



# welcome



The official newsletter of SMPS South Florida with a mission to engage, inspire, and empower AEC Professionals for leadership and life-long learning.

Our purpose is to promote the professional and educational advancement of marketing professional services and business activities on behalf of professional services firms, foster an understanding of the skills and techniques employed in such activities, and exchange of information.



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# LETTER FROM OUR PRESIDENT

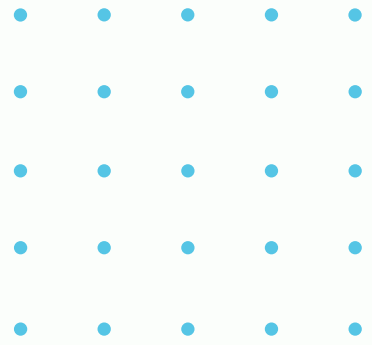
**Kristen Lawlor**

**Senior Director of Marketing**

**KEITH**

✉ [klawlor@KEITHteam.com](mailto:klawlor@KEITHteam.com)

🌐 [www.KEITHteam.com](http://www.KEITHteam.com)



Dear SMPS South Florida Members,

It is with great pleasure and excitement that I introduce myself as President of SMPS South Florida for the 2023-2024 year!

I am the Senior Director of Marketing at KEITH, a locally headquartered trans-disciplinary firm dedicated to creating community. I have been a part of the SMPS South Florida community for several years, actively investing time, expertise, and passion to the success of our amazing organization.

As we embark on this new year of incredible programs, education, networking, and charitable endeavors celebrating SMPS's 50th Anniversary, you can expect a year filled with innovation, growth, and a strong sense of camaraderie. I aim to provide visionary leadership and strategic thinking by providing valuable resources, fresh perspectives, and a collaborative approach that will serve as the driving force behind many exciting initiatives throughout the year.

In the following pages, you will see an amazing lineup of events and programs, each thoughtfully curated to cater to the diverse interests and professional needs of our esteemed marketing and business development members, as well as our esteemed technical colleagues. Rooted in a genuine passion for uniting people, I assure you that each experience will be distinctive, enriching, and truly enjoyable.

Our chapter will continue to champion the mission of SMPS – to engage, inspire, and empower AEC Professionals for leadership and life-long learning. Together, we will continue to advance our profession, foster a spirit of collaboration, and celebrate the achievements of our fellow members and colleagues.

As we begin this exciting year, I would like to thank our incredible Board of Directors and Committee members for their commitment and dedication to the Chapter. Because of them, there is no doubt that the coming year will be one of our most successful yet!

Thank you all for your continued support of SMPS South Florida, and I look forward to witnessing the great strides we will make together this year. Feel free to reach out with suggestions or ideas!

Cheers to a year filled with growth, success, and unforgettable memories!

*kristen*

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MEET YOUR 2023 - 2024



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Bonni Funt  
TSFGeo

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Engenuity

SMPS South Florida welcomes you to reach out for event ideas, programming, and suggestions!  
We're also always accepting volunteers to help on our committees! Please reach out to Chapter President, Kristen Lawlor, for more information.

# smps® CALENDAR

## South Florida

*of events*

**AUGUST 16** | Meet the Board Summer Social  
Tap 42, Fort Lauderdale



**SEPTEMBER** | 9.13 - Education Panel Breakfast at NSU, Davie  
9.27 - Tri-County Coffee Talks, various locations



**OCTOBER** | Julie Shaffer InDesign, Series #1, virtual  
Cyndy Gundy Project Manager Training, virtual



**NOVEMBER** | Healthcare Panel Event, TBD  
CPSM Study Group, virtual  
11.8 - Thought Leadership on Marketing & PR, Miami



**DECEMBER** | Kick Off the Holidays Social and Charitable Event, TBD  
CPSM Study Group, virtual



**JANUARY** | Minority Business Breakfast Panel, TBD  
Julie Shaffer InDesign Series #2, virtual  
CPSM Study Group, virtual



**FEBRUARY** | 2.14 Fall Back In Love With Your Job Coffee Talk, various  
Project Site Visit and Happy Hour, Broward  
CPSM Study Group, virtual  
Sporting Event



**MARCH** | Julie Shaffer InDesign Series #3, virtual  
Women in A/E/C Panel Event, TBD



**APRIL** | Spring Career Fair, local universities



**MAY** | Developer Panel/Drinks with Developers Event, TBD  
SMPS SF Members Only Awards Luncheon, TBD

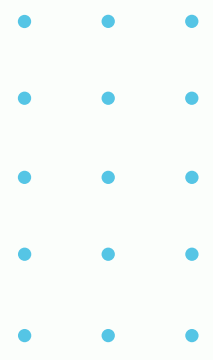


**JUNE** | SMPS Discover Mix and Mingle Happy Hour, TBD  
CPSM Study Group, virtual



SMPS South Florida reserves the right to modify the schedule of events based on availability of venues, panelists, educators, etc.

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



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# DISCOVER, MIX, AND MINGLE

Held at Calaveras Cantina in Boca Raton, June's SMPS Discover, Mix, and Mingle event was a huge success! We welcomed over 20 new faces and just as many familiar ones with some amazing conversation and networking. We even gave away two free webinars, as well as a free new or renewal membership! Congratulations to Nicole Flier of Miller Construction and Caroline Glass of KEITH who were the lucky winners! Thank you to everyone who joined in the fun.



# thank you



A special thank you to our annual sponsors! Without you, the success of our programs, education, and membership wouldn't be nearly as successful as it is.

Annually from September to June, the chapter offers monthly educational events, professional development seminars, panel events, and networking opportunities customized for seasoned and emerging business professionals in the AEC industry. These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.

## What Sponsorship Opportunities Are Available?

- Platinum, Gold, Silver, and Bronze.
- Annual, Panel Discussions, Skills Labs, Educational, and Networking events.
- In-Kind including media, photography, door prizes, promotional materials, training, etc.

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## THANK YOU

to our Annual Gold Sponsor

Founded by Dale Hedrick in 1979, Hedrick Brothers provide professional project management, quality craftsmanship, and uncompromising service with a range of expertise and experience in preconstruction, construction management, design-build, general contracting, virtual design and construction, safety, and sustainable construction.

[www.hedrickbrothers.com](http://www.hedrickbrothers.com)

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## THANK YOU

to our Annual Gold Sponsor

With a mission to understand, innovate, partner and deliver, EXP provides engineering, architecture, design and consulting services to the world's built and natural environments.

[www.exp.com](http://www.exp.com)

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## THANK YOU

to our Annual Silver Sponsor

KEITH's mission is to create, expand upon, preserve, and enhance our communities. At the core of what we do are the people who live, work, and play in the environments we create.

Our projects are interconnected, touching the lives of and contributing to the resilience of our communities.

[www.KEITHteam.com](http://www.KEITHteam.com)

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## THANK YOU

to our Annual Bronze Sponsor

Structural engineers who understand the business of building.

Create award-winning design without compromising safety or project efficiency. What's on the inside matters.

[www.jezerinacgroup.com](http://www.jezerinacgroup.com)



For more information or to sponsor an event or program, please contact Carolina Ramirez, Director of Sponsorship, at [cramirez@pgal.com](mailto:cramirez@pgal.com)

# NEW and TRANSFERRED MEMBERS!



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Carollo Engineers

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Verdex Construction

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Marketing & Proposal Coord.  
The Weitz Company

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**MARIA GOUVEIA**  
Market Development Specialist  
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**STEVEN COLLINS**  
Vice President  
CES Engineering Services, Inc.

# WELCOME

## what is a CPSM?

With CPSM credentials behind your name, you demonstrate that you not only have industry experience, but you have also mastered the *SMPS Domains of Practice for Professional Services Marketing*. As you continue to climb the ladder in your career, a CPSM designation helps you distinguish yourself as a proven leader. When you apply for the CPSM program, you are taking your first step toward joining a group of 900+ professionals who have made a commitment to professional excellence, career advancement, and an ongoing pursuit of knowledge through the domains, which outline the day-to-day functions of professional services marketers and business developers. Earning your CPSM designation proves proficiency in the domain's knowledge areas and skill sets and sets the bar for professional expertise and excellence.

For more information or details on our CPSM Study Group, please contact Rachel Stevens, Director of Education at [rstevens@suffolk.com](mailto:rstevens@suffolk.com).

# AEC.AI CONFERENCE

**AEC.AI: The Artificial Intelligence Conference for A/E/C Professionals.** Join your fellow SMPS members in Washington, D.C. on October 26 for AEC.AI, where you'll discover how AI can benefit marketers, business developers, and every A/E/C professional. Let's face it; AI is here to stay. "I think that AI itself is not going to put anyone out of work. I think that marketers who know how to use AI are going to put other marketers who don't know how to use it out of work." - *Amanda Leviana, Sr. Marketing Manager, Plenti*

We'll be joined by Christopher Penn from TrustInsights.ai who will explore the technology that powers popular tools like ChatGPT, Microsoft Bing, and Google Bard. During this one-day conference, you'll learn more about these tools, how they work, and ways to use them through prompts and exercises.



Thursday  
October 26, 2023



The District Architecture Center (DAC)  
421 7th Street, NW  
Washington, DC USA



Earlybird Registration Deadline: September 16, 2023  
Advance Registration Deadline: October 26, 2023

For more information, visit [www.smeps.org/aec-ai-summit/](http://www.smeps.org/aec-ai-summit/)

## RESOURCES

### AI for Content:

ChatGPT  
Jasper, Frasier.io, Writer.ai  
Flick, Canva  
Reply.io, SmartWriter.ai  
InstaText, Grammarly

### AI for Proposals:

ChatGPT  
ProposalGenie  
HyperWriteai  
Proposify  
PandaDoc  
DeepRFP

### AI for Images/Video:

PhotoRoom  
Lexica.art  
AdCreative.ai  
Midjourney  
Pictory  
Murf  
Dream Studio

### AI for Other:

FullStory  
Albert.AI  
Headlime  
Brand24

## CALL FOR ARTICLES

Attention marketing and business development professionals in the A/E/C industry! SMPS South Florida invites you to contribute your expertise to our upcoming publications.

Share your insights, strategies, and success stories related to the ever-evolving field of architecture, engineering, and construction. From innovative marketing tactics to project management best practices, we're seeking articles that inspire and inform.

Don't miss this opportunity to showcase your knowledge and elevate the industry. Submit your articles to SMPS Chapter President, Kristen Lawlor [[klawlor@keithteam.com](mailto:klawlor@keithteam.com)] and be a part of shaping the future of A/E/C marketing in South Florida.

## IN CASE YOU MISSED IT...



CSA Group

**Marketing Coordinator**

Bowman Consulting Group

**Marketing Specialist (remote)**

RK&K

**Marketing Manager**

FOR MORE INFORMATION, PLEASE VISIT  
[SMPSSOUTHFLORIDA.COM/CLASSIFIEDS](https://smpssouthflorida.com/classifieds)

# SMPS SOUTH FLORIDA CAREER OPPORTUNITIES

Moss and Associates

**Marketing Manager, Pursuits**

Lemartec, a MasTec Company

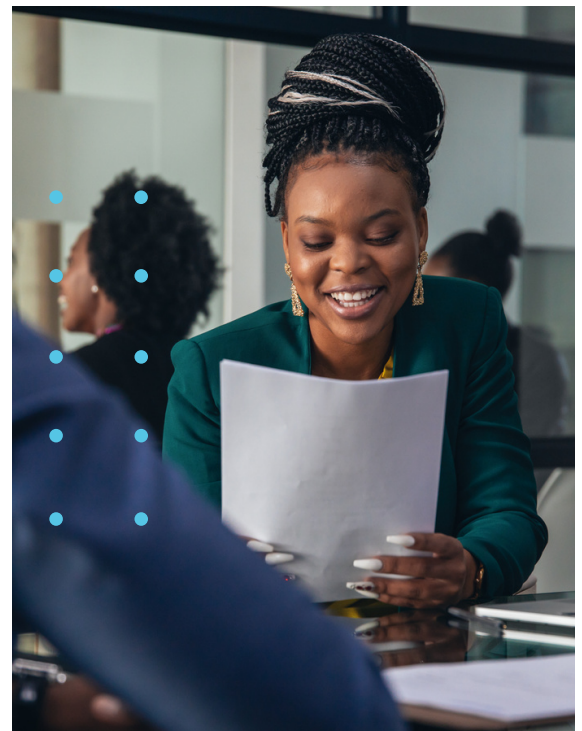
**Business Development Coordinator**

Horton Lees Brogden Lighting Design

**Senior Marketing Coordinator, East Coast**

Kimley-Horn

**FDOT/Transportation Marketing Specialist**



## Want to post your opening?

SMPS Members bring invaluable skills, a large network, and unmatched capabilities to strengthen your department and your firm. As an SMPS member, you and your firms have access to relevant audiences, a wide reach, targeted advertising, and 24/7 visibility, all to local AEC candidates.

Check out our Members Only section to learn more about these opportunities, submit an advertisement, or submit your resume for consideration with a hiring member firm.

Visit: [smpssouthflorida.com/members.php](https://smpssouthflorida.com/members.php)



# THE AEC NEXUS

A quarterly publication of the latest news, events,  
and educational opportunities for SMPS South Florida members



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