



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

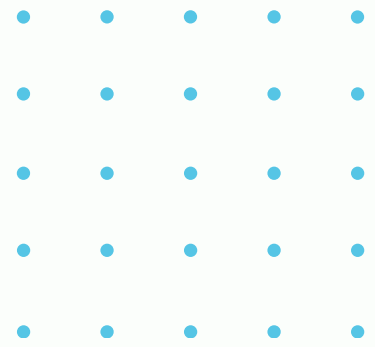
Kristen Lawlor

Senior Director of Marketing

KEITH

✉ klawlor@KEITHteam.com

🌐 www.KEITHteam.com



Dear SMPS South Florida Members,

Over the past several months, our chapter has grown in more ways than one! We've continued to be a dynamic force within the AEC industry and our accomplishments reflect the dedication and hard work of our members, partners, and volunteers.

One of the major highlights of the year so far has been our commitment to professional development. Our chapter has successfully organized a series of insightful educational events and workshops, offering valuable insights into the latest industry trends and best practices. We have had the privilege of hosting renowned speakers and thought leaders, enhancing the knowledge and skills of our members. Our networking events have flourished, providing opportunities for our members to connect, collaborate, and forge meaningful relationships. These gatherings have fostered a sense of community and camaraderie, allowing us to support one another both personally and professionally.

As we approach the holiday season, I would like to take this moment to express my gratitude to each and every one of you for your unwavering support, dedication, and enthusiasm. Your participation has been instrumental in making our chapter the thriving community it is today.

In the spirit of the holidays, I am pleased to announce that we will be celebrating together with our annual SMPS South Florida Holiday Social and Toy Drive. This event promises to be an evening of joy, connection, and reflection. It's an opportunity to unwind, celebrate our achievements, and look forward to the exciting possibilities that the future holds for us. I encourage you all to attend on Wednesday, December 6th at The Cove in Deerfield Beach and join us in celebrating the season and our shared successes.

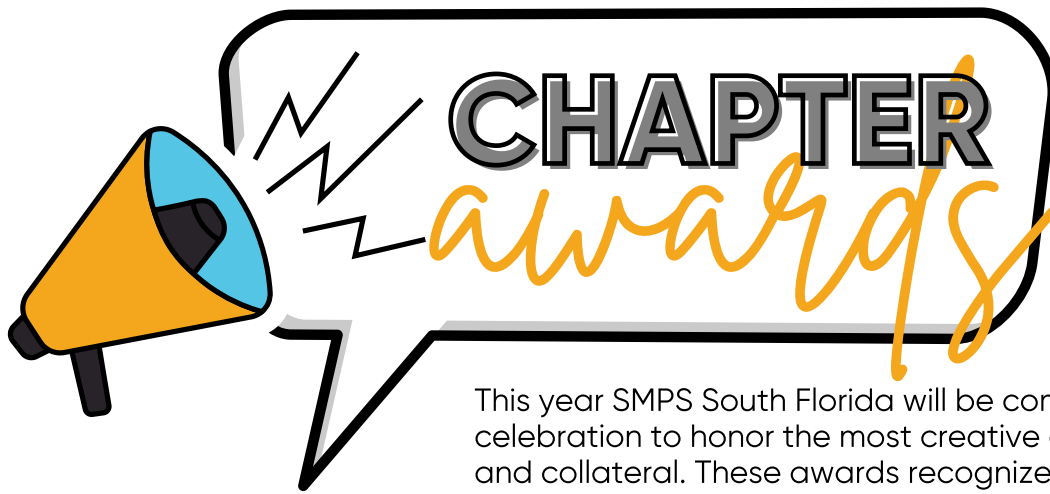
I am excited about what the future holds for SMPS South Florida. As we approach the new year, we are determined to continue growing, innovating, and providing our members with valuable resources and opportunities. Together, we will face new challenges and seize fresh prospects in 2024.

Thank you once again for your incredible support and I wish you and your loved ones a joyful and peaceful holiday season.

Kristen

Kristen Lawlor
SMPS Chapter President

CONTACT
klawlor@keithteam.com
 954.788.3400



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 that 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**

Keep an eye out for our Nominations Package and due dates, all of which will be available on smppsouthflorida.com. We encourage all chapter members and companies to participate and look forward to celebrating our distinguished winners in May 2024!

For more information, please contact Kristen Lawlor at klawlor@keithteam.com.

A.I. RESOURCES

Artificial intelligence offers invaluable benefits to the AEC industry's marketing efforts. By leveraging AI, firms can harness the power of data-driven insights to better understand target audiences, refine messaging, and optimize marketing strategies. AI-driven tools can analyze vast amounts of data, enabling more precise audience segmentation and personalization of content. Moreover, AI can predict trends and consumer behavior, allowing firms to stay ahead of the competition and make informed decisions to maximize their marketing ROI. In the AEC industry, where precision, efficiency, and innovation are crucial, AI empowers firms to enhance their marketing strategies and achieve their business goals more effectively.

Check out these great options next time you need of a little resource boost!

AI for Content:

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

AI for Images/Video:

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

AI for Proposals:

ChatGPT
ProposalGenie
HyperWriteai
Proposify
PandaDoc
DeepRFP

AI for Other:

FullStory
Albert.AI
Headlime
Brand24



healthcare panel

11.1.23

The SMPS South Florida Chapter hosted an insightful and engaging Healthcare Panel event at NSU in Davie that brought together industry experts, professionals, and stakeholders to discuss the latest trends, challenges, and opportunities in the healthcare sector. The panel featured distinguished speakers who shared their expertise and provided valuable insights into the dynamic world of healthcare development. The experts discussed innovative design, safety, sustainability, project management, and technology trends to shape a healthier future for South Florida's healthcare facilities.

We want to extend our sincere thanks and appreciation to our panelists Mindy Graves of Broward Health; Will Foster of Anchor Health Properties; Bruce Davis of BD Architects; Adriana Aponte of DPR Construction; Sarah Campbell Holton of HKS; and Marco DiRenzo of BR+A; with Moderator Heather Noughton Bokor of the Health Care District of Palm Beach County.



TOP 5 REASONS TO BECOME A CPSM

You've likely heard about the Certified Professional Services Marketer (CPSM) program offered by SMPS. And if you haven't, it's the AEC industry's foremost designation for marketers and business developers. The certification is based on a professional's proficiency in six domains of practice: marketing research, marketing planning, client and business development, proposals, promotional materials, and management. An elite group of 900+ professionals throughout the world currently hold the designation which sets the bar for expertise and excellence in our line of work. So why invest the time on achieving those four letters behind your name?

Potential for Promotion and/or Increased Compensation

Let's face it – everything counts when you're climbing the career ladder within your firm. Obtaining your certification is a tremendous opportunity to position yourself for promotions and increased compensation. And there's a clear connection between certification and advancement.

Recognition and Respect Amongst Your Peers

Marketers in our industry work hard, and we don't celebrate our successes enough. If you've started the journey to study for the exam, that's an accomplishment in and of itself. And if (when!) you pass the exam, you'll undoubtedly receive well-deserved accolades from your peers.

Expanded Industry Network

As you embark on the CPSM journey, not only will your knowledge base expand, but so will your network. Whether it's through a study group as you're preparing for the exam, or after you've passed and gained access to the exclusive CPSM community on mysmps.org, new relationships are certain to form as a result.

Improved Ability to Compete in the Job Market

If you're considering a career move, having your certification will help you stand out from the crowd. And we all know differentiation is so essential in today's job market. Your certification gives you increased credibility against other candidates and will allow you to more effectively demonstrate your expertise as a marketer.

Increased Confidence as an Industry Expert

Studying for and taking the CPSM exam will no doubt stretch you outside of your comfort zone. But embrace the challenge and be confident in your capabilities. As a CPSM, you are among the top tier of professionals in AEC marketing, and for that, you should be proud.

So, what are you waiting for? Ready to take the next step in your career? Join the South Florida chapter's CPSM Study Group. Contact Rachel Stevens at rstevens@suffolk.com for more information.



MENTOR PROTÉGÉ PROGRAM

Looking for a mentor to help you take the next step in your career? Or interested in making an impact in someone else's professional journey?

In an effort to support the professional growth and personal development of our members, SMPS South Florida is excited to be launching a mentorship program in early 2024. If you're interested in participating as a mentor and/or protégé, contact Rachel Stevens at rstevens@suffolk.com.

2023-2024 tentative

sm^{ps}® South Florida

CALENDAR

of events

NOVEMBER | 11.1 - Healthcare Panel Event, NSU - Davie, FL
CPSM Study Group, virtual



DECEMBER | 12.6 - Holiday Social, The Cove - Deerfield Beach, FL
CPSM Study Group, virtual



JANUARY | 1.10 - Julie Shaffer InDesign Series #2, virtual
1.18 - Cyndi Gundy Project Manager Training, virtual
1.26 - Education Panel Event



FEBRUARY | 2.7 - Cyndi Gundy Project Manager Training, virtual
2.14 - Fall Back In Love With Your Job Coffee Talk, various
TBD - Project Site Visit and Happy Hour, Broward
CPSM Study Group, virtual



MARCH | 3.6 - Julie Shaffer InDesign Series #3, virtual
TBD - Women in A/E/C Panel Event



APRIL | 4.10 - Thought Leadership on Marketing & PR, Miami
TBD - Spring Career Fair, local universities



MAY | TBD - Developer Panel/Drinks with Developers
TBD - SMPS SF Members Only Awards Luncheon

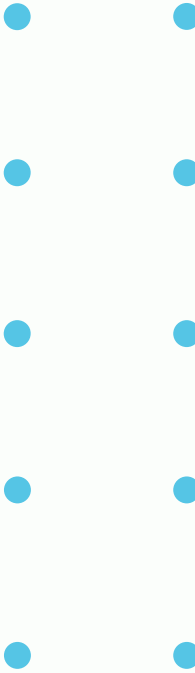


JUNE | TBD - SMPS Discover Mix and Mingle Happy Hour
CPSM Study Group, virtual



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

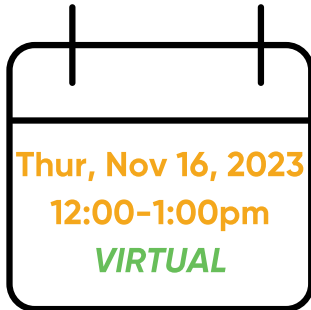


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Don't miss

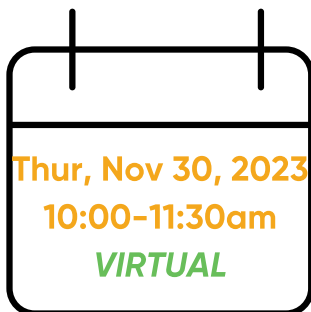
ATTENTION
PLEASE!

these upcoming virtual trainings from our sister chapters!



Business Plans Simplified. Often, we spend so much time over-engineering business plans, that when it comes time to implement them, we're simply exhausted. That's why, in this session we'll dissect how to create efficient business plans in just 45 days, leaving your firm plenty of time and energy to actually execute those plans. We'll dive into what business plans are (and aren't), who should be involved in business planning sessions, what effective business plans can help you accomplish in your firm, timelines for developing and executing plans, and the seven essential elements of a business plan.

<https://smpstampabay.com/meetinginfo.php?id=392>



The Art of Marketing: Mastering Content Strategy and Graphic Design with Canva in the New Year will appeal to both seasoned digital marketers or those just getting started to unleash their productivity and creativity through content planning and the Canva platform. The presenters will share the advantages of having a well-structured content calendar, as well as the game-changing capabilities of Canva's platform that will transform the way you express your ideas, create captivating visuals, and design social media graphics in half the time! Discover the secrets of firm brand kits, resourceful templates, and editing tools, to make your visuals truly shine.

<https://smps-maryland.org/meetinginfo.php?id=50&ts=1698256353>



Decide to Thrive: Mastering Go/No-Go Decisions in AEC Firms equips participants with the knowledge and tools to establish or strengthen your firm's go/no-go process. Session speakers will provide best practices and additional sales tools to help attendees provide strategic sales guidance for their firms to improve win rates.

<https://smpstampabay.com/meetinginfo.php?id=397&ts=1698692107>

NEW and TRANSFERRED MEMBERS!



DIANA ALVAREZ
Marketing and Business
Development Manager
Gartek

GRECIA RODRIGUEZ DOMINGUEZ
Managing Member
R&R Solutions USA

MARCUS UNTERWEGER
Principal
MUEngineers, Inc.

SUZANNE MOORE
Marketing and Business
Development Specialist
H2R Corp.

and a special

congratulations

to our 20+ year members of SMPS! Thank you for all you do for the chapter!

GINA BEDOYA, FSMPS
President
Bedoya Business Strategies, Inc.

MACKENZIE ROSS-FIDLER
Director of Business Development
DPR Construction

KATHIE BRENNAN, CPSM
Associate, Business Development
Miller Legg

JULI EDWARDS
Director of Business Development
Leo A. Daly

ALEXANDRA BROWN, CPSM
Marketing Manager
Kaufman Lynn Construction

MELISSA BAILES
Senior Pursuit Manager
Hedrick Bros. Construction

REFERRAL PROGRAM

If you refer a colleague who joins the Society as a new member, you'll earn three additional months of membership (valued at over \$112). Refer two new members who join in the same year and receive a \$25 Amazon e-gift card on top of it! Strive for Five: refer five members who join in a year and you'll receive a \$100 Amazon e-gift card.*

*Please note: Referral tracking begins once the first referral joins and runs for 365 days. You must be an active SMPS member in order to receive referral rewards.

WHY SMPS?

- **Networking Opportunities:** Membership in SMPS South Florida can provide you with valuable networking opportunities to connect with other professionals in the AEC industry. This can help you build relationships, share ideas, and potentially generate new business leads.
- **Professional Development:** SMPS often offers educational programs, workshops, and seminars to help members enhance their marketing and business development skills. These opportunities can help you stay current with industry trends and best practices.
- **Access to Resources:** Members may gain access to exclusive resources, such as industry research, marketing materials, and templates that can assist in their marketing efforts.
- **Visibility and Branding:** Opportunities for increased visibility and branding for your business within the local community.
- **Awards and Recognition:** Awards programs that allow members to showcase their marketing and business development achievements. Winning or being recognized for these awards can enhance your professional reputation.
- **Knowledge Sharing:** SMPS events and meetings often serve as platforms for knowledge sharing and learning from industry experts and peers. You can gain insights and best practices from others in the field.
- **Business Development:** Through SMPS, you have opportunities to connect with potential clients and partners, which can lead to new business opportunities for your company.
- **Continuing Education Credits:** Some SMPS events and programs may offer continuing education credits or professional development units (PDUs) that can be beneficial for maintaining certifications or licenses in the industry.
- **Industry Updates:** Stay informed about industry trends, regulations, and market insights through newsletters, publications, and presentations offered by the organization.
- **Leadership Opportunities:** Many professional organizations offer leadership opportunities within the organization itself. Serving on committees or in leadership roles can help you build leadership skills and increase your industry influence.



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people with people; goods with people; industries with people

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PLAY

ACTIVITY

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

FACILITY

INFRASTRUCTURE

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

www.KEITHteam.com

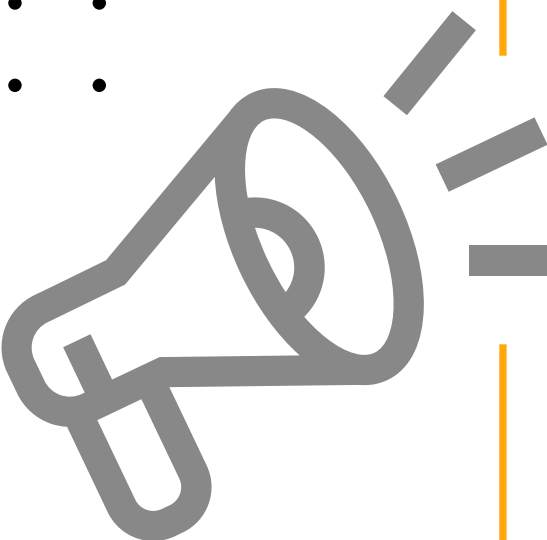


CALL FOR ARTICLES

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, and be a part of shaping the future of AEC marketing in South Florida.





SMPS SOUTH FLORIDA CAREER OPPORTUNITIES

EAC Consulting, Inc.

Marketing and Proposal Manager

Hardesty & Hanover, LLC

Marketing Coordinator

Baxter & Woodman, Inc.

Client Services Manager

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

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



SPONSORSHIP
OPPORTUNITIES
AVAILABLE

Annual and event sponsorships are available. Connect with our Sponsorship Director, Carolina Ramirez for further details!

Carolina Ramirez, Assoc. AIA
PGAL

Director of Business Development

Phone: (786) 512-9632

Email: cramirez@pgal.com



#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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Chapter Administrator
Susan Julien
ADP Studios

Bonni Funt
TSFGeo

Brad Jackson
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.



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.



THE AEC NEXUS

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



www.smpssouthflorida.com



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