



# welcome

The official newsletter of SMPS South Florida: We are on a mission to engage, inspire, and empower A/E/C 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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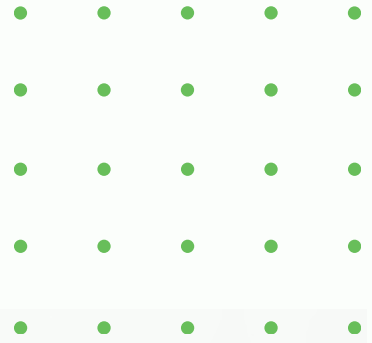
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# LETTER FROM OUR PRESIDENT

**Melissa Bailes**

**Senior Pursuit Manager**  
Hedrick Brothers Construction  
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Hello SMPS South Florida!

As we kick off another exciting year for our chapter, I'm grateful and enthusiastic to serve as your President for 2024-2025. Our leadership team has been hard at work setting goals, planning impactful events, and envisioning new ways to make this year memorable for all our members.

Together, we've built a vibrant community that fosters collaboration, growth, and innovation in the A/E/C industries. As we look forward, our focus will be on enhancing the value of SMPS membership, expanding our reach, and positioning our chapter as a powerful resource for industry professionals across South Florida.

## Our Goals for 2024-2025

In this year's strategic planning session, we identified three core goals that will guide our efforts this year:

- Increase and Retain Membership:** We are refocusing on quality over quantity, ensuring every SMPS South Florida member finds real value in our chapter. We aim to provide meaningful interactions, relevant programming, and resources supporting your professional journey. We are also prioritizing member outreach and retention to build an even stronger community across our three-county region.
- Increased Exposure and Value to Top Executives:** We are committed to showcasing SMPS's unique value, especially to senior leaders in our industry. This year, we'll build our presence within the executive community by elevating SMPS South Florida as an essential partner in professional development, networking, and thought leadership.
- Improved Communications:** We are enhancing our communication strategies to keep you engaged and informed. Expect to see more targeted and streamlined social media efforts, a revitalized newsletter, and updates to our website. These improvements will help us connect more effectively with you and ensure our initiatives reach a broader audience.

## A Call for Volunteers: Be Part of Our Success

As we work to elevate SMPS South Florida to new heights, we need your help! Our chapter is powered by volunteers, and we are always looking for passionate individuals to contribute their time and talents. Volunteering is a fantastic way to get involved, develop leadership skills, and make lasting connections with peers.

Whether you have a few hours to spare or are looking to take on a more active role, there are plenty of ways to make an impact. We seek support for various committees, including Communications, Programs, and Sponsorship. If you are interested, please get in touch with me or any of our board members – to discuss how you can be part of this exciting journey.

## The Value of Your SMPS Membership

Finally, I want to remind everyone of the incredible benefits that come with SMPS membership. Beyond the networking and educational events, membership provides access to a wealth of resources designed to enhance your career and broaden your professional network. From exclusive learning opportunities to a nationwide community of A/E/C marketers, SMPS offers tools and connections that are instrumental in advancing personal and organizational growth.

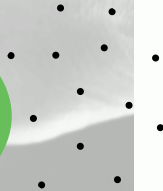
Additionally, SMPS members benefit from discounted rates on chapter events, access to industry-leading publications, and opportunities to earn continuing education credits. Whether you're a new member or have been with us for years, there's always something new to discover within SMPS.

Thank you for being a part of SMPS South Florida. Your dedication and involvement make our chapter a success, and I'm incredibly excited to see what we'll accomplish together this year. With our goals set and our community energized, I am confident that 2024-2025 will be a year of growth, impact, and meaningful connections.

Here's to a fantastic year ahead!

Melissa Bailes  
SMPS South Florida Chapter President

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Melvorn Cunningham  
Business Development Associate  
Garth Solutions



## THE IMPORTANCE OF

# PUBLIC OUTREACH

Public outreach is vital for the success of projects in the A/E/C industry, especially when those projects impact communities directly. It connects project teams with the public, ensuring communication is clear, transparent, and collaborative throughout the process. The goal is to inform and involve stakeholders while gathering feedback to shape decision-making, reduce opposition, and improve project efficiency.

### WHY PUBLIC OUTREACH IS CRUCIAL ● ● ● ● ● ● ● ● ● ●

Public outreach in the A/E/C industry is crucial for engaging stakeholders and gaining support, as these projects often affect local transportation, utilities, and land use. Outreach efforts ensure that communities, businesses, and officials clearly understand project goals, fostering trust and encouraging public buy-in, which helps reduce opposition and potential delays.

Proactive outreach also addresses concerns early, streamlines regulatory approvals, and ensures compliance, keeping projects on schedule and avoiding costly setbacks. By incorporating public feedback, A/E/C firms improve project design, aligning developments with community needs and enhancing sustainability and user experience.

Targeting diverse audiences, including government officials, businesses, and residents, public outreach helps prevent misinformation and keeps all stakeholders aligned. A well-structured outreach plan also aids in managing unexpected issues, maintaining transparency, and fostering trust, ultimately avoiding project derailment due to miscommunication or opposition.

### HOW PUBLIC OUTREACH IS DONE ● ● ● ● ● ● ● ● ● ●

Public outreach strategies in the A/E/C industry employ various tools to engage stakeholders and keep the public informed. Community meetings and public hearings provide direct interaction, allowing for questions, feedback, and addressing concerns. Digital and social media campaigns offer real-time updates and transparency through websites, social media, and email, while workshops and focus groups target smaller, specific audiences to gather detailed feedback. Additional strategies include surveys and feedback forms, which capture a wide range of opinions and gauge public sentiment. Visual communication tools like renderings and simulations help the public visualize project outcomes, increasing support. Finally, local media collaboration helps disseminate information and keeps the public informed through trusted, established channels.

### PUBLIC OUTREACH: THE IMPORTANCE OF BUILDING STRONG RELATIONSHIPS ● ● ● ● ● ● ● ● ● ●

The importance of relationships during a public outreach process in the A/E/C industry cannot be overstated. Strong relationships foster trust, collaboration, and transparency between project teams and stakeholders, which is essential for project success. When the public, community leaders, and other key stakeholders feel valued and heard, they are more likely to support the project and provide constructive feedback, reducing opposition and minimizing potential conflicts.

Building and maintaining positive relationships through outreach can streamline approvals and compliance processes, as engaged stakeholders are more likely to collaborate with project teams to resolve concerns. Long-term relationships also enhance the team's reputation, making it easier to gain support for future projects within the same community or region.

In essence, public outreach isn't just about communicating information, it's about cultivating relationships that lead to mutual understanding, trust, and ultimately, smoother project delivery with less resistance or disruption.

# meet the board *social*



# spilling the *tea* on transportation



# annual *planning* meeting





# COASTAL DENSITY

by **Hanna Kouri, PMP, MSCE**  
**Director of Business Development**  
**ECS Florida, LLC**

The increase in coastal population density in South Florida has surged, largely driven by its attractive climate, economic opportunities, and overall lifestyle appeal. According to NOAA, approximately 40% of the U.S. population resides along coastal areas, which cover less than 10% of the nation's land mass, with Florida accounting for around 16.2 million of these residents. This rapid influx, expected to continue as urbanization progresses, is stressing the region's infrastructure, especially concerning transportation and water management systems. The South Florida Water Management District reports that population pressures on coastal resources are further compounded by rising sea levels, which increase risks to both infrastructure and local ecosystems.

This surge in population density has led to significant demands on existing infrastructure, requiring not only new housing but also the expansion of essential services like water drainage and public transport. With limited land available, there is an increasing shift toward constructing taller residential and commercial buildings, often requiring complex engineering to withstand hurricane forces and elevated flood risks. As highlighted by recent studies, taller structures are being designed to accommodate population growth while conserving ground space, which is essential in areas where horizontal expansion is limited by protected ecosystems or flood zones.

Alongside the need for vertical housing expansion, drainage and traffic system improvements are paramount to sustainably supporting the growing population. South Florida has seen flooding and water management challenges amplified by urban sprawl and climate change, necessitating upgrades in drainage and flood control infrastructure. The South Florida Water Management District has undertaken various flood resilience projects, including spillway reinforcements and installation of additional pumping stations, with estimated costs ranging from \$77 million to over \$130 million per structure. These measures aim to counteract not only high population density pressures but also the effects of sea-level rise on critical waterways.

To address these issues effectively, South Florida will need a multi-pronged strategy that includes modernizing infrastructure, investing in resilient building designs, and reinforcing coastal protections. Policy recommendations suggest a need for compact urban development, improved public transit options, and environmentally sustainable building standards to alleviate strain on land and infrastructure. By adopting a forward-looking approach, South Florida can enhance its capacity to support its coastal population while mitigating the environmental impact.

Several cities within South Florida have proactively adopted measures to support higher densities and infrastructure improvements to enhance resilience against environmental challenges. For instance, Miami has implemented a network of pump stations to address heavy rainfall and high tides, helping to mitigate flooding during extreme weather events. The city has also invested in raising streets and upgrading drainage systems to handle higher water flows, a critical adaptation as sea levels rise "South Florida Water Management District South Florida Water Management District Sea Level Rise and Flood Resiliency Plan – September 2021". Additionally, Fort Lauderdale has enhanced its stormwater management by installing water retention features and permeable pavements in certain areas, allowing for better water absorption and reducing the strain on drainage infrastructure during storms.

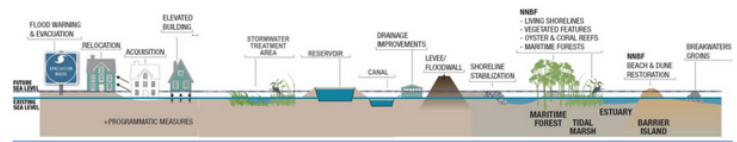
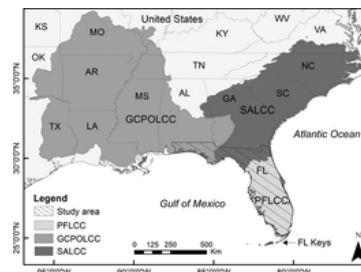


Figure 10. Potential Flood Mitigation Measures to improve resilience and sustainability (Source: USACE, modeled from [https://ewn.el.erdc.dren.mil/nnbf/other/5-ERDC-NNBF\\_Brochure.pdf](https://ewn.el.erdc.dren.mil/nnbf/other/5-ERDC-NNBF_Brochure.pdf))

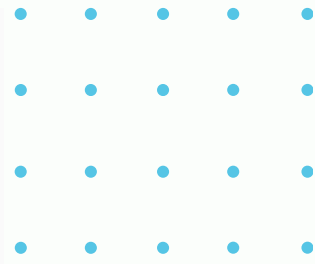
To manage transportation demands from growing population densities, cities like Miami and West Palm Beach have expanded public transit options and improved pedestrian infrastructure. Miami's Miami'sn of the MetrorailMetrorail'sLine and enhanced bus routes encourage the use of public transit, aiming to reduce congestion and emissions in urban centers "Meridia" – Potential Impacts of Future Urbanization and Sea Level Rise on Florida's Resources, June 2020". Other cities have incorporated green infrastructure in roadway designs to improve water drainage while supporting more walkable communities. By implementing these early initiatives, South Florida cities are setting a precedent for urban resilience, balancing density with infrastructure that can withstand future environmental pressures.



The study objective was to model susceptibility scenarios resulting from urbanization and sea level rise to understand their potential future impacts on the Peninsular Florida Landscape Conservation Cooperative (PFLCC) conservation targets, completed in 2018. The PFLCC spans most of Florida. Portions of the South Atlantic Landscape Conservation Cooperative (SALCC) and the Gulf Coastal Plains and Ozarks Landscape Conservation Cooperative (GCPOLCC) also fall within the State of Florida. Hashed lines denote the State of Florida.

# smps<sup>®</sup> CALENDAR of events

South Florida



**NOV - FEB** | SMPS CPSM Study Group - ongoing in preparation for the March 2025 exam



**DEC** | 12.2 - 12.18 - Holiday Gift Drop Off Women in Distress of Broward Co.  
12.19 - Aqua Social Water Taxi Soiree Holiday Celebration



**JAN** | 1.29.25 - Education Panel



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 A/E/C 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, **Melissa Bailes at [mbailes@hedrickbrothers.com](mailto:mbailes@hedrickbrothers.com)**.

# ADDRESSING THE ELEPHANT IN THE ROOM — THE FEAR OF BEING REPLACED BY AI



**Melissa Bailes**  
Senior Pursuit Manager  
Hedrick Brothers Construction

I've seen a lot of changes and shifts in my 20 years as a marketer in the A/E/C industries. From the early days of email marketing to the rise of social media, we've adapted, integrated, and evolved our tactics. But now, with all the buzz about AI, I hear a common concern: Will AI take my job?

The truth is, no, it won't. AI is not here to replace us; it's here to enhance our work. I understand why some might feel intimidated, especially after years of honing their craft. I felt that way at first, too. I was slow to adopt the use of AI in my workflow. After doing research and receiving encouragement from early adopters, I decided to give it a try.

Now that I've started my AI journey, I want to share how it's changing the way I work, how it can support you, and why it's more than just a trend—it's a crucial partner for future success.

## Facing Your Fear: AI as a Partner, not a Competitor

Anxiety around the fear of being replaced by AI is understandable. AI can churn out content, analyze data, and manage systems much faster than we can. But here's the thing: AI doesn't possess the human creativity, strategic thinking, or relationship-building skills that are core to what we, as A/E/C marketers and business developers, do. These human elements are irreplaceable in the relationship-driven A/E/C industries.

I believe AI can support us in doing our jobs better, not take them away. For example, with targeted cues, AI tools like ChatGPT can help with content development by quickly generating drafts and organizing ideas. I have found this approach has allowed me to focus on crafting messaging that resonates with our audience while ensuring I touch on all the points that matter.

## AI in AEC Marketing: Practical Applications

The key to successfully integrating AI into your workflow is to start small. Pick one or two areas where AI can save you time. For me, it began with using AI for content creation and research. Tools like ChatGPT and Otter.ai helped automate some of the more repetitive parts of my work, like generating initial drafts of case studies or transcribing a meeting and assigning tasks.

Automating repetitive tasks has allowed me to spend more time on strategic planning and creative development. In my day-to-day work, AI has become an invaluable assistant. It helps with tasks that used to take hours, from creating an outline for a cover letter, project approach, or presentation to helping answer subject matter questions when Project Managers are not available.

If your firm has the budget and you can demonstrate value, investing in powerful A/E/C-specific digital asset management solutions like OpenAsset can take organizing and accessing your digital assets to a whole new level of productivity enhancement.

## Embracing AI Fear: Steps to Start Today

My advice is to dip your toe in the water and experiment with AI in areas that feel manageable.

Consider starting with one of these functions:

- **Automation:** Try automating your daily tasks like summarizing long email threads, organizing your Outlook inbox, or creating an action-oriented to-do list with Microsoft 365 Copilot.
- **Content creation tools:** ChatGPT is an excellent resource for drafting content or brainstorming ideas. The 4.0 version has advanced privacy features, meaning you can safely use it for general research or content creation while keeping proprietary information secure. Grammarly is another cloud platform that uses AI as a writing assistant to help with spelling, grammar, and tone. One of my favorite options is its suggestion for word choice or rephrasing. It is available as a plug-in for Word or a web browser extension, and it works across many apps and sites, including Google Docs, Gmail, LinkedIn, Slack, and Outlook.
- **Social media:** I don't manage our company's social media, but I do know that platforms such as Hootsuite and Buffer use AI to schedule posts across your chosen platforms at the best times for higher engagement based on audience activity patterns.
- **Trend Analysis:** In the fast-moving A/E/C industries, staying on top of trends can be overwhelming. Using AI tools that gather and analyze data can give you an edge, helping you spot emerging opportunities, trends, and risks without the manual labor of sifting through reports. Tools specific to our industry include Procure and Oracle Construction Intelligence Cloud.
- **Photo Editing:** Adobe Photoshop's AI tools make photo editing a breeze by handling tasks like removing backgrounds, selecting objects, and filling in content. With features like Neural Filters for skin smoothing and facial adjustments and tools like Sky Replacement and Super Resolution for creative transformations, it's easier to retouch and enhance images efficiently, saving you time and achieving professional results.

## Privacy in AI: Keeping Proprietary Information Safe

Privacy is a common topic among my peers, especially when it comes to safeguarding their company's confidential information. It's a valid concern and one that I share. When using open AI for tasks like drafting proposal content or conducting market research, it's crucial to exercise caution and avoid discussing sensitive, proprietary details. Whatever you contribute to open AI becomes part of the fully accessible lexicon.

That's why I value tools like ChatGPT Enterprise, which places a high priority on privacy. ChatGPT Enterprise's security-centric design includes the following measures: a dedicated workspace with custom data ownership, retention, encryption, and domain recognition. Your data is not used to train open AI.

# ADDRESSING THE ELEPHANT IN THE ROOM — THE FEAR OF BEING REPLACED BY AI CONT.

Unless you have a higher-level paid account for your AI tools, I recommend using AI only for general information and publicly available content. It is worth noting that many AI platforms are working to address privacy concerns, providing security measures to protect user information.

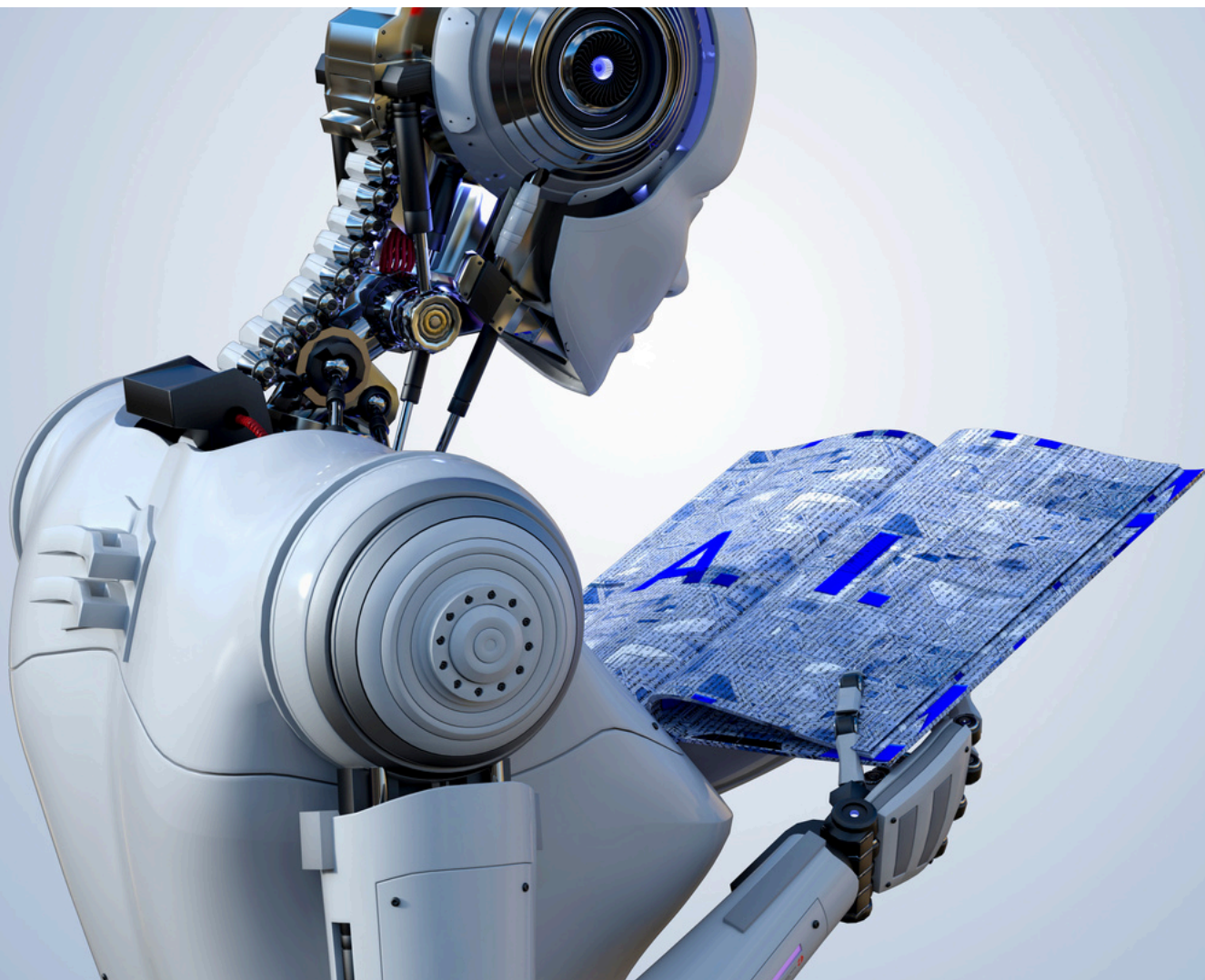
## **Embracing AI as a Tool for Excellence**

Integrating AI into my workflow has been a gradual process, but it's one that I believe will make a lasting impact. AI allows my team to be more proactive and nimbler, providing insights and support in ways we never thought possible. For me, AI is not the beginning of the end but rather the start of something exciting—a new chapter that allows my team to focus on what we do best.

Excellence in marketing isn't just about mastering tools; it's about how we apply them to better serve our clients, foster relationships, and drive strategic decisions. Remembering that AI is only as good as the person using it is essential. Success in the A/E/C industries is built on earning our clients' trust and demonstrating a deep understanding of their needs. Trust and understanding are capacities only humans possess.

## **AI for the Future: A Starting Point, not a Destination**

As we continue to adapt and evolve in this industry, AI will undoubtedly play a more significant role in our work. But rather than seeing it as a replacement for our skills, I encourage you to use AI to free up time for the aspects of your work that require irreplaceable human insight and creativity. I promise this is not the end; it is just the beginning.

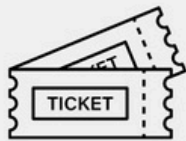


# 6 REASONS YOU SHOULD BECOME AN ANNUAL SPONSOR

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



## Southeast Regional Conference West Palm Beach, Florida May 19-21, 2025

For the first time ever, South Florida is proud to be the host for the SMPS 2025 Southeast Regional Conference (SERC)! **Destination South Florida** asks you to buckle up and get ready for an adventure-packed conference filled with keynote speakers, immersive educational classes, breakout sessions plus a host of networking social events that will leave you looking to extend your stay!

From the beauty and opulence of the Palm Beach lifestyle, sophistication of Boca Raton, funky vibes of Delray Beach, the bustling downtown trendy Fort Lauderdale or the colorful art deco streets of Miami, South Florida has it all! Vibrant cities brimming with culture and nightlife, beautiful beaches and ocean attractions, the best in entertainment, fine dining, culture, top tier sports, nature, shopping, diverse communities... it's what makes living, and working in this market an ever evolving and exciting path.

**Destination South Florida** will surely prove we are so much more beyond the beach!

*More info*

[Visit the SERC Website](#)

## FOR SPONSORSHIP OPPORTUNITIES

[click here](#)

# Don't Miss

these upcoming virtual events!



## FOUNDATIONS OF AI IN A/E/C MARKETING: ENHANCING MARKET RESEARCH AND PLANNING - SMPS HQ

This webinar introduces A/E/C marketers to the fundamentals of AI, emphasizing its relevance to marketing within the A/E/C industry. Participants will explore AI concepts, including machine learning and data-driven decision-making, and how these can enhance research, planning, and client development.

<https://onlinelearning.smeps.org/products/foundations-of-ai-in-aec-marketing-enhancing-market-research-and-planning>



## A/E/C WEBSITES THAT RECRUIT & RETAIN TALENT - SMPS HQ

Modern recruiting for talent begins online and concludes with a digital application. Your website is the first-place prospects will go to research, evaluate, and contact (or not) your firm. It's also a tool that can help to retain current employees. Designed and developed correctly, your website should help you win the war on talent recruitment & retention.

<https://onlinelearning.smeps.org/products/aec-websites-that-recruit-retain-talent>



## SUSTAINABLE MARKETING: STRATEGIES FOR A GREENER FUTURE IN A/E/C - SMPS HQ

As sustainability becomes increasingly crucial across industries, marketing professionals A/E/C must adapt their strategies to align with this global shift. This session will explore how to integrate sustainable practices into marketing initiatives without compromising creativity or effectiveness. Attendees will learn how to reduce the environmental impact of their campaigns, communicate sustainability authentically, and leverage green marketing as a competitive advantage. Whether you're just beginning your sustainability journey or looking to enhance existing efforts, this session will provide practical insights and actionable strategies to make your marketing more eco-friendly.

<https://onlinelearning.smeps.org/products/sustainable-marketing-strategies-for-a-greener-future-in-aec>



# NEW AND RENEWED MEMBERS!



## RENEWED MEMBERS

- Kierra Bryant – SRS Engineering
- Javier Suarez – Geosyntec Consultants
- Cynthia Cruse Rahrig – Geosyntec Consultants
- Kate Atkinson – KEITH
- Marie Papa – Geosyntec Consultants
- Michele Peel – Geosyntec Consultants
- Shawna Simcic – FirstPointe Advisors
- Deborah Finkelstein – RS&H
- Kelly Stout – DRMP
- Joel Rafda – Osborn Engineering
- Thomas Westberg – Arquitectonica
- Beth Villafranca – Johnson Levinson Ragan Davila, Inc.
- Nicole Filer – Miller Construction Company
- Rachel Stevens – Suffolk Construction Company
- Allyson Ambros – Osborn Engineering
- Melvern Cunningham – Garth Solutions, Inc.
- Bonni Funt – TSFGeo
- Staci Bolinger – Terracon Consultants, Inc.
- Renee Kissane – Consor Engineers
- Melissa Bailes – Hedrick Brothers Construction Company
- Charlene Conill – R.J. Heisenbottle Architects
- Jenifer Bertz – NxtJen Strategies
- Simrun Waghray – The Weitz Company
- Bri Gagliardi – EXP
- Caroline Glass – KEITH
- Derek Wassink – Thornton Tomasetti
- Karen Rachels – Chen Moore and Associates
- Andrew Beckwith – Caulfield & Wheeler, Inc.
- Marcus Unterweger – MUEngineers, Inc.
- Alexandra Brown, CPSM – Kaufman Lynn Construction
- Jannette Suddueth – The Whiting-Turner Contracting Company
- Juli Edwards – LEO A DALY
- Katherine Brennan, CPSM – Miller Legg
- Kristen Lawlor – Jezerinac Group
- Bradley Jackson – Engenuity Group, Inc.
- Diana Alvarez – Gartek
- Bruanne Elliott – Bron Ltd.
- Suzanne Moore – H2R Corp
- Vanessa Bermudez, CPSM, LEED AP – TLC Engineering Solutions
- Heidi Coletto – Florida Lemark Corporation
- Eva Strickland – Jezerinac Group

## NEW MEMBERS

- **Melanie Perazzo Majerle** – Verdex Construction
- **Alex Savard** – Suffolk
- **Gina Ferrari-Kow** – Baker Concrete Construction
- **Nathalie Birkenfeld** – Moss & Associates
- **Mackenzie Schwerts** – Moss & Associates
- **Nicholas Charamis** – Whiting-Turner
- **Lori Suero** – Langan
- **Brandon Miranda** – Dediennie Aerospace Engineering
- **Brianna Walker** – The Weitz Company
- **Nailah Landon** – Hammond & Associates



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 **Renee Kissane** at [renee.kissane@consoreng.com](mailto:renee.kissane@consoreng.com).

you



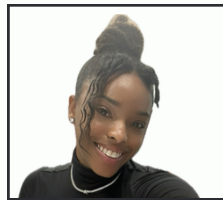
# BOARD OF DIRECTORS



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Senior Pursuit Manager  
Hedrick Brothers Construction



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**kierra bryant**

Marketing Director  
SRS Engineering



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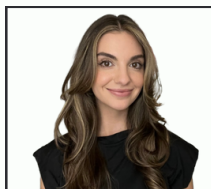
Senior Marketing Coordinator  
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**kierra bryant**

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SRS Engineering



director of comms

**bri gagliardi**

Business Development Manager  
EXP



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Director of Business Development  
TSF Geo



chapter advisor

**bradley jackson**

Director of Marketing BD  
Engenuity Group



chapter advisor

**juli edwards**

Director of Business Development  
Leo A. Daly

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, Melissa Bailes, for more information.



# THE AEC NEXUS

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



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



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