

# annual recap

2021-2022



# chapter leadership



## a letter from the president

As we adapted to a new normal in the fall of 2021, our board had a special opportunity to provide quality continuing education and lunch programs in person for the first time in nearly two years. I believe our chapter met and exceeded this opportunity, and the result has been a record-breaking year of new members and member engagement. Our focus for this year was simple; keep providing the continuing education we're known for, provide opportunities for members to build meaningful community with one another, and plan programs for our members to connect with project owners. With these three C's as our guidelines, we increased membership by 32 new members, retained over 70% of existing members, averaged 75 attendees at our lunch programs and 30 at our education programs, and continued to move the chapter forward. The future of the San Antonio chapter is very bright, and I believe that we will continue to grow into one of the top SMPS chapters in the nation! I am so grateful to have had the opportunity to serve as president this past year and I hope you enjoy this annual recap of the successful year your local chapter had! A special thanks to our communications committee for compiling these memories and showcasing the marketing talent our chapter has!

**Chris Martinez**

President

2021-22 SMPS San Antonio

# Board of Directors

2021-2022 Leadership



**Chris Martinez**

President



**Kirk Kistner**

President Elect



**Lauren Setterbo**

Past President



**Stephanie Dick**

Treasurer



**Selena Horn** CPSM

Secretary



**Lauren Knuffke**

Outreach Director



**Selina Sanchez**

Membership Director



**Crystal Del Bosque**

Programs Director



**Garrett McCullough**

Education Director



**Sam Ferris**

Communications Director

## Goals

### 1 INCREASE MEMBERSHIP

Our goal was to gain 30 new members and retain 80% of our existing membership. During this board year, we added 32 new members, which met our recruitment goal. However, we were just shy of our retention goal at 70.4%. Although we were unable to achieve this, we were able to retain some of our most experienced and established members.

### 2 ADD NEW MEMBER FIRMS

During the board year, we had an increased participation from firms who were previously disengaged from SMPS programs. This engagement led to new members from these firms, and 20 of our 32 new members were from firms who did not have a member the previous year.

### #MEANINGFULMOMENTS



This year's Evening of Excellence was a grand event! My wife and I attended, and we both enjoyed the dancing and gambling the night away. What's more, getting to see Chris Carruth win the Leonardo Award was inspiring! I cannot wait for next year!

**Ted Woolsey**  
Construction EcoServices

# Goals CONTINUED

## 3 ENGAGE MORE SENIOR LEVEL MEMBERSHIP IN CHAPTER

Engaging the senior and principal level members of our chapter has been a constant goal that we've seen gain a lot of momentum this past year board. Our senior and principal level members served the chapter by assisting with some of our most attended events (Evening of Excellence), actively participating in the monthly pre-lunch discussions with presenters, and leading the effort for the Leonardo Award application, submission, evaluation, and presentation process.

## 4 REMAIN FINANCIALLY STRONG

After a year and a half of virtual presentations/programs during the pandemic, this was the first board year that hosted 100% of the education and lunch programming in-person. With this drastic change, we understood that the chapter would take a small hit financially as we approach a new normal. To offset this small hit, the board approved the increase of our monthly lunch program sponsorship level from \$500 to \$750, which helped bring an additional \$500 to each lunch program. We sold every available luncheon sponsorship this past year.

## 5 Win a "Striving for Excellence" award. Plan, prepare, and submit at the end of the board year.

All board members are preparing information for this submission with the hope to be considered a finalist for a national SMPS chapter award.

### #MEANINGFULMOMENTS



After not attending any in-person events for a while, going to SRC and seeing all my San Antonio SMPS members were two great ways to start off 2022! I saw a lot of friendly faces from previous SRC conferences and enjoyed many of the new presenters and learned more about how to be a better leader in the AEC industry. I look forward to seeing all of my San Antonio SMPS friends next year in NOLA."

**Kayla Choate**  
Rogers-O'Brien Construction



# Education & Programming

The San Antonio Chapter dived right into the 2021-2022 year with the intention to re-engage our membership and participation. We expanded our operations and offered a variety of ways to come together as a chapter, meet new people, and learn everything from business development, to technical marketing skills, to time management.



**Kay Dorsey**  
Bartlett Cocke

## Peer-to-Peer

The Peer-to-Peer program was suggested to me by my supervisor. I felt a little hesitant about it at first, but once I met Angela I was pleasantly surprised. She was very easy to communicate with and it was refreshing to discover how much we have in common in our daily work responsibilities. We shared some highs and some general concerns about getting our projects completed on time. I would definitely participate in it again if the opportunity presents itself.



**Aby Romero**  
KFW Engineers

## Do's, Don'ts, & Strategy for Social Media

I've heard it again and again: social media is intimidating, primarily when representing our firm across several ever-evolving platforms and audiences. However, as a social media guru, I was electrified for myself and other AEC marketers to attend the SMPS Social Media Do's and Don't, presented by Sammis|Ochoa. This presentation provided great insight into how AEC firms can use online platforms to connect, add value, and educate our audience creatively and professionally.

## Program Variety

Education and programming focused on getting members to dust-off their in-person marketing strategies with educational workshops on best practices, social media do's and don'ts, strategic selling, and the dynamics of storytelling in business. We launched a peer-to-peer mentorship program with three scheduled meetups and hosted seven market-focused luncheons averaging 75 attendees with topics immediately pertaining to our local industry, by local experts and owners.



### Marketer Talks:

- Lessons Learned from the Brooks Director of Strategy & Community
- Influential & Strategic Selling
- What's Your Story & How to Tell It
- InDesign Essentials for the A/E/C Marketer
- InDesign Essentials for the A/E/C Marketer II
- Once Upon a Time... And the Marketer Lived Happily Ever After
- Do's, Don'ts, & Strategy for Social Media



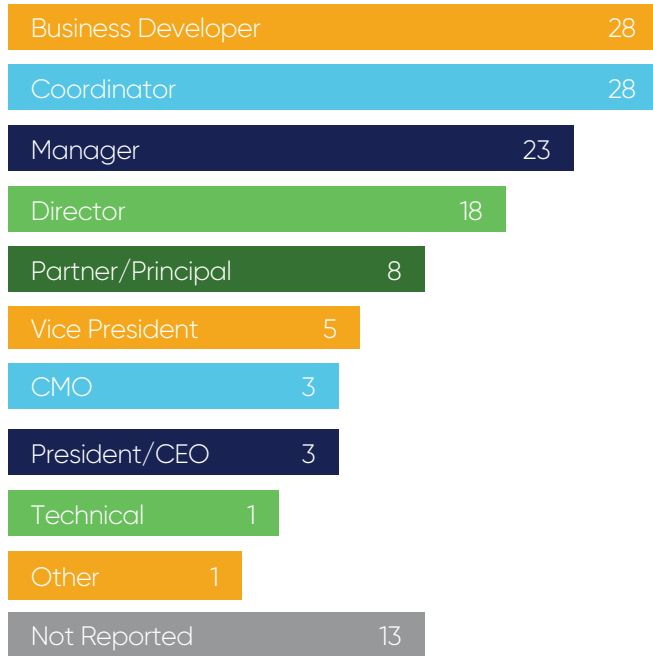
### Luncheons:

- Upcoming School Bonds: Building Better Communities
- Texas Infrastructure
- Unprecedented Growth in South Bexar County
- City of San Antonio 2022-2027 Bond Program
- A New Era of Texas Healthcare Design and Construction
- The Future of Downtown Development

# Membership —

**137** San Antonio Members

## By Job Function



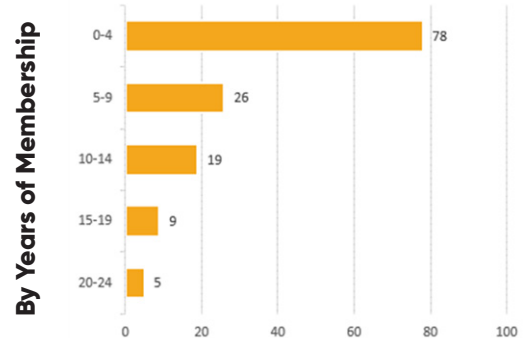
## Members Only Luncheon

The membership committee's annual Members Only Holiday Luncheon + Toy Drive took place at Silo 1604 with a delicious three-course meal, white elephant gift exchange, gift card giveaways, and great company!

**15**

## San Antonio CPSMs

The CPSM credential is a voluntary certification designed to elevate the professional standards in marketing and influence the future of this field.



**99** Firms Represented

Aethera Engineers, LLC  
 AGJCM, Inc.  
 AIA San Antonio  
 Alamo Architects  
 Alderson & Associates, Inc.  
 Alpha Building Corporation (Alpha)  
 Alpha Terra  
 Alterman, Inc.  
 Ameliom  
 Andale Construction  
 Bain Medina Bain, Inc.  
 Bartlett Cocke General Contractors  
 BKD CPAs & Advisors  
 Black Pearl Publications, LLC  
 Catamount Constructors, Inc.  
 CBI Group  
 CDS Muery  
 Cleary Zimmermann Engineers  
 Construction EcoServices  
 Corsair Consulting, LLC  
 Cram Roofing  
 Cude Engineers  
 D. Wilson Construction Company  
 Dausin Electric Company  
 DBR Engineering Consultants, Inc.

Dunaway  
 EBI Consulting  
 ECS Southwest LLP  
 Emerald Fox Marketing & Consulting  
 Facility Programming and Consulting  
 Fire Protection Consulting Group, LLC  
 First Citizens Bank  
 Ford, Powell & Carson Architects, Inc  
 Foster CM Group, Inc.  
 Freese and Nichols, Inc.  
 Galaxy Builders, Ltd.  
 Garver  
 Garza/Bomberger & Associates  
 Gessner Engineering  
 Gilbane Building Company  
 Guido Companies  
 Guido Construction Company Inc  
 Halff Associates  
 Hunter Electrical Service  
 Intelligent Engineering Services, LLP  
 Joeris General Contractors, Ltd.  
 Jones & Carter, Inc.  
 Jordan Foster Construction  
 Jose I. Guerra, Inc.  
 KCI Technologies, Inc.

KFW Engineers  
 Kimley-Horn and Associates Inc  
 KW Landscape Architects  
 Lake|Flato Architects  
 LJA Engineering Inc  
 LK Design Group  
 LNV Inc  
 Lopez Salas Architects Inc  
 Marksmen General Contractors  
 Marmon Mak Architecture  
 Meals-Myers Engineering & Surveying LLC  
 Mendez Engineering  
 Method Architecture  
 Metropolitan Contracting Company  
 Moreno Cardenas Inc  
 MS2 Consulting  
 O'Connell Robertson  
 O'Haver Contractors  
 Pape-Dawson Engineers  
 Patel | Gaines  
 Pfluger Architects, Inc.  
 Poznecki-Camarillo, LLC  
 Project Control  
 Protection Development, Incorporated  
 Raba Kistner, Inc

Rogers-O'Brien Construction  
 RS&H, Inc.  
 RVK Architecture  
 Sammis/Ochoa PR and Digital Marketing  
 Sharp Glass  
 Simplified Media Agency  
 Slay Architecture  
 SpawGlass  
 Sterling E. Stevens Design Photo  
 Structural Engineering Associates, Inc.  
 Structure Tone Southwest  
 Sunland Group, Inc.  
 Surfaces 360  
 Tejas Premier Building Contractor  
 Terracon  
 Texas Air Systems Inc  
 TTL, Inc.  
 Turner Construction  
 Unintech Consulting Engineers  
 Vari  
 Wiss, Janney, Elstner Associates, Inc.  
 WorkShop  
 Yates Construction  
 You Name It Specialties, Inc.

#MEANINGFULMOMENTS



# Outreach

Our outreach committee was responsible for obtaining annual and event sponsors. They also coordinated special events for our chapter and in partnership with other organizations. Member and supporting firms showed tremendous patronage for these events. We cannot express enough gratitude for their support. Our programs could not have been possible without all of them!



MEET THE BOARD



OKTOBERFEST



MEMBER'S ONLY MIXER



FIESTA MIXER



E-WEEK MIXER

## ANNUAL PRESENTING SPONSOR



## EDUCATION SPONSOR



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## EVENT SPONSORS

Alamo Architects  
Alpha Building Corporation  
Alterman  
Arias  
ASSA ABLOY  
Bartlett Cocke General Contractors  
Binkley & Barfield Consulting Engineers  
CDS Muery  
Cleary Zimmermann Engineers  
CNG Engineering  
Contech Engineered Solutions

Cude Engineers  
DBR  
Dunaway  
ECS  
Facility Programming and Consulting  
Fernandez Frazier White and Associates, Inc.  
Flintco  
Freese & Nichols  
Hill International  
Infinity MEP + S Consultants

Joeris General Contractors  
Jose I. Guerra, Inc.  
JQ  
KFW Engineers + Surveying  
Kimley Horn  
Knight Office Solutions  
KW Landscape Architects  
Maestas & Associates, Inc.  
Marmon Mok Architecture  
Method Architecture  
Metropolitan Contracting

MTR Engineers, LLC  
Pape-Dawson Engineers  
Quiddity Engineering  
RK Group  
Rogers-O'Brien Construction  
RVK Architecture  
SBS Construction  
Sterling E Steven Design Photo  
Structura, Inc.  
Terracon

# Communication

BY THE NUMBERS

FOLLOWER COUNT



**684**  
+69% YOY



**420**  
+38% YOY



**615**  
+9% YOY

## THE SOURCE

A MONTHLY NEWSLETTER

Now wrapping up its third year in production, The Source connects members and future members with the latest chapter news. It underwent a rebrand at the beginning of the board year, establishing a new aesthetic and revamped section titles. Our goal was to streamline content in an easy-to-read, modern design for readers. The newsletter's sections now include the editor's desk, member profiles, project spotlights, cheatsheet, the scene, datebook, and careers. Since its inception in 2019, The Source has highlighted:

- 64 member projects
- 64 member profiles
- 17 luncheon recaps
- 16 education takeaways
- 82 career opportunities
- 5 blog posts
- 2 SRC summaries

DO YOU FOLLOW SMPS SA?

[in /san-antonio-smps](https://www.linkedin.com/company/san-antonio-smps)

[@sanantonioSMPS](https://www.instagram.com/sanantonioSMPS)

[f /SMPSsanantoniochapter](https://www.facebook.com/SMPSsanantoniochapter)



### Holiday Social Media Trivia Challenge

The follow up to 2020's popular social media trivia challenge took a trip down memory lane – holiday style! Six members submitted childhood photos from Christmases past and we asked you to guess who's who across our three social media platforms. All correct answers were entered to win three gift card prizes totaling \$75, \$50, and \$25, respectively. Some identities weren't so secret. Others were a little harder to unwrap. But we're certain all made Santa's "nice" list. Congratulations to our three winners:

- \$75 Gift Card Winner: Justin Clemens, EBI Consulting
- \$50 Gift Card Winner: Selina Sanchez, Pape-Dawson Engineers
- \$25 Gift Card Winner: Pamela Canales, Pape-Dawson Engineers

### The Inaugural SMPS San Antonio Blog

We launched the first-ever chapter blog back in February. The blog will be a resource to inspire marketers and business developers with educational content related to our profession and SMPS happenings. So far, we've published five blogs, including:

- The Art of Differentiators: Leveraging Your Firm's Strengths to Create a Powerful Brand Story
- Impress Your Clients and Peers with San Antonio's Best Meeting Spots for Spring
- Heroism in Marketing: The Key to Powerful Brand Storytelling (A Book Review of Donald Miller's StoryBrand)
- Bring Back the Backburner: Eight Tasks You Can Do Between Your RFQ Deadlines
- Library Nostalgia: The Marketers Summer Book Club

### Unleashed Soon (We Promise!): The AEC Style Guide

Progress on our unique AEC Style Guide continued this past year. Curated by local industry experts and SMPS leadership, it will create a standardized way for AEC marketers to communicate clearly and professionally. It provides authority content on:

- Grammar and AEC jargon
- RFQ Forms
- Email communications
- Common communication pitfalls

The Style Guide will be a versatile resource that can introduce entry-level marketers to the industry, serve as a training tool for marketing managers, or help experienced marketers sharpen their communication. Keep an eye out for its debut this coming board year!

# Evening of Excellence & Marketing Communications Awards

After two long years, we brought the Evening of Excellence and Marketing Communications Awards (MCAs) back, casino royale style! This unforgettable night brought our AEC marketing community together to eat, sip craft cocktails, and roll the dice at the swanky Red Berry Estate.



We also announced the winners of our Marketing Communications Awards and the Leonardo Award, the most prestigious honor our chapter can bestow. Our winners and venue lived up to the name: the Evening of Excellence was a top-notch event and one we'll be talking about until next year!

**LEONARDO AWARD**



**2022 Recipient  
Chris Carruth, Metropolitan Contracting**

Chris has been in the construction industry for over 35 years and has worked in several different capacities including field supervision, project management, and, currently, business development/marketing and strategic planning. This variety of experience provides Chris with a valuable perspective on the construction industry and how it functions and operates. Chris directs all of METRO's marketing and business development efforts and is instrumental in leading the strategic planning process.

Chris is involved in numerous industry associations including Society of Marketing Professional Services, the Associated Builders and Contractors, the Real Estate Council of San Antonio and the Urban Land Institute.

**About the Leonardo Award**

Inspired by the Renaissance inventor, writer, printer, and sculptor, the SMPS San Antonio chapter presents the coveted Leonardo Award to recognize a current member who has demonstrated excellence in marketing/business development creativity and innovation as it relates to the built environment.

**Past Recipients:**

- |             |   |             |   |
|-------------|---|-------------|---|
| <b>2019</b> | Maryanne Guido, Guido Construction<br>Angela Cardwell, Joeris General Contractors | <b>2013</b> | Nancy Parker, Pape-Dawson Engineers<br>Melodye Tomsu, SpawGlass |
| <b>2018</b> | Katherine McGuyre<br>Facility Programming and Consulting                          | <b>2012</b> | Maggie Seay, Emerald Fox Marketing                              |
| <b>2017</b> | Louis Rowe, Jacobs  | <b>2011</b> | Rebecca Mansfield<br>Cadence McShane Construction               |
| <b>2016</b> | Sally Smith, Marmon Mok   | <b>2009</b> | Joe Irizarry, Raba Kistner                                      |
| <b>2014</b> | Eva Ramirez, RVK  | <b>2008</b> | Kirk Kistner, Bartlett Cocke General Contractors                |

**MARKETING COMMUNICATION AWARDS**



**Cleary Zimmermann**  
Video



**Dunaway**  
Website



**Joeris + JE Dunn**  
Special Event



**KFW Engineers**  
Fiesta Medal Design  
Newsletter



**KW Landscape**  
Corporate Identity  
Firm Brochure



**Rogers O'Brien**  
Holiday Piece



**O'Connell Robertson**  
Promotional Campaign

# The Yearbook

## Committees

A huge thank you to all of our volunteer committee members who help to make SMPS San Antonio a fun, vibrant, and inclusive organization!

COMMUNICATIONS



**Sam Ferris**



**Angela Navarro**



**Elizabeth Arredondo**



**Amanda Busbee**  
CPSM



**Susan Byrd**



**Michelle Rohrbough**



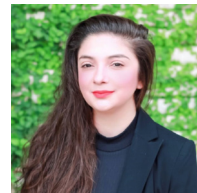
**Jennifer Danuff**



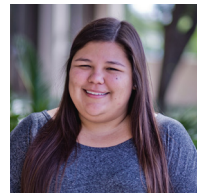
**Eva Ramirez**



**Lauren Hughes**



**Natalie Pinto**



**Jeanette Scarsdale**



**Corryn Williams**



**Maddy Stokes**



**Michelle Iapicco**



**Samantha Bower**



**Bronwyn Hartwig**



**Allen Hoye**

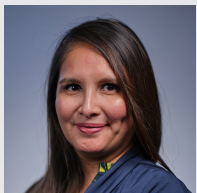
MEMBERSHIP



**Selina Sanchez**



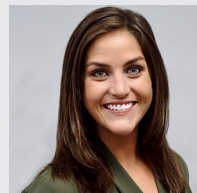
**Aby Romero**



**Ariana Blanco**



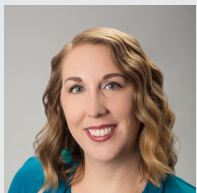
**Brett Brown**



**Brittany Menard**  
CPSM



**Casey Wilkinson**



**Courtney Villarreal**



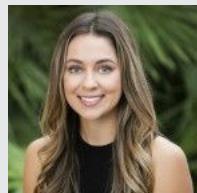
**Heather Streit**



**Kayla Choate**  
CPSM



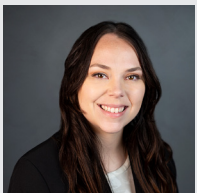
**Kirstin Garrison**



**Kristin Savage**



**Elizabeth Arredondo**



**Maddy Stokes**



**Olivia Gomez**



**Ted Woolsey**

# The Yearbook CONTINUED

OUTREACH



Lauren Knuffke



Aby Romero



Justin Clemens



Virginia Santiago



Eva Ramirez



Belinda Sanchez



Leo Shaw



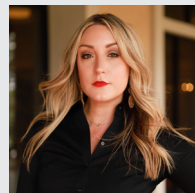
Garrett McCullough



D'Anna Wallace  
CPSM



Amanda Busbee  
CPSM



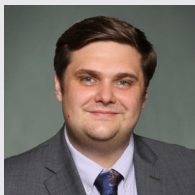
Erin Salinas



Sam Ferris



Kirk Kistner



Corey Magin



Selena Horn  
CPSM



Crystal Del Bosque



Eva Ramirez



Maria Nelson



Melodye Tomsu  
CPSM



Gabriel Lopez



Chris Martinez



Virginia Santiago



Lauren Setterbo

## AMBASSADORS



Chris Carruth



Kayla Choate  
CPSM



Chris Martinez



Brittany Menard  
CPSM



Eva Ramirez



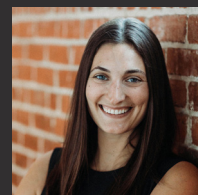
Christina Taylor



Virginia Santiago



Kristin Savage



Joyce Watson



Corryn Williams



Mario Ochoa



Kirk Kistner

EDUCATION

PROGRAMS

CHAPTER AWARDS



**Selina Sanchez**  
BOARD MEMBER  
OF THE YEAR



**Aby Romero**  
COMMITTEE MEMBER  
OF THE YEAR



**Ted Woolsey**  
NEW MEMBER  
OF THE YEAR

#MEANINGFULMOMENTS



I enjoyed catching up with the other past presidents and to hear how their business is doing. There was a lot of SMPS knowledge in that room and I felt honored to be part of it.

**Christy Rhone, CPSM**  
Cram Roofing



# thank you.

OUR VISION

**Business transformed through marketing leadership**

OUR MISSION

**To advocate for, educate, and connect leaders in the A/E/C industries.**



**smps**<sup>®</sup>  
San Antonio

VISIT  
[sanantoniосmps.org](http://sanantoniосmps.org)