

# THE AEC NEXUS

winter edition

*Jan 2026 release*



● ● Building  
● ● ● Momentum:  
● ● ● Turning Vision  
● ● ● into Action

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**sm<sup>ps</sup>**  
South Florida

# YOUR CHAPTER, PROUDLY.



## Where Collaboration Becomes Momentum.

Our **mission** is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning. Our **purpose** is to promote the professional and educational advancement of marketing professional services and business activities on behalf of professional services and construction firms, to foster an understanding of the skills and techniques employed in such activities, and to exchange information that ensures the continuous growth and success of our industry.

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, **Kelly Stout**, for more information.

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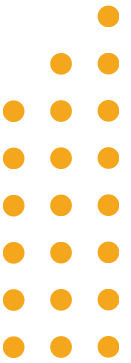
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Office Manager | DRMP



# LETTER FROM OUR President

**Kelly Stout**  
President, SMPS South Florida  
Business Development Specialist, DRMP



As we step into a new year, I can't help but pause to appreciate the beauty of fresh beginnings. Winter in South Florida may not come with snowflakes and scarves (whew!), but it brings something even better: reflection, renewal, and the possibility of what's next. It's a season that invites us to look back on our progress and forward to the possibilities ahead.

If you know me at all, you know that I appreciate progress and the idea that every small step forward is worthy of celebration.

When I wrote my last letter, our chapter was gearing up for a dynamic year of connection and growth. Since then, we've made incredible strides. From our "Reimagining Learning Environments" Education Panel, where industry leaders redefined how we think about the spaces that shape our students, to the Developers' Panel at the Mayfair House Hotel & Garden, which sparked conversations about resilience, investment, and the future of South Florida's communities — our programs have inspired collaboration and momentum across the region. We closed out the year in true SMPS South Florida fashion with our annual Jingle & Mingle Holiday Social, a night filled with laughter, connection, and generosity, made even more special by our toy drive benefiting the Salvation Army. Seeing our community come together — not just professionally, but in service to others — was a powerful reminder of what makes this chapter so special.

We've also seen continued enthusiasm around the creation of our Mentorship Program, designed to help our members at every stage of their careers build confidence, leadership, and lasting professional relationships. Initiatives like "Dear Future Me" have encouraged all of us to set meaningful goals and intentionally invest in our own growth — and it's been inspiring to see how those personal and professional aspirations are already coming to life. Membership really does have its privileges. (Shameless plug to join our chapter! 😊)

As we look ahead, our calendar is filled with opportunities to keep that momentum going. This spring, we'll dive into incredible programs and socials that highlight the strength and diversity of our industry:

### **Transportation Panel**

A deep-dive discussion on the infrastructure that keeps South Florida moving — featuring experts shaping the region's most impactful transportation projects and investments.

### **A/E/C Healthcare Summit**

A special half-day industry event exploring innovation in design, construction, and planning for spaces that serve our communities' most essential needs.

### **Coffee Talks, Polo & Partnerships, and Membership Drive Happy Hour**

A chance to connect in relaxed environments that foster relationship-building, member engagement, and a welcoming entry point for those new to our chapter.



All our upcoming events promise meaningful insights, collaboration, and — of course — that signature SMPS South Florida energy that turns every gathering into something memorable.

As we embrace this new year, I encourage each of you to stay connected, volunteer, and say “yes” to something new. Whether you’re attending a panel, joining a committee, or mentoring a fellow member, every contribution you make strengthens our chapter and the larger A/E/C community we serve.

Finally, I want to extend my heartfelt thanks to our **Annual Sponsors, partners, and volunteers**, whose generosity and commitment truly power our mission. Your ongoing investment allows us to deliver relevant programming, leadership development opportunities, and a vibrant professional community that continues to elevate the practice of marketing and business development across our region.

I would also like to offer a special note of gratitude to the **firms represented on our Board of Directors**. Not only do these leaders give their personal time and talents in service to our chapter, but their companies proudly support that commitment by permitting them to volunteer and by funding their SMPS memberships. That support is a direct investment in leadership, professional growth, and the strength of our entire A/E/C community. Be sure to turn to the Board feature later in this issue to learn more about these incredible professionals and the firms that stand behind them.

I’m excited, humbled, and genuinely inspired by what we continue to accomplish together. Here’s to a season filled with purposeful growth, bold learning, meaningful connections, and wins that matter — for our firms, our clients, and our careers.


With gratitude and momentum,

Kelly Stout  
President, SMPS South Florida

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# EDITOR'S


# COLUMN



## Carolina Correa

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Director of Marketing & Communications,  
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As we turn the page to a new year, **this issue of The A/E/C Nexus is all about momentum**—about taking the ideas, goals, and inspiration sparked in the early months of our 2025–2026 chapter year and turning them into visible action.

Our Fall issue focused on connection—how we come together as a community. This time, we're looking at what happens next: how those **connections evolve into progress**. You'll read stories of movement and follow-through—from the lessons of our Rebranding with Impact webinar and the energy of Jingle & Mingle, to members and firms putting creative strategies into motion across South Florida's A/E/C landscape.

**Momentum isn't just about speed—it's about direction.** Each article in this issue reflects forward motion guided by purpose: building capability, expanding influence, and strengthening the fabric of our professional community.

This column will continue to connect our communications work to the chapter's broader goals—**growing awareness, driving engagement, and celebrating the people behind the progress**. And as always, this space is open to you. If you've turned an idea into action, learned something worth sharing, or achieved a milestone that inspires others, reach out. The A/E/C Nexus is more than a publication—it's proof that our industry moves forward when we do.

# LEVEL UP YOUR YEAR: Explore SMPS Conferences



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## SOUTHEASTERN REGIONAL CONFERENCE (SERC)

### **Beyond the Looking Glass: Building Clarity, Creativity, and Connection**

will take place in Norfolk, Virginia from March 17 to 19, 2026, at the Hilton Norfolk The Main Hotel.

Downtown Norfolk, surrounded by the Elizabeth River, is a vibrant, walkable city center with easy access to countless restaurants and shops, as well as landmarks and institutions like Towne Point Park, Nauticus Maritime Discover Center, and the Battleship Wisconsin.

*Register today! Prices increase after February 28, 2026.*

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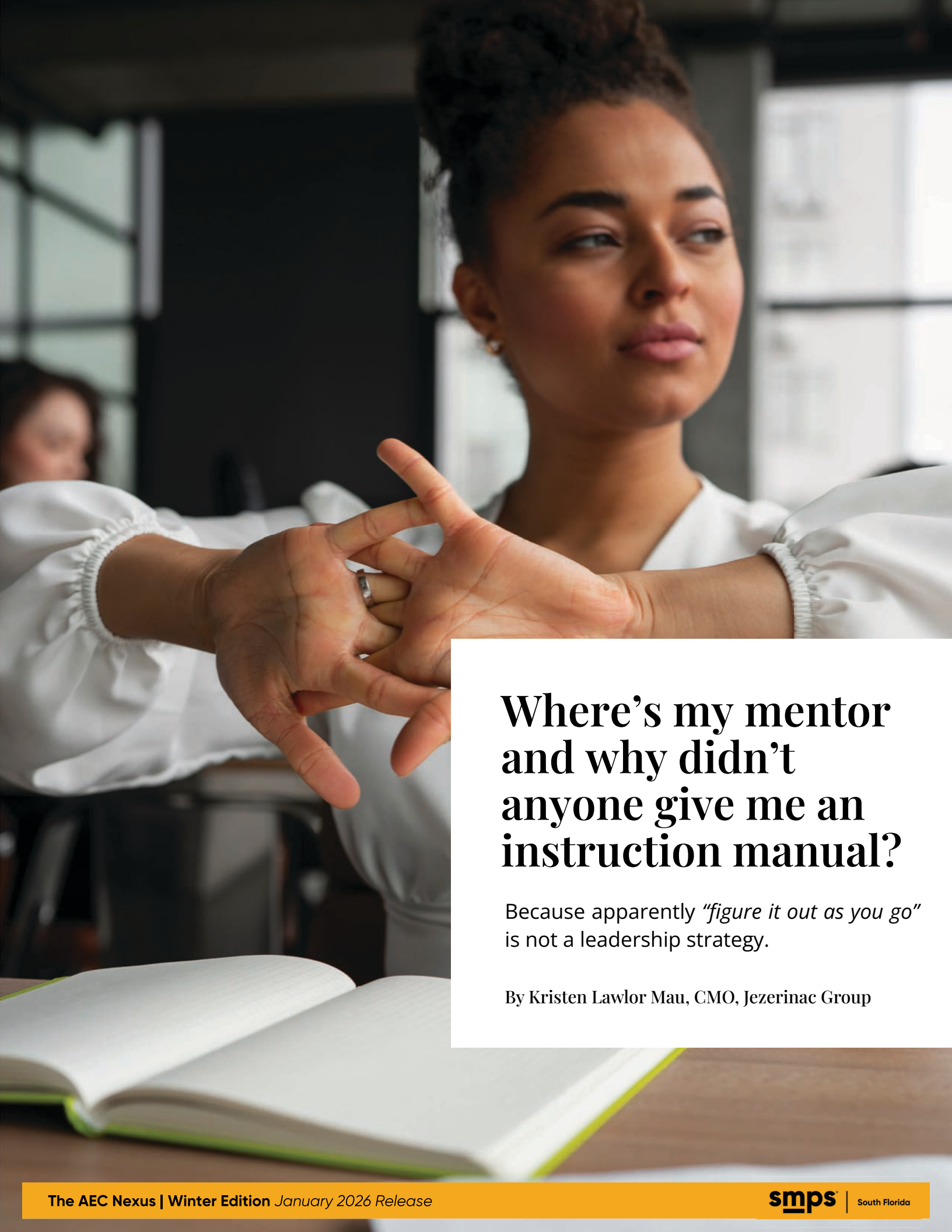
Registration for Amplify A|E|C 2026 is OPEN!

We're heading to Caesars Palace in Las Vegas, July 27–29, 2026—and you can secure your spot today at the **Early Bird Rate going from Dec. 6 through Feb. 28.**

Don't miss the conference built for A/E/C marketers, business developers, and firm leaders who want to learn, connect, and lead with impact.



[Check out the 2025 Photo Gallery.](#)



# Where's my mentor and why didn't anyone give me an instruction manual?

Because apparently "*figure it out as you go*"  
is not a leadership strategy.

By Kristen Lawlor Mau, CMO, Jezerinac Group

Let's be real: most of us didn't exactly plan to end up in AEC marketing. One day we're graduating with a Psychology degree (me!), and the next we're knee-deep in RFPs, rebrands, and rapid-fire deadlines, googling every acronym so we don't feel like an imposter. And we've been figuring it out ever since.

We've learned a lot on the job. Like how to format an RFP with impossible page limits and font rules (is 12pt and 1.5 spacing necessary?), or why Procurement wants the same thing three different ways in five different sections. We've also mastered the art of deciphering red lines and engineers distinctive handwriting that should honestly qualify as its own dialect.

We've even perfected the delicate art of convincing someone that yes, headshots do need updating every decade. No, Mark, you don't look like that anymore. And your 20-year-old mullet is not "retro cool" (unless you play baseball). But when it comes to career growth, leadership, and mentorship, many of us have been left to wing it.

I recently completed an AEC Marketing Leadership Cohort focused on professional development, and one thing became clear: we have a mentorship gap. A big one. There's no shortage of brilliant people (dust your own shoulders off), but there is a shortage of structured ways to learn from them. We're all out here trying to lead, grow, and inspire, but sometimes, we just need someone to show us the way.

That's why it's so important to be proactive in seeking mentorship through formal programs or intentional conversations. Don't wait for someone to take you under their wing. Reach out. Ask questions. Schedule that coffee or virtual chat.

And don't just talk tactics. Ask the stuff we don't get training on:

- How do you set strategic goals?
- Develop and stick to a budget?
- Handle tough conversations?
- Ask for what you need (especially when it's uncomfortable)?
- Stand up for your ideas in a male-dominated industry?
- Actually manage work/life balance?

These are the conversations that build leaders, not just marketers. The exciting news? SMPS South Florida is launching a Mentorship Program soon; a formal chance to connect mentors and mentees for real growth. But until then, don't wait. Look for the people who inspire you, challenge you, and have walked the path you're trying to navigate.

## **Because mentorship doesn't always start with a title or a program; it starts with curiosity and courage.**

I wouldn't be where I am without SMPS and the network I've built through shared interests, mutual admiration, and a lot of empathy for this winding AEC road. I'm 20+ years in and just this week made three separate calls for advice. Old dog, always new tricks.

And one day, when someone reaches out to you for advice, you'll smile, pour another cup of coffee (or wine, in my case), and admit the instruction manual still doesn't exist... but the journey's a lot easier with good people who'll pick up your call. Even mid-deadline, while riding a unicycle, making dinner, answering a Teams chat, and offering the advice that makes you just 1% better tomorrow.



# STRATEGIC GROWTH: PREPARING FOR CPSM AND BEYOND



by Natalie Rodriguez, CPSM, Director of Education, SMPS South Florida  
National Aviation Client Account Manager / Assistant Vice President, WSP

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Today, I'm reflecting on the momentum we've built with the SMPS South Florida CPSM Study Group for the March 2026 exam. As Education Chair, I've completed the kickoff session and Domains 1 through 4. The energy and engagement from participants have been inspiring, and I'm proud of how we're setting the tone for success.

**A special note of gratitude goes to Rachel Stevens, CPSM with Suffolk, who has been an incredible partner in getting me set up. As the past Education Chair, Rachel's guidance and support have been invaluable as I step into this leadership role.**

Recognizing the value of diverse perspectives, I leveraged the SMPS headquarters directory to expand our reach beyond South Florida. By inviting members from chapters in South Carolina, North Carolina, Georgia, and Indiana, we've enriched our sessions with insights from across the country. This approach not only benefits our local chapter but also aligns perfectly with my national role as Aviation Client Account Manager at WSP. It's been rewarding to see our network grow—20 professionals have registered for the 2025-2026 sessions, representing a broad spectrum of marketing and communications expertise from both national general contracting and design firms. Our session presenters are a testament to this diversity. Each brings unique experiences and best practices, ensuring that our study group is more than just exam prep—it's a platform for professional growth and industry impact.

As we continue to grow and strengthen our professional impact, we're excited to augment our education through upcoming virtual sessions designed to elevate our skills and strategies. We had the first success on December 2, hosted by Amanda Gluck and KJ Rodgers, CPSM: 'Rebranding with Impact: Turning Identity into Opportunity' and next in line webinars promise to deliver fresh perspectives and inspirational anecdotes from experienced marketers who will help us lead with confidence and creativity.

- Wednesday, January 21 - Christine Nelson: 'Messaging for Your Audience'
- Wednesday, February 11 - Ida Cheinman: 'Marketing Process from Qualifying to Interviews'

Leading our educational program is deeply meaningful to me. I believe that marketing for professional services firms should be strategic, not chaotic. The CPSM credential is a respected achievement for those who want to make a difference in their firms, their communities, and the industry at large. Mastering all six domains not only builds expertise and credibility but also legitimizes our profession and can positively influence work-life balance by providing greater control and flexibility.

**I'm thrilled to continue guiding this group, knowing that together, we're raising the bar for marketing excellence in the A/E/C industry.**

# STRATEGIC GROWTH: PREPARING FOR CPSM AND BEYOND



## Summary of CPSM Study Group Sessions leading up to the March 2026 Exam

**Kickoff Session:** Nov. 6 | Natalie Rodriguez, CPSM, National Aviation Client Account Manager, WSP [natalie.rodriguez@wsp.com](mailto:natalie.rodriguez@wsp.com)

**Domain 1: Marketing Research:** Nov. 20 | Elizabeth Dees, MBA, CPSM, Experience Manager, Trident Construction [elizabeth@tridentcon.com](mailto:elizabeth@tridentcon.com)

**Domain 2: Marketing Planning:** Dec. 4 | Jen McGovern, FSMPS, CPSM, Regional Capture Manager, VHB [jmcgovern@vhb.com](mailto:jmcgovern@vhb.com)

**Domain 3: Client & BD:** Dec. 18 | Rachel Stevens, CPSM, National Pursuit Marketing, Suffolk [rstevens@suffolk.com](mailto:rstevens@suffolk.com)

**Domain 4: Proposals:** Jan. 8 | Sarah Lowery, CPSM, Marketing Specialist, Turner Construction Company [slowery@tcco.com](mailto:slowery@tcco.com)

**Domain 5: Promotional Activity:** Jan. 22 | Jenny Nix McGerald, CPSM, Communications, RS&H [jennifer.nixmcgerald@rsandh.com](mailto:jennifer.nixmcgerald@rsandh.com)

**Domain 6: Management:** Feb. 5 | Chris Rickman, FSMPS, CPSM, Director of Operations, Fremont-Wright [crickman@fremontwright.com](mailto:crickman@fremontwright.com)

**Wrap-Up Session:** Feb 19 | Natalie Rodriguez, CPSM, National Aviation Client Account Manager, WSP [natalie.rodriguez@wsp.com](mailto:natalie.rodriguez@wsp.com)

# Developer Panel *Recap*

## BLUEPRINTS FOR GROWTH: THE LIVE LOCAL ACT



SMPS South Florida's Blueprints for Growth: The Live Local Act panel brought a full house to the Mayfair in Coconut Grove, where attendees gained candid insight into how developers are navigating today's shifting South Florida landscape — from policy to partnership.



In addition to sharing their professional perspectives, each panelist offered personal stories and lighthearted moments that helped the audience connect with them on a more individual level. The approachable atmosphere encouraged valuable follow-up conversations and networking after the panel.

The event underscored what makes SMPS programs stand out: authentic dialogue, meaningful connections, and insight you can take back to your firm the next day.

Special thanks to our event sponsors: **Florida Lemark, Terracon, Core Construction, and Turner Construction Company** for their generous support and partnership in making this program possible, and to our Annual sponsors: **DRMP, Core Construction, Suffolk Construction, NV2A Group, Anchor Health Properties, Caulfield & Wheeler, Baker Construction, and H2R Group** for their continued commitment to SMPS South Florida and to advancing our industry.

The discussion centered on the Live Local Act and its impact on how communities across the region are planning and funding new housing and mixed-use projects. Panelists shared how they approach entering new neighborhoods, building trust through alliances with local churches and community organizations, and finding creative solutions through initiatives like YIGBY (Yes In God's Back Yard) to expand attainable housing.

# Congratulations!

## Cristin Peacock, AIA

Winner of our SMPS South Florida Event Ticket Raffle



From left to right: Toni Farber, VP of Business Development at Master Structural Engineers, Kelly Stout, SMPS South Florida Chapter President and DRMP's Business Development Specialist, and Cristin Peacock, Vice President at Peacock Architects.

We're thrilled to celebrate Cristin Peacock, AIA, Vice President and Lead Architect at Peacock Architects, as the winner of our complimentary SMPS event ticket raffle. Cristin leads the firm's Fort Lauderdale office and helps guide strategic growth across their South Florida and North Carolina locations. As a partner in a women-led practice, she brings a thoughtful, community-centered design approach to every project she touches.

Cristin described the raffle win as *"a wonderful surprise — especially being selected by someone I've cherished working with over the years."* A longtime SMPS supporter, she values the energy, insight, and relationship-building that our programs consistently foster and looks forward to using her ticket at an upcoming panel.

Cristin is no stranger to the power of professional community. Having worked closely with colleagues and partners across the region, she values the way SMPS brings together voices from every corner of the A/E/C industry. For her, events aren't just networking —they're opportunities to learn from peers, exchange perspectives, and build relationships that strengthen the fabric of our professional ecosystem.

**We're excited to spotlight Cristin as part of our chapter community and can't wait to welcome her at a future SMPS South Florida event.**

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SMPS South Florida members gathered to toast for another successful year, and a new promising year with bright blessings ahead.

Attendees brought new unwrapped toys in support of the ongoing Toy Drive hosted by Baker Construction.

Thanks to every attendee and special shoutout to our Title Sponsor Core Construction for making this special evening possible!



# Jingle & Mingle

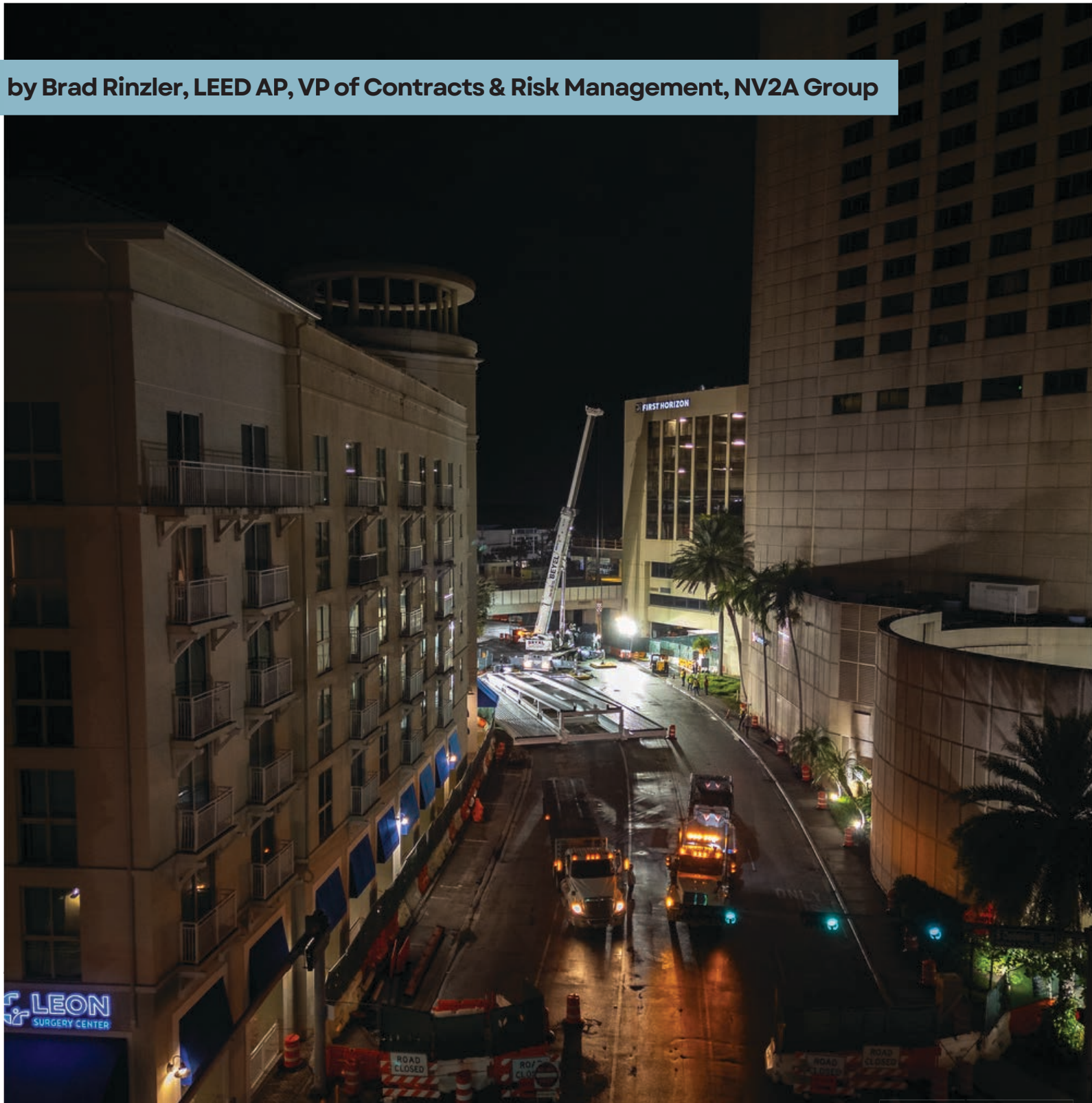
Holiday Social



# THE NIGHT THE STATION SLEPT

HOW NV2A LIFTED 57 TONS OF STEEL OVER DADELAND

by Brad Rinzler, LEED AP, VP of Contracts & Risk Management, NV2A Group



## A CITY STREET TURNED JOBSITE

Just after 1 a.m. on November 8, 2025, the last Metrobus and southbound Metrorail train pulled out of Dadeland South Station. Minutes later, Dadeland South Station and Dadeland Boulevard—normally alive with pedestrians and headlights—belonged entirely to NV2A Group. Police cruisers blocked both ends, orange drums blinked in rhythm, and a 500-ton all-terrain crane from Beyel Brothers rolled into position.

This was Phase 1B of the Dadeland South Intermodal Station Project, and the task was as delicate as it was heavy: hoist and set a 57-ton prefabricated steel canopy across an active transit corridor, with inches of clearance and no margin for error.

## PREPARATION BEFORE PERFORMANCE

Months before the street closed, NV2A's preconstruction team orchestrated a steady sequence of design checks, coordination meetings, and engineering peer reviews.

"We knew this lift would live or die on preparation," said Jorge Mendoza, NV2A's Executive Vice President. "Every calculation, permit, and procedure had to align before the first shackle was attached. By the time we reached the field, the plan was perfected."

NV2A's steel fabricator, Suncor, and their erector Edrian Steel, developed the initial lift plan for the canopy—a framework of W40×324 primary beams and EPIC decking spanning the canopy's 42-foot width. NV2A engaged an independent 3<sup>rd</sup> party engineer, Masood Feghi, P.E., to perform a peer review and validate every technical step before the weekend closure.

The calculations placed the canopy's self-weight at 114,221 lb., with another 3,001 lb. of rigging—a total of 117,000 lb. NV2A conservatively used 120,000 lb. for design, checking each 1¼-inch welded padeye and requiring ½-inch stiffener plates at every lift point. NV2A also confirmed the stability of the 8-inch reinforced concrete elevator shaft wall and ensured that the slab was placed before the lift to prevent lateral instability.

## FIELD PRECISION

Superintendent Fernando Franchina led on-site coordination between NV2A, Suncor, Edrian Steel, Beyel Brothers, and inspectors from Miami-Dade County Transit.

The lift plan called for:

- Crane: Tadano AC 7.450-1 (500-ton class)
- Working radius: 59 ft
- Load including rigging: 117,000 lb.
- Counterweight: 330,700 lb.
- Bearing pressure: ≤ 3.0 ksf (per NV5's geotechnical report)

"When you plan for weeks, you don't want surprises," Franchina said. "Everyone here knew the sequence, the signals, the timing. Once we started, it was just execution."



Superintendents Jose Chacon (left) and Fernando Franchina (right)



## SIX INCHES TO COMMITMENT

At 9:35 a.m., the Lift Director keyed the radio: “Hoist six inches.” The canopy eased off its cribbing and hung still in the air. Sling tension balanced perfectly. Two minutes later, the command came to swing east. The 500-ton crane rotated, slow and deliberate, carrying 57 tons of engineered steel over Dadeland Boulevard and the Metrorail tracks while spotters guarded the exclusion zone below.



## LANDING UNDER CONTROL

Guided by tag lines and laser levels, riggers eased the canopy onto bearing pads. Bolts seated in a special pattern, spud wrenches inserted, and high-strength tension-control (TC) bolts tightened. Within hours, the lower canopy was locked in and the upper assembly followed.

Ground bearing pressures registered 5.9 ksf, safely under the 6.5 ksf allowable confirmed by peer reviewed engineering’s calculations. Survey shots showed alignment within  $\pm\frac{1}{8}$  inch.

## A QUIET SUCCESS

By noon, counterweights were off, barricades were shifting, and a smaller crane took over placing the remaining smaller canopy components. “A good lift isn’t just one where nothing goes wrong,” said Alhasan Diab, NV2A’s Project Manager. “It’s when everyone on site knows the plan, trusts it, and executes it exactly as intended—that’s preparation becoming precision.”

On Monday morning, Metrorail commuters stepped beneath a new canopy—its welded frame glinting in the sun, a permanent part of Miami’s transit skyline born from one meticulously choreographed night.



## PROJECT CREDITS

Owner: Miami-Dade County Department of Transportation and Public Works  
Design-Builder: NV2A Group  
Project Manager: Alhasan Diab  
Superintendent: Fernando Franchina  
Engineer of Record: Stantec  
CEI: BCC Engineering  
Peer Reviewer: PHS Engineering (Masood Feghi, P.E.)  
Steel Fabricator/Erector: Suncor / Edrian Steel Corp.  
Crane Services: Beyel Brothers, Inc.  
QC Inspection: Pacifica Engineering Services  
Geotechnical: NV5, Inc.



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# UPCOMING EVENTS

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Efficient Research: Get Creative with Audience Targeting and Message Personalization

**JANUARY 21**

## ANNUAL TRANSPORTATION PANEL

**FEBRUARY 6**

## VIRTUAL EDUCATION SESSION:

The Client Intelligence Blueprint: From Insights to Results

**FEBRUARY 11**

## COFFEE TALKS

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**FEBRUARY 13**

## POLO & PARTNERSHIPS SOCIAL

**FEBRUARY 22**

## MEMBERSHIP DRIVE SOCIAL

Port 32 Site Tour and Happy Hour

**MARCH 4**

## VIRTUAL EDUCATION SESSION:

R&D: When Being Left in the Dark is a Good Thing

**MARCH 11**

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**MARCH 26**



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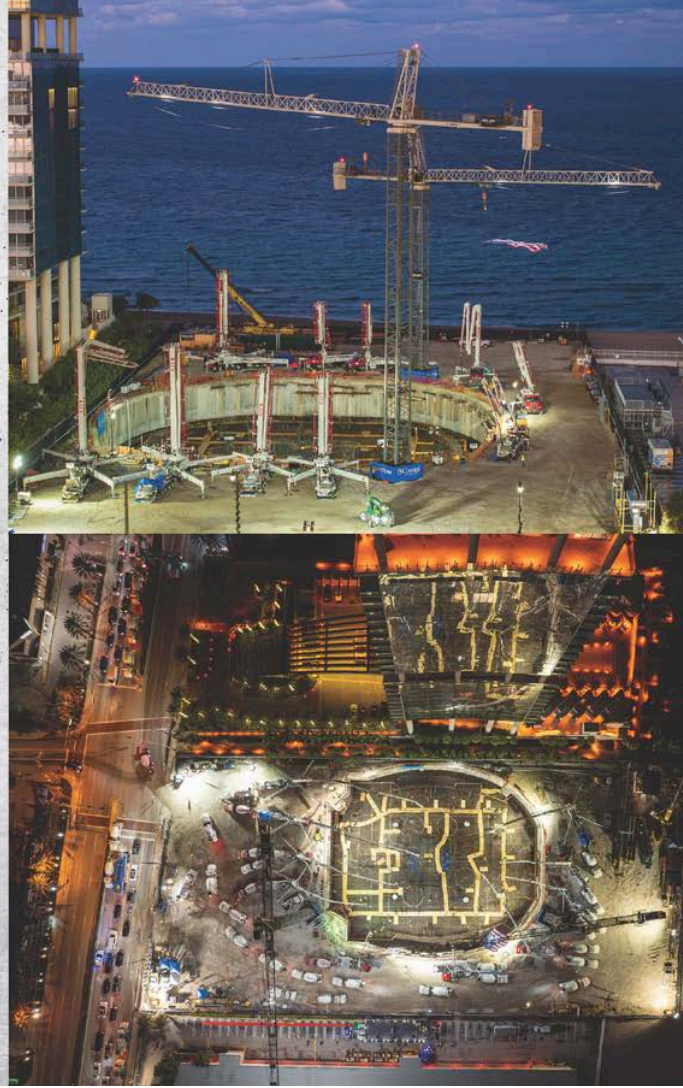


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## CALL FOR VOLUNTEERS

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 A/E/C 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 a committee!**

For more information, please contact SMPS President **Kelly Stout** at [kstout@drmp.com](mailto:kstout@drmp.com)

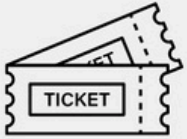


# 6 REASONS YOU SHOULD BECOME AN ANNUAL SPONSOR

SMPS South Florida reaches more than 2,500 industry professionals who influence and make purchasing decisions for the services you provide. Throughout the year, our chapter hosts educational programs, professional development seminars, and networking events designed for both emerging and seasoned marketing and business development professionals. These ongoing opportunities give sponsors consistent exposure and a direct connection to a highly engaged and influential audience.

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# NEW & RENEWING MEMBERS

*\*as of November 2025*

## GROWING STRONGER TOGETHER

Our chapter continues to grow through professionals who choose to connect, contribute, and stay engaged. Each new and renewing member strengthens our chapter's momentum. We're proud to welcome these professionals and grateful to those who continue investing in the SMPS South Florida community.



**Katharyn Converse**  
DPR Construction  
*new member*



**Hiba Sakrani, PMP**  
A/E/C Professional  
*new member*



**Diana Alvarez**  
Gartek Engineering  
*renewing member*



**Heidi Coletto**  
Florida Lemark Corporation  
*renewing member*

**Career growth is part of our mission.**  
**Explore current opportunities shared by our member firms.**

### JOB CLASSIFIEDS

Marketing Coordinator  
St. Petersburg, Sarasota, Miami  
Cummins Cederberg, Inc.

**APPLY NOW**

**Hiring A/E/C  
marketing or  
business  
development talent?**

SMPS South Florida connects employers with skilled, local professionals across marketing, design, PR, social media, and business development. Visit our [Jobs Page!](#)

## MEMBER SPOTLIGHT

# GABRIELLE DONDICI

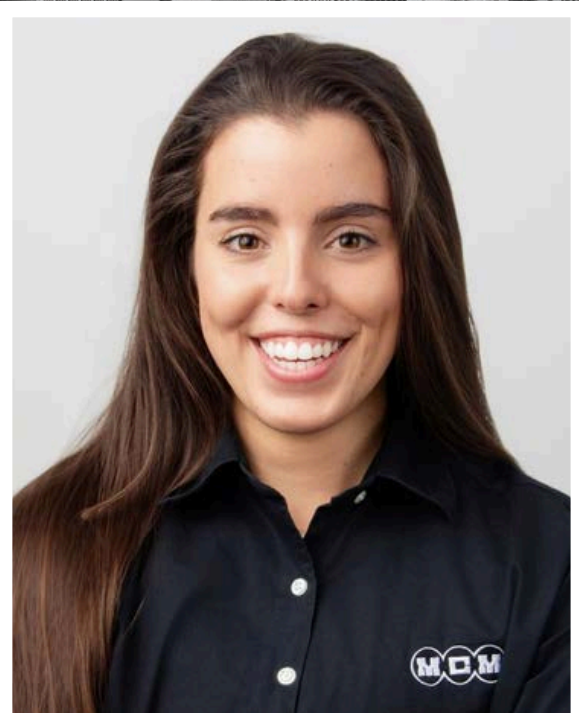
This quarter, we're excited to spotlight Gabrielle Dondici, a creative-driven Marketing Manager at MCM who brings fresh energy and a design-forward mindset to South Florida's A/E/C community.

Gabrielle supports major pursuits, branding, and internal/external communications across the Miami-Dade and regional infrastructure markets. With two years in the A/E/C industry and a background in graphic design and tech marketing, she brings a modern, narrative-driven approach to proposals and presentations – aiming to make them resonate, not just comply.

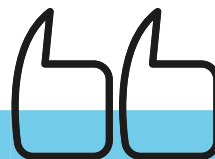
Originally from Philadelphia, Gabrielle previously served with SMPS Philadelphia before relocating to Miami. She's now active with SMPS South Florida and enjoys getting involved in local A/E/C networking and community events as she continues settling into her new home base.

Outside the office, she starts most mornings before sunrise with a workout, stays energized through proposal deadlines, and taps into her artistic side as a lifelong creative.

A fun fact: she's a triplet – and widely considered the "creative one" of the trio.



GABRIELLE DONDICI  
MARKETING MANAGER | MCM



**I'm genuinely excited to be part of SMPS South Florida.**

**The innovation and energy in this region are palpable, and I'm eager to connect with fellow professionals who are advancing the AEC industry through creativity, strategy, and community impact.**

## MEMBER SPOTLIGHT

# HIBA SAKRANI PMP



HIBA SAKRANI, PMP  
A/E/C MARKETER

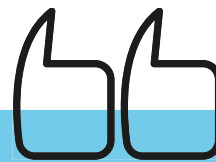


When Hiba Fatima relocated to South Florida with previous A/E/C experience from another region, she sought a way to learn the local market and connect with peers. She discovered that through SMPS South Florida – a community that welcomed her immediately.

After responding to a volunteer call on social media, Hiba joined the Communications Committee, where she quickly found meaningful collaboration and support. Committee work allowed her to learn directly from seasoned marketing and BD professionals while contributing to projects that strengthened the chapter's visibility and momentum.

These connections soon extended beyond volunteer work. During her job search, the relationships she built through SMPS became a source of guidance, mentorship, and even professional references.

For Hiba, what began as a simple introduction has grown into a network that continues to shape her confidence, capability, and direction in the A/E/C industry.



**SMPS South Florida gave me community, mentorship, and momentum.**

**What began as a simple introduction became a network that shaped my confidence and career direction.**



# FROM MODEL TO MESSAGE: TURNING VDC INSIGHTS INTO MARKETING POWER

## CONTRIBUTOR

### MELISSA BAILES

SERC LIAISON, SMPS SOUTH FLORIDA  
SENIOR PURSUIT MANAGER  
HEDRICK BROTHERS CONSTRUCTION

**W**hen most people hear Virtual Design and Construction (VDC), they think of 3D coordination meetings, clash detection, and preconstruction planning. However, there's another layer to this powerful technology that AEC marketers can, and should, be tapping into: storytelling. Behind every model lies a treasure trove of visual and data-driven proof points. VDC reveals how a team anticipates challenges, solves problems, and delivers measurable results, all of which can strengthen a firm's marketing message far beyond technical jargon.

## FROM BIM VISUALIZATION TO MARKETING VISUALIZATION

Renderings and animations are often the most visible output of a BIM workflow, but the true marketing gold comes from process transparency.

Think of a proposal or interview where, instead of flat project photos, you show the digital model that guided decision-making. VDC visuals can illustrate how your team coordinated complex MEP systems in a tight ceiling space or how early model reviews prevented costly rework.

These moments don't just look good; they show competence. Proposals that demonstrate proactive coordination stand out to owners who are tired of reactive communication.

## DATA THAT SPEAKS THE LANGUAGE OF VALUE

VDC platforms can quantify performance improvements: fewer RFIs, schedule compression, reduced change orders, or improved field productivity. Those numbers translate beautifully into marketing narratives. For example:

*"Through VDC coordination, our team reduced RFIs by 35% before construction began, saving the owner \$1.5 million in change orders."*

*"Using model-based sequencing, we shaved two weeks from the structural work plan without sacrificing quality."*

**These aren't just stats; they are metrics of trust.** They help marketers communicate tangible value to clients, differentiating your firm in a market increasingly driven by data-backed decision-making.



## BUILDING CONFIDENCE THROUGH TRANSPARENCY

VDC tools enable clients to visualize their projects before anything is built. That visibility builds confidence. Including screen captures or 4D phasing visuals, showing transparency in planning, and reinforcing that your team doesn't just promise collaboration, it demonstrates it.

When marketers and VDC professionals collaborate early, the results are more authentic communications. The stories your technical teams are already living, uncovering clashes, optimizing logistics, or saving costs can become vivid, engaging narratives that resonate outside the project itself.

## THE TAKEAWAY

***"VDC isn't just for preconstruction teams; it's a marketing differentiator."***

By translating the intelligence of the model into accessible visuals, metrics, and proof points, marketers can shift from saying "we coordinate effectively" to showing "here's how we deliver better outcomes."

The next time your firm completes a model coordination milestone, don't just file it away. Capture the visuals, gather the data, and collaborate with your marketing team because the model isn't just a design tool; it's a credibility tool.

# Proud to build South Florida

The construction projects reshaping the Sunshine State are more complex and sophisticated than ever. To rise to the challenge, our tech-savvy teams are redefining what you expect from a contractor, leveraging data and cutting-edge solutions to build safely and efficiently. We're honored to be America's Contractor and proud to transform Florida's skylines.



AMERICA'S CONTRACTOR

# DEI CORNER

By Eric Gerber-Weiss, Director of DEI, SMPS South Florida  
Office Manager, DRMP

Connect with me on 



At SMPS, we believe that Diversity, Equity, and Inclusion (DEI) isn't just good ethics—it's good business. Bringing together individuals with diverse backgrounds, experiences, and perspectives fuels innovation, strengthens client relationships, and leads to better business outcomes across the A/E/C industry.

SMPS actively champions DEI by fostering inclusive environments, increasing participation from underrepresented groups, and advocating for equitable opportunities within firms and the communities they serve.

This month, we encourage you to reflect on how inclusivity shows up in your work—from ensuring diverse representation in marketing materials to provide equitable access to professional development opportunities within your team. Small, intentional actions help create a culture where everyone feels valued, respected, and empowered to contribute.

We are also excited to host our first DEI event for SMPS South Florida in March at Turner Construction. This inaugural event will feature a panel discussion from professionals in the community focused on DEI and its importance and relevance in today's workplace, including within the A/E/C industry across all sectors. The conversation will highlight real-world perspectives and underscore why DEI remains essential to strong teams, successful firms, and sustainable growth. Stay tuned for more details through our SMPS South Florida website!

Looking to go deeper? Explore [SMPS's DEI Certificate Program](#), designed specifically for A/E/C professionals seeking to build and sustain meaningful DEI strategies within their firms.

For more information, please contact Eric Gerber-Weiss, SMPS Director of DEI at [eric.gerber-weiss@drmp.com](mailto:eric.gerber-weiss@drmp.com)



# CAULFIELD & WHEELER INC.

PROUD TO SUPPORT SMPS SOUTH FLORIDA

## ABOUT OUR COMPANY

Caulfield & Wheeler, Inc. (CWI) is a trusted South Florida firm specializing in Civil Engineering, Land Surveying, Planning, and Landscape Architecture. For over 40 years, CWI has partnered with municipalities, developers, and private clients to deliver innovative, cost-effective solutions. Known for accuracy, responsiveness, and results, CWI continues to help shape South Florida's communities and infrastructure with excellence.

LEARN MORE



## OUR SERVICES

CIVIL ENGINEERING  
SURVEYING & MAPPING  
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561-392-1991

WWW.CWI-ASSOC.COM



SMPS is more than a membership organization. It's where 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 [rkissane@corradino.com](mailto:rkissane@corradino.com)



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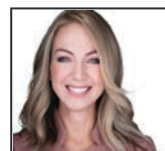
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SMPS South Florida welcomes you to reach out for event ideas, programming, and suggestions!  
We're also always accepting volunteers to help on our committees.  
Please reach out to Chapter President, Kelly Stout, for more information.



Leadership is never a solo journey. Our Board serves with passion, generosity, and a deep commitment to the success of our chapter and our profession. Their leadership is made possible by the incredible firms that stand behind them – organizations that not only encourage service but actively invest in it by supporting memberships and allowing their team members to give their time. That collective belief in community, development, and connection is what fuels everything we do at SMPS South Florida. I am truly and deeply grateful.

**Kelly Stout, President, SMPS South Florida**

## SMPS BOARD MEMBERS REPRESENT THE FOLLOWING FIRMS





# THE AEC NEXUS

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



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