



# welcome

The official newsletter of SMPS South Florida: We are on 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 to exchange information.



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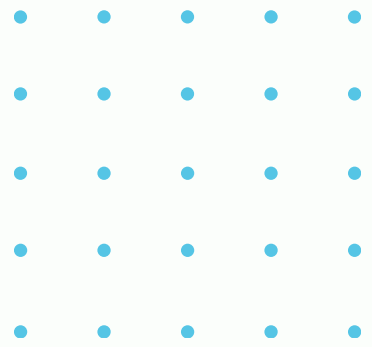
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# LETTER FROM OUR PRESIDENT

**Kristen Lawlor**  
**Chief Marketing Officer**  
Jezerinac Group

✉ [klawlor@jezerinacgroup.com](mailto:klawlor@jezerinacgroup.com)  
🌐 [www.jezerinacgroup.com](http://www.jezerinacgroup.com)



Dear SMPS South Florida members and guests,

Guess what? It's time to put on our party hats and break out the confetti for Women's History Month! Let's raise a toast to all the amazing women who have rocked our world and continue to do so as we dive headfirst into the whirlpool of change, armed with the unstoppable force of a growth mindset.

Change isn't just knocking on our door every day (clearly unaware of our deadlines and the changing of our many, many hats); it's crashing through it like the Kool-Aid Man at a house party - I may have given away my age with that reference. But hey, who says chaos can't be fun? Embracing change is our chance to throw on our dancing shoes, grab a cocktail, and groove to the beat of innovation. Let's lead the charge, setting the dance floor on fire and showing everyone how it's done.

And speaking of setting the stage on fire, let's talk about that growth mindset. It's like adding jet fuel to our ambitions and launching us into the stratosphere of success. It's about seeing challenges as opportunities to break out our superhero capes, failures as hilarious plot twists in the comedy of life, and feedback as our secret decoder ring for unlocking our full potential. So, let's channel our inner Wonder Women and embrace our superpowers!

Now, when it comes to setting goals, why stop at reaching for the stars when we can shoot for the entire galaxy? It's Women's History Month, after all, and what better excuse to dream big and aim high? Let's paint the town red (thanks Doja Cat), break down barriers like a wrecking ball (like a more conservative Miley), and show the world what we're made of!

Let me share a personal story... imagine a household bustling with the energy of five mini-hurricanes, each one with their own unique whirlwind of personality. I'm still not sure who has more energy - four boys together or one single girl. Debatable. From the early morning symphony of breakfast chaos to the bedtime ballet of bathtime battles, every moment is a whirlwind of activity, laughter, and occasional mayhem. But amidst the madness, there's a kind of magic in the days when I feel like a desperate Ringleader trying to keep all the plates spinning without dropping one. But then I catch a glimpse of their smiling faces or hear the sound of their laughter echoing through the house, and I wouldn't trade this chaotic, beautiful mess for anything in the world. The adversity, the lessons-learned, and the small wins make it all worth it. Celebrate each one: the good and the not-so-great. It's during these moments we experience growth.

So, here's to the trailblazing women who have paved the way, the ones who continue to inspire us with their sass and sparkle (I'm thinking of you, Bonni), and the ones who are just getting started on their epic adventures.

Thank you for being part of this wild and wonderful journey, and here's to many more laughs, thrills, and unforgettable moments ahead in our amazing chapter. Let's make history, one fabulous step at a time!

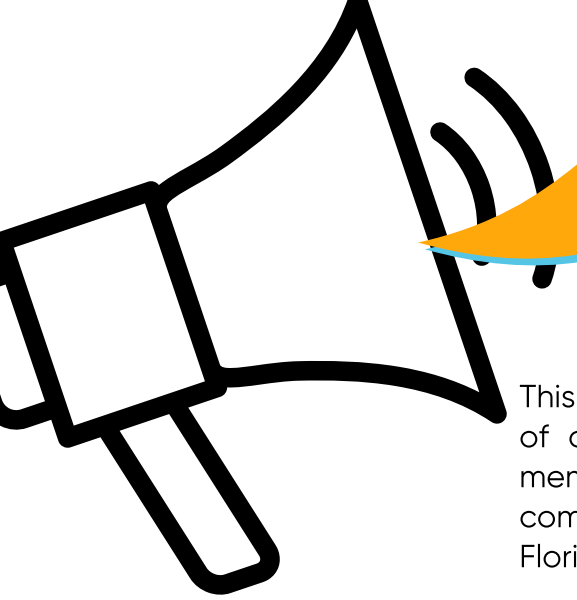
*Kristen*

Kristen Lawlor  
SMPS Chapter President



**CONTACT**

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954.804.0259



# CHAPTER AWARDS

This year, SMPS South Florida will be coming together for an afternoon of celebration to honor the most creative and effective marketing members and collateral. These awards recognize the individuals and companies who most successfully promote their services in the South Florida region.

The 2023–2024 SMPS South Florida Chapter Awards will recognize marketing excellence and celebrate winners in four (4) categories:

- **Member of the Year – Individual Award**
- **Rising Star of the Year – Individual Award**
- **Outstanding Communications (Print or Digital) – Company Award**
- **Outstanding Project Pursuit Marketing (Print or Digital)–Company Award**

Very soon you will be receiving an email with details for our Nominations Package and due dates, all of which will also be available on [smpsouthflorida.com](http://smpsouthflorida.com). We encourage all chapter members and companies to participate and look forward to celebrating our distinguished winners in May 2024!

## Eligibility for Application:

- **Active Participating Member:** Nominees and their firms for individual awards or a member of the firm for a company award must be current with the SMPS South Florida Chapter and have participated in at least two events per fiscal year.
- **Professional Growth:** Candidates should have contributed to their professional growth and development and that of the chapter through involvement in SMPS programs, events, and educational opportunities.
- **Support of the Chapter's Mission:** Nominees should align with and actively support the chapter's mission to promote excellence in marketing and business development within the AEC industry.

## Nominations:

- Members can self-nominate or can be nominated by another individual. Executive board members (Immediate Past President, Current President, President-Elect, Secretary, and Treasurer) of SMPS South Florida are not eligible for nominations.

All applications will be reviewed and evaluated by non-bias leadership of other SMPS Chapters.

**LEARN MORE**



Please contact Kristen Lawlor at [klawlor@jezerinacgroup.com](mailto:klawlor@jezerinacgroup.com).



VANESSA BERMUDEZ, CPSM, LEED AP  
Principal, Senior BD Rep, TLC Engineering  
SMPS South Florida DEI Chair

# HOW TO START A WOMEN'S INITIATIVE GROUP

During all phases of my life, as a spouse, as a professional, as a single mother, there were moments when balancing life and a career was pretty much impossible. In my opinion, work/life balance doesn't exist. There are days when we focus on our families and days when we have no choice but to dedicate our time to our jobs. There are days when we feel like we can do it all and days when we feel like complete failures. According to the latest Women in Workplace study, women leaders are leaving corporate positions at the highest rate in years. In fact, the gap between women and men leaving is the largest it's ever been. The situation is so severe that 53% of respondents say their stress levels are higher than a year ago, with almost half feeling exhausted. As a result, nearly 40% of those women looking for new employment cited burnout as the main reason.

Mentoring, sponsoring, and supporting each other are vital for women development in the AEC industry. This is what drove my passion to support women and get involved as the Chair of the Women's Initiative at TLC Engineering Solutions.

Starting a Women's Initiative group within your company is not a one-person job. It is a collective effort from the firm's leadership, human resources, and the support of many who share that passion with you. My first piece of advice is to not be afraid to ask difficult questions and have uncomfortable conversations. You will have many of those before you can define the route you need to take.

## SUPPORT FROM LEADERSHIP

Start by running your idea by the firm's leadership just to be sure you aren't rocking the office politics or stepping on anyone's toes. You will have to do your research and be ready to answer questions about why and how. The construction industry is a male-dominated field and it's no surprise that women need as much support as they can get. Point out the positive outcome of having a women's supporting group. Find out how many women you have on your technical staff, how many women you interview every year, how many you recruit, and how many of those make it to leadership roles. The starting point should be to identify the factors that affect women's decisions in the workplace and, in order to do that, you need to open a line of communication and hear from the women in your organization. If you share a clear plan of action and how this information will benefit the organization, they will back you up and give you the green light.

## FIND YOUR CHAMPIONS

Find your natural champions first. Start conversations with women that share your same passion and are willing to work on this project with you. At the same time, reach out to the critical pieces that will help you build a strong group. A human resources representative is a great resource to make sure you are following the firm's procedures and using resources available to you. They will also be great partners for research. Another great partner will be someone from your accounting department, they will be able to assist you in setting up a budget in the future and approving any expenses related to the group. Encourage participation by setting up a meeting or a call to gather people interested in joining the initiative. Make personal invitations to people that are in leadership roles and technical roles. When you invite them directly, they will be more likely to respond positively.

## FIND YOUR PURPOSE

This is the most important step of your journey. With the help of your recently formed committee, you need to start defining your mission and vision. Discuss with the group what you are trying to accomplish with the Women's Initiative group. Be specific: Who are you trying to help, how are you planning to help them, and why are you doing this? Your vision needs to focus on the big picture, defining what the group wants to achieve for all women in your organization. Once you have completed this step, make sure you stick to it. Every event and activity organized must be in support of your mission. It is also helpful to define annual goals. Creating small achievable steps or "themes" to reach your mission will help the group focus on the specific needs for the firm. Themes may include "how to advocate for yourself", "improve the collaboration with your male counterparts", or "designing your own career path".

## DIVIDE AND CONQUER

For every project, you need an organized team. Based on your mission and vision, identify the sub-committees that you're going to need to get the job done. With sub-committees, everyone can participate using their talent to contribute to the group. Here are some examples of sub-committees that you could establish depending on the size and needs of your firm:

- **Strategic Planning:** The think tank to come up with annual goals, annual programs, mission/vision review, and external partnerships.
- **Women Development Committee:** Focused on bringing professional and personal development programs for the group. Programs may include external and internal speakers featuring your own members to share their stories and lessons learned.
- **Communications:** Dedicated to creating informational materials for current employees and for recruiting purposes. Also creating content for the website, social media, and internal newsletters.
- **Charity/Social Responsibility:** An organized effort to give back to the community and organizations related to women and families.
- **STEM/Mentorship:** Dedicated to support recruiting efforts and provide mentoring to school and college students.
- **Research:** In charge of finding information about the industry, policies, government initiatives, associations, and external events.

## CELEBRATE

All great ideas need to be celebrated. Plan monthly, quarterly, or annual celebrations including member achievements such as graduations, promotions, new credentials, and family events. Celebrate new members joining the committee and sub-committees. An annual or bi-annual in-person gathering is also a way of celebrating the group's success. The feeling of belonging to a group and being supported by your peers is a great reason to celebrate.

The most important rule is to consider that a Women's Initiative Group should focus on supporting your staff and becoming a safe space for women to share their challenges and to promote professional/personal development. At the same time, you want to integrate the group's goals with your company's vision and culture. A company is as strong as the loyalty and wellbeing of their employees.

*Vanessa*

**VANESSA BERMUDEZ, CPSM, LEED AP**

Principal, Senior BD Rep, TLC Engineering  
SMPS South Florida DEI Chair

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🌐 [www.tlc-engineers.com](http://www.tlc-engineers.com)



**HAPPY WOMEN'S HISTORY MONTH!**

# TRI-COUNTY *Coffee Talks*



# ANNUAL *education* PANEL

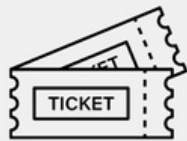


# 6 REASONS YOU SHOULD BECOME AN ANNUAL SPONSOR

SMPS South Florida has a database of more than 2,500 people who frequently make buying decisions for the services you provide. From September to June, the chapter offers monthly educational events, professional development seminars and social events customized for seasoned and emerging business development and marketing professionals. These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.

## FREE ADMISSION

You will receive free admission to an event of your choice.



## BRAND AWARENESS

Your company logo will be featured in a variety of newsletters, social media posts, email blasts, events, etc.



## NETWORKING

Approximately 50-150 professionals typically attend the luncheon and professional development programs.



## ADVERTISEMENT

Your firm will have an ad in our quarterly newsletter, which is distributed to hundreds of industry professionals.



## RECOGNITION

You will receive recognition at all events, social media posts, and email blurbs



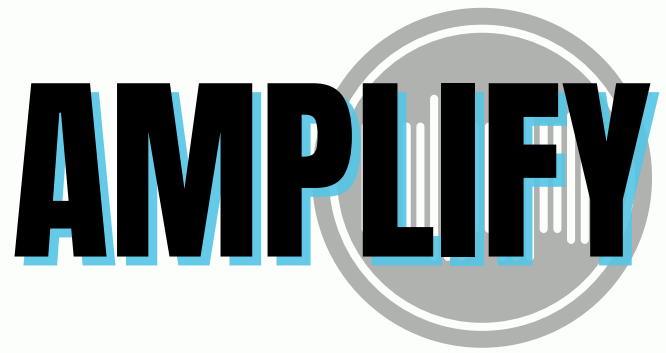
## EXPOSURE

You will have exposure to over 80 members



## FOR FURTHER INFORMATION CONTACT:

Kierra Bryant  
Director of Sponsorship  
SRS Engineering, Inc.  
305.662.8887  
kierra@srs-corp.com



## Amplify A|E|C 2024 Salt Lake City, UT July 24-26, 2024

The conference will offer enhanced learning and networking opportunities as it is the industry's premier business development, marketing and leadership experience.

We will convene to learn and evolve together by amplifying our knowledge, skills, careers, leadership capabilities, and opportunities for professionals and their firms.

The program will include a variety of learning formats, access to thought leaders, peer recognition events, and opportunities for professionals to connect and network together.

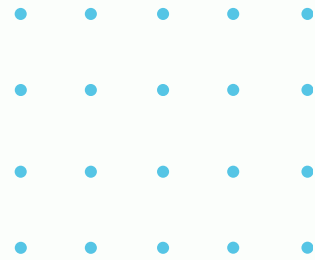
Amplify A|E|C 2024 is where business growth happens.

*More info*

<https://cart.smps.org/events/amplify-a-e-c-20234/626/>

# CALENDAR

*of events*



**MARCH** | 3.6 - Julie Shaffer InDesign Series #3, virtual  
3.19 - International Swimming Hall of Fame  
Project Site Visit and Happy Hour at Coconuts



**APRIL** | 4.10 - Thought Leadership on Marketing & PR, Miami



**MAY** | 5.1 - Developer Panel Luncheon, Broward  
5.22 - SMPS South Florida Members Only  
Awards Celebration, Palm Beach County



**JUNE** | TBD - SMPS Discover Mix and Mingle Happy Hour  
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.



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



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

# Call for Volunteers

As the heartbeat of South Florida’s marketing and business development professionals in the AEC sector, SMPS South Florida recognizes the importance of diverse perspectives and expertise in driving innovation and progress. Whether individuals are seasoned professionals or burgeoning talents, eager to make their mark, there's a place for everyone to contribute and grow within our organization. By joining committees or board positions, volunteers have the opportunity to shape the future of the industry, foster meaningful connections, and actively participate in initiatives that elevate the standards of practice and excellence within the AEC community and our chapter. Embracing collaboration and collective wisdom, SMPS South Florida invites individuals to **embark on this journey of professional development and community engagement by joining our board or committee!**

For more information, please contact President Elect, **Melissa Bailes** at [mbailes@hedrickbrothers.com](mailto:mbailes@hedrickbrothers.com).

# Don't Miss

these upcoming virtual events from our sister chapters!



March 7  
2-3:30pm  
VIRTUAL

## REBRANDING BOOTCAMP: 5 SECRETS FOR GETTING YOUR FIRM READY TO REBRAND - SMPS HQ

How do you know if the timing is right to rebrand in 2024, and what can your firm do to be as prepared as possible? What are the 5 secrets to successful AEC firm rebrands, and why do so many firms stall out somewhere along the way? Author, keynote speaker, and branding consultant Josh Miles knows a thing or two about rebranding in the AEC industries. In this action-packed webinar, Josh will share the secrets to getting your firm ready to rebrand, and help you know exactly when you're ready to go.

<https://onlinelearning.smeps.org/products/rebranding-bootcamp-5-secrets-for-getting-your-firm-ready-to-rebrand>



March 20  
12-1:30pm  
VIRTUAL

## UNLOCK YOUR CREATIVITY WITH CANVA - SMPS ATLANTA

Join our exciting and informative training session to master the art of graphic design effortlessly. Kristen Lawlor and Yazmin Bryant, Canva gurus from SMPS's South Florida Chapter, will guide you through the platform's powerful tools that revolutionize the way you convey ideas and produce compelling imagery and social media graphics in half the time! Discover the secrets of firm brand kits, resourceful templates, and editing tools to make your visuals stand out. Whether you're a beginner or seasoned graphic designer, don't miss this opportunity to elevate your design game with Canva.

<https://smepsatl.org/meet-reg1.php?id=320>



March 28  
12-1:00pm  
VIRTUAL

## MARKETING TECH STACK - SMPS NORTHERN NEW ENGLAND

Is your tech stack helping or hurting your business? In our pursuit of understanding the landscape of marketing technology, our panelists will delve into the critical components that form the backbone of their tech infrastructure. Throughout this discussion, our panelists will unravel the significance of each tech piece, sharing insights, best practices, and real-world experiences. Join us as we explore the synergy of tech components and their impact on marketing strategies.

<https://smepsne.org/meet-reg1.php?id=133>



# NEW AND RENEWED MEMBERS!



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and Communications

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Robins & Morton

## RISSA NTONADOS

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Hedrick Brothers

## VERONICA BARONA

Southeast Marketing Manager  
McFarland-Johnson, Inc.

## CHARISSA BRANNON

Marketing Pursuits Manager  
Moss & Associates

## NATALIE RODRIGUEZ, CPSM

Marketing Director  
WSP

SMPS is more than a membership organization. It's where like-minded marketers, business developers, and firm leaders go to make a positive impact on their careers and help build business for their firms.

When you join SMPS, you'll:

- Be connected to top-quality education and critical business and career resources.
- Access marketing tools and training to drive more effective results.
- Gain business development resources to generate new growth.
- Benefit from leadership opportunities, training, and skills to build your career and your firm's business.
- Amplify your influence with your marketing team and firm to create more business opportunities.
- Join a community of like-minded peers, over 7,100 strong, engaged in advancing the value of marketing and business development in the A/E/C industries, and in the success of their firms.



For more information, please contact **Kate Atkinson, Director of Membership, at [katkinson@keithteam.com](mailto:katkinson@keithteam.com).**

# LIFE

## STORIES

we create the stage for everyday moments; expected and unexpected



# ACCESS

## CONNECTING

people with people; goods with people; industries with people

# CAMPUS

## GATHERING

creating environments to learn, to worship, to debate, and to heal

# PLAY

## ACTIVITY

creating dynamic experiences to engage all ages in exploration, interaction, learning, and movement

# WATER

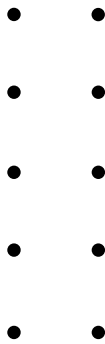
## FLUIDITY

protection, mitigation and remediation of our communities essential resource

# FACILITY

## INFRASTRUCTURE

providing safety and support to create the essential backbone of our community

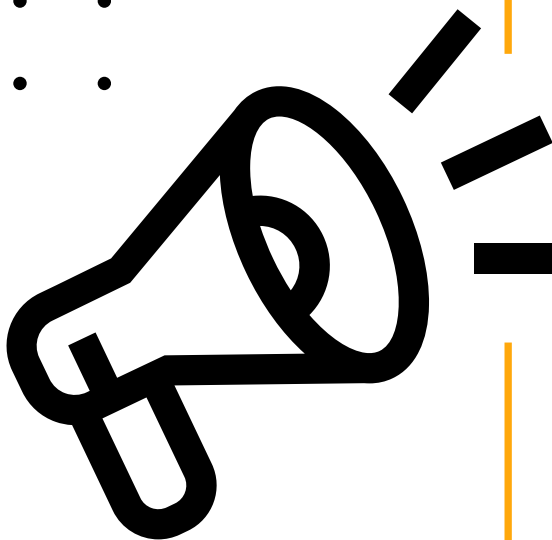


# CALL FOR ARTICLES

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@jezerinacgroup.com](mailto:klawlor@jezerinacgroup.com), and be a part of shaping the future of AEC marketing in South Florida.



# WOMEN *in* DISTRESS

Supporting Women in Distress of Broward County holds a special place in the heart of SMPS South Florida as our charity of choice.

Committed to serving those affected by domestic violence, supporting Women in Distress offers a lifeline to women and families in Broward County during their most vulnerable moments. Recognizing the profound impact of domestic violence on individuals and communities, SMPS South Florida has rallied behind this cause, channeling their resources and support to help break the cycle of abuse and provide hope for a brighter future.

By leveraging our platform and network within the AEC industry, SMPS South Florida strives to amplify the voices of survivors, advocate for change, and create a safer, more supportive environment for those in need.

As an organization deeply committed to social responsibility and community service, SMPS South Florida is proud to stand alongside Women in Distress in their mission to empower survivors, break the silence surrounding domestic violence, and create a future free from fear and abuse. Through collaboration, compassion, and collective action, they strive to build a stronger, more resilient community where all individuals can thrive in safety and dignity.



For more information on how you can participate, please contact Chapter President, Kristen Lawlor or visit:

[widbroward.org/get-involved/](http://widbroward.org/get-involved/)





# How Promotional Gear Transforms Brands from ..... Meh to **Marvelous!**

The power of great swag isn't just about slapping your logo on a pen or a mug; it's about injecting some serious fun and flair into your brand identity! Picture this: your logo splashed across a funky t-shirt, your company's name emblazoned on a sleek water bottle, or even your tagline cleverly crafted on a koozie, filled with an ice cold Celsius drink - genius! That's the kind of swag that turns heads and gets people talking.

But it's not just about looking cool (though, let's be honest, that's a big part of it). Great swag in the AEC industry is like a secret weapon; a way to showcase your creativity and personality while leaving a lasting impression on clients, partners, potential new hires, and employees. Imagine handing out branded hard hats at a construction site or giving away mini model kits of your latest architectural masterpiece. Suddenly, your brand isn't just a name—it's an experience, a conversation starter, and maybe even a collector's item!

And let's not forget the power of swag to brighten someone's day. Who wouldn't crack a smile at the sight of a quirky desk toy or a snazzy pair of socks adorned with your company's logo? It's the little things that make a big difference, and great swag is all about spreading some joy and excitement in an otherwise serious industry.

Perhaps the best part of great swag is its ability to forge connections and build relationships. Whether you're bonding over a shared love of cool merchandise at a networking event or surprising a client with a thoughtful gift, swag creates moments that people remember. It's not just about selling your brand; it's about creating memories and leaving a lasting impression that goes far beyond the confines of a business card.

So go ahead, embrace the fun side of swag and let your creativity run wild! Because in the world of AEC, great swag isn't just a marketing tool; it's a way to inject some serious personality into your brand and make a lasting impact on everyone you meet.

## **WANNA GET YOUR HANDS ON SOME SWEET SWAG?**

Check out Sign It Quick—your premier partner in elevating your brand's presence and a proud supporter of SMPS! Specializing in a comprehensive suite of promotional products, signs, custom apparel, and corporate gifts, we are uniquely attuned to the distinct needs of the A/E/C industry. What truly distinguishes us is our state-of-the-art delivery system. Envision seamless access to all your marketing essentials via a cutting-edge web platform, empowering your team and divisions to efficiently place and manage orders while upholding your brand's integrity. We expertly craft custom webstores, encompassing everything from job site signage to marketing print materials, and even uniforms and apparel, tailored specifically to your requirements.

Visit [www.signitquickjax.com](http://www.signitquickjax.com) for more information and tell Erika that SMPS South Florida sent you.



#WEAREBUILDERS

**OUR COMMITMENT TO EXCELLENCE MIRRORS SMPS' COMMITMENT TO ADVANCING THE AEC INDUSTRY**

Gratitude for the opportunity to support SMPS in its mission to elevate marketing professionals. Connect with us to explore how Hedrick Brothers Construction can elevate your next venture.



**BUILDING EXCELLENCE TOGETHER**

As Gold Sponsors, we're excited to contribute to SMPS' success in shaping the future of marketing in the AEC industry.

#WEAREHEDRICK

**Hedrick Brothers Construction**

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you



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**Chapter Advisors**

Bonni Funt  
TSFGeo  
&  
Brad Jackson  
Engenuity

**Chapter Administrator**

Susan Julien  
ADP Studios

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.



# exponential possibilities.

At EXP, we are dedicated to delivering extraordinary experiences. We're a team of engineers, designers, scientists, project managers and technical specialists who continually innovate, explore, create and imagine. Here, we believe the opportunities are endless when people work together.



**Together, let's explore the possibilities.**

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understand | innovate | partner | deliver

[exp.com](https://exp.com)



# THE AEC NEXUS

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



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