussion explored current trends, how SMPS has helped direct careers, forged professional and lasting relationships as well as provided invaluable education and resources that have helped the panelists become the leaders they are today. The event focused on the leadership skills gained through involvement with SMPS and brought together a diverse group from entry level to seasoned professionals. Moderated by Sam Ferreri, AIA and Principal of PGAL. Pictured left to right, Bonni Funt, current SMPS South Florida President, of TSFGeo, Kathie Brennan, CPSM and 1998 Chapter President, from Miller Legg, Sam Ferrari, AIA of PGAL, Juli Edwards also from PGAL and Chapter Presidents for both 2007 and 2015 and incoming president for 2022! Next pictured is MacKenzie Ross-Fidler of DPR Construction and 2005 Chapter President, Bradley Jackson of Engenuity Group and Immediate Past President, Susan Dimond of Ross & Baruzzini and 2009 Chapter President, Vanessa Bermudez, CPSM of TLC Engineering Solutions and 2013 Chapter President and Alexandra Brown of Kaufman Lynn Construction, serving multiple years as Chapter President in both 2003 and 2011.



F3 MARINA TOUR

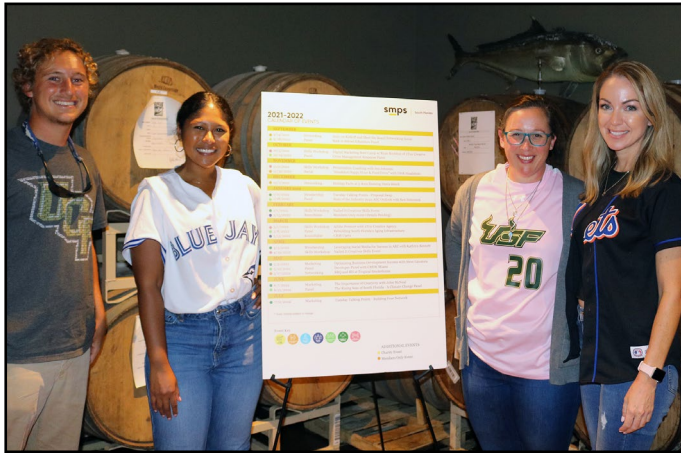
AND HAPPY HOUR AT QUARTER DECK - AUGUST 24, 2019



Led by Miller Construction Company and Jezerinac Group, SMPS members took a behind the scenes tour of the almost complete F3 Marina located in Fort Lauderdale. The F3 Marina is a hot-dipped galvanized primary structural frame provides dry storage for boats with weights up to 30,000 pounds. The 240-rack facility and will be only the second fully automated drystack marina in the United States of this type.

NETWORKING

CHAPTER KICKOFF AND MEET THE BOARD - SEPTEMBER 14, 2021



Kicking off the season in style, members and prospective members met at Tarpon River in Fort Lauderdale for the annual kickoff event of the year. After the passing of the torch and the new board was introduced, the programs and events schedule for the year was unveiled and can be found on page 27.

UPCOMING EVENTS

MARK YOUR CALENDARS (NOTE: DATES SUBJECT TO CHANGE)

September 28, 2021

ANNUAL BACK TO SCHOOL PROGRAM

A discussion on current changes and challenges facing the education sector in today's evolving climate.

As students and faculty are being welcomed back to school, facility departments in all school districts have been working nonstop to create safe environments and adjust to a socially distanced classroom environment. We are excited to bring together for our first panel event of the year, industry leaders at the school board and higher education who are paving the way for unique construction opportunities to maintain and improve school buildings so they're safe and appealing for all. Topic of discussion to include:

- Back to school – challenges school and university systems face with COVID-19
- How they are reorganizing themselves now that kids are back full time
- What do the construction budgets look like in the coming year
- COVID-19 Influenced design changes and challenges
- Construction on campuses under COVID-19 protocols
- COVID-19's Impact on construction material prices and deliveries
- Upcoming project opportunities

Our esteemed panel includes: Dale Hedrick, CEO of Hedrick Brothers Construction as our moderator and panelist including David Dolan, Deputy Chief of Facilities Management with the PBCSD, Kirk Stetson, Manager of Facilities Planning at Palm Beach State College, Marty Sanders, Executive Director of Facilities, Maintenance and Growth Management - School Board of St. Lucie County, Deborah Czubkowski, Facilities Associate Vice President of Design and Construction at Broward College, Shelley Meloni, Director, Pre-Construction, Office of Facilities & Construction, Broward County School Board, Kathleen Langan, Program and Construction Management for AECOM Technical Services, Joan Rumsey, Facilities Assistant Director of Palm Beach State College and Kimberly Lea, President of Keiser University, West Palm Beach Campus.

October 5, 2021

WHAT IS DIGITAL MARKETING WORKSHOP

Led by 2Ton Creative Agency CEO, Ryan Bolyston, this workshop will explore world of digital marketing with a crash course on AdWords, Analytics, SEO, and how to analyze and improve these channels for you and your leadership to better understand.

October 19, 2021

CRISIS MANAGEMENT PANEL

The unfortunate events that took place at Surfside during the condo collapse left many of us thinking what is our firms response to crisis management and how will this impact design and construction in the future. This panel brings together a variety of people from PR specialists in the industry discussing having a plan ahead of time, when to shut down your social media channels, and who/how to draft responses to the public, to engineers and building inspectors who were the ones called to assess the damage discussing how this will change the industry moving forward.

It's time to get up close and personal with some of our board members. This issue, we will focus on our committee members and learn a little more about our volunteers. If you are interested in getting involved, these are the folks you'll want to connect with.



Program Committee

KAREN RACHLES

Marketing Coordinator
Chen Moore and Associates, Inc.

Karen Rachles is a marketing coordinator for Chen Moore and Associates, Inc. (CMA). In her role, she is responsible for proposal development with a focus on the public sector including municipal and FDOT work. She also handles social media efforts, certifications and organizing various corporate conferences and internal and external events. With more than 13 years in the A/E industry, Karen joined CMA in 2012 and enjoys the variety of her daily tasks in a family-friendly and fun work environment. Originally from the Midwest,

Karen received a bachelor of arts degree in communication from Hanover College.

MEET OUR 2021-2022 COMMITTEE MEMBERS



Program Committee

MADISON WATT

Private Sector Marketing Analyst
Kimley-Horn and Associates, Inc.

Madison Watt is a development services marketing analyst with nearly three years of experience preparing proposals, subpackages, brochures, presentations, and other marketing materials. She regularly writes articles and conducts interviews with practice for our region's blog, Florida Forward, and assists the firmwide Senior Living group

with all marketing pursuits. Madison currently serves as one of marketing's Continuous Quality Improvement (CQI) champs and as a Young Professional (YP) leader for the West Palm Beach office.



Program Committee

EVA STRICKLAND

Business Manager
Jezerinac Group, PLLC

Eva is the Business Manager for Jezerinac Group (JG). She oversees all the essential internal business activities at JG—from marketing to HR and benefits management, and accounting to office administration. She is a point person for client and partner communications, helping to drive both business development and client success. With a degree and background in Structural Engineering, she has a unique view for where our client services and day-to-day business operations intersect. Eva helps the JG team facilitate clear, concise communication, making sure we deliver the responsiveness and honest, helpful guidance our clients and

colleagues have come to expect from JG.

When she's not in the office, Eva perfectly represents JG's culture of teamwork and meaningful relationship-building through her volunteer work with the national ACE (Architecture, Construction & Engineering) mentor program for high school students at Palm Beach Central High School. She is also the JG representative to the Education Foundation, supplementing school districts with needed supplies and fundraising assistance.

Eva holds a B.S. in Civil Engineering from University of Florida, with a focus in structural engineering. She is continuing her graduate studies in accounting.



Program Committee

KRISTEN LAWLOR

Director of Marketing
KEITH

Kristen is a veteran of the A/E/C industry with over 15 years of experience in South Florida land development. She joined KEITH in 2018 and

leads the marketing, business development, branding, and graphic design efforts in both public and private sector work throughout the State of Florida and the Caribbean.



Program Committee

Melvern Cunningham-Atencio

Director of Marketing
ACAI Associates, Inc.

Melvern Cunningham-Atencio is currently the Director of Marketing for ACAI Associates, Inc. She has been with the firm for over three years. Prior to joining ACAI, she was the Proposal Manager for Keith and Schnars (now KCI) for ten years.

Melvern's board experience spans almost ten years. She served on the Board of Directors for elementary and middle Charter schools. Her service began as a general Board member but was then voted in as vice-chair for several years and later voted in as chair.

In addition to being part of the Board of Directors, Melvern mentored teen girls, was the team mom for all of the sport's her daughter participated in

and volunteered at youth events. As a teen girls' mentor, she planned and oversaw a teen girls' weekend retreat for four years.

Melvern is excited about being part of the SMPS board and looks forward to using her knowledge and talents to assist in its growth.



Education Committee

STEPHANIE DEGRAAF

Administrative Assistant
Jezerinac Group, PLLC

Stephanie moved from Scotland to Florida in 2017 and joined Jezerinac Group, PLLC in 2018. With a background in Banking, Hospitality, and Theater/Communications, Stephanie is interested in approaching her work with a focus on client satisfaction and creative thinking/problem-solving. In her previous job role in Scotland, she served as the Deputy Chairperson for the Gender Equality Network and brings a passion for equality, diversity, and inclusion in the workplace.

MARK YOUR CALENDARS

sm^{ps} | South Florida

A hybrid event - attend in person or watch virtually

PANELISTS

- DAVE DOLAN**
School Board of PBC
- MARTY SANDERS**
School Board of St. Lucie County
- DEBORAH CZUBKOWSKI**
Broward College
- SHELLEY MELONI**
School Board of Broward County
- KIMBERLY LEA**
Keiser University
- JOAN RUMSEY**
Palm Beach State College
- KATHLEEN LANDON**
AECOM Technical Services
- JAMES GAVRILOS**
Education Foundation
Palm Beach County
- MODERATOR**
DALE HEDRICK
Hedrick Brothers Construction

OUR ANNUAL BACK TO SCHOOL PROGRAM

A discussion on current changes and challenges facing the Education sector in today's evolving climate.

ANNUAL SILVER SPONSORS



EVENT SPONSORS



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TUESDAY
SEPTEMBER 28th

11:30 - 1:30 PM

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2021 - 2022 EVENTS

CALENDAR OF EVENTS

SEPTEMBER		
● 9/14/2021	Networking	2021-22 Kickoff and Meet the Board Networking Social
● 9/28/2021	Panel	Back to School Education Panel
OCTOBER		
● 10/5/2021	Skills Workshop	Digital Marketing Boot Camp w/Ryan Boylston of 2Ton Creative
● 10/19/2021	Panel	Crisis Management Response Panel
NOVEMBER		
● 11/2/2021	Skills Workshop	Best Practices for RFP's/Proposal Swap with Nailed It Creatives
● 11/30/2021	Social	"Headshot Happy Hour & Food Drive" with DHR Headshots
DECEMBER		
● 12/7/2021	Networking	Holiday Party at 3 Sons Brewing Dania Beach
JANUARY 2022		
● 1/11/2022	Membership	Tuesday Talking Points - Topic to announced
● 1/18/2022	Panel	State of the Industry 2022 AEC Outlook with Ken Simonson
FEBRUARY		
● 2/1/2022	Skills Workshop	Nailed It Creatives Skills Event
● 2/15/2022	Roundtable	Members Only event (Details Pending)
MARCH		
● 3/1/2022	Skills Workshop	Adobe Premier with 2Ton Creative Agency
● 3/8/2022	Panel	Rebuilding South Florida's Aging Infrastructure
● 3/15/2022	Roundtable	CRM Users
APRIL		
● 4/5/2022	Membership	Leveraging Social Media for Success in AEC with Kathryn Bennett
● 4/19/2022	Skills Workshop	Nailed It Creatives Skills Event
MAY		
● 5/3/2022	Marketing	Optimizing Business Development Success with Steve Gavatora
● 5/10/2021	Panel	Developer Panel with CREW Miami
● 5/17/2022	Networking	BBQ and BD at Tropical Smokehouse
JUNE		
● 6/7/2022	Marketing	The Importance of Creativity with John McNeal
● 6/21/2022	Panel	The Rising Seas of South Florida - A Climate Change Panel
JULY		
● 7/12/2022	Marketing	Tuesday Talking Points - Building Your Network
* Note: Events subject to change		

Event Key



ADDITIONAL EVENTS

- Charity Event



**IN ORDER TO BE
IRREPLACEABLE ONE
MUST ALWAYS BE
DIFFERENT.**

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South Florida



**FOLLOW SMPS SOUTH FLORIDA ON
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NEWSLETTER IDEAS?

Please reach out to Susan Julien at (561) 863-2258 or communications@smpssouthflorida.com.