

annual **recap** 2020-21



A YEAR OF MEANINGFUL ENGAGEMENT

chapter leadership



a letter from the president

"Innovation is the ability to see change as an opportunity, not a threat".

– Steve Jobs

Never has this seemed more relatable than it does now! Amid the ever-changing new norm of uncertainty, I sit here debating what I could write to properly recognize and articulate the joy and success and accomplishment I believe our board had this past year. Starting in the midst of the Covid-19 pandemic when the industry was still quarantining and navigating the tricky waters of when to go in-person and how to handle the safety logistics as well as provide the value needed, I believe our chapter succeeded. Everything represented in this report happened because of our wonderful volunteers on the board and committees; all the firms who have been sponsors of SMPS; and our membership of people who this is all for. Our goal this year was to provide "Meaningful Engagement" in all we do and I believe we accomplished that. I am so proud and grateful to have had the opportunity to act as President this past year and hope you enjoy this little lookback at what your local chapter has been up to! A special thanks to our communications committee for putting this report together for our chapter.

Lauren Setterbo

President

2020-21 SMPS San Antonio

Board of Directors

2020-2021 Leadership



Lauren Setterbo

President



Chris Martinez

President Elect



Audra Allen

Past President



D'Anna Wallace, MBA, CPSM

Treasurer



Susan Byrd

Secretary



Virginia Santiago

Outreach Director



Kristin Savage

Membership Director



Gabriel Lopez

Programs Director



Erin Salinas

Education Director



Eva Ramirez

Communications Director

Goals

1 INCREASE MEMBERSHIP BY 25%

We faced an uphill battle growing our membership this year due to the pandemic. We made a concerted effort to provide measurable value to our membership to not only minimize drops in membership but also grow our membership. We are proud to say we were able to recruit 26 new members and had 14 expired members reinstate their membership, totaling 40 new members in the past year!

2 REMAIN FINANCIALLY STRONG

This year was a financial success. Our net operating income for the board year was a little over \$11,000. As a non-profit in a pandemic year, we are so proud of coming out well ahead for the year!

#MEANINGFULMOMENTS



The relationships I'm able to nurture and grow help to keep me in touch with our own members and what they need. Also the topics of the chapter meetings are really thought provoking and responsive to the BD needs of our community.

Belinda Sanchez
AIA San Antonio

Goals CONTINUED

3 ENGAGE MORE SENIOR LEVEL MEMBERSHIP IN CHAPTER

This was accomplished in a few ways. First, we asked several senior level chapter members to serve as mentors in our Mentor/Protégé program. We had a total of 12 mentors, re-engaging several who had not been active in SMPS.

We also engaged many of our senior/principal level members and non-members through our first annual Past Presidents Lunch. It was a very successful event, resulting in two past presidents reactivating their membership and several past presidents wanting to engage in helping grow our local chapter.

Finally, this year we kicked up our social media presence for the chapter and had our board members share chapter posts on their LinkedIn. Our posts reached a new group of people and brought more senior leadership to our monthly programs and social events. We also gained new board and committee members at the senior level for the next board year.

4 GIVE BACK BY SUCCESSFULLY IMPLEMENTING - MENTOR/PROTEGE PROGRAM; UTSA/SMPS SERIES

This year we successfully implemented our Mentor/Protégé Program and started conversations with UTSA to find the best ways our chapter can support the college of business in marketing. Our Mentor/Protégé Program was a success. We had seven mentees and 12 mentors. We will share details of this program on the following pages, but we intend to continue the program in the coming year. We were also able to give back via our pandemic-friendly Christmas Toy Drive-Thru! Our chapter delivered three large carts full of toys to the UHS Children's Hospital Foundation. We did not kick off an official collaboration with UTSA this year due to distance learning at the university, but continue to strategize the right partnership plan in the future.

#MEANINGFULMOMENTS



My favorite SMPS event this year was the E-Week Mixer at Chicken N Pickle. After a long time of not being able to see anyone, it was great to network and reconnect with fellow A/E/C colleagues.

**Dylan Howell
Kudela & Weinheimer**

Education & Programming

With the ongoing pandemic during the 2020-2021 board year, SMPS San Antonio stayed on track to continue to bring value to its members and the A/E/C industry while practicing protocols to keep all of you safe. The chapter offered virtual and in-person education programs and events.



Frank Munoz
ECS Southwest

CPSM Study Camp

The Certified Professional Services Marketer (CPSM) boot camp was a great foundation refresher of business marketing as it relates to the A/E/C industry. While I have my M.B.A., this boot camp gave me a more industry focused look, at and behind the curtain, of the mechanics of professional marketing. I feel that I have a better understanding of what to expect on the exam and how it is presented, and I look forward to taking my exam before the end of the year. I appreciate and thank my colleagues for sharing their time and experiences.



Joyce Watson, CPSM
Cleary Zimmerman

Mentor/Protégé Program

As a participant in the SMPS Mentor/Protégé program, I have had the opportunity to learn from a variety of mentors across functions and disciplines, allowing me to better hone my leadership and management skills.

Program Variety

With more than half of the SMPS board year's events being virtual, the chapter wanted to exceed our membership's expectations of diverse and meaningful programs. Our variety of topics and mix of both in-person and virtual events attracted an audience of marketing staff, business developers, and firm owners both inside and outside the A/E/C industry.

Virtual Events:

- CPSM Boot Camp
- The Marketer Coffee Talk Series
 - Pivot to Digital: The Rise of The Virtual Experience
 - Market Research: Setting a Baseline to Measure Trends
- Owning It: Your Job, Career, or Life Path
- Workshop: Set Yourself Up for Sustainable Success – The Science of Goal Setting for Multi-Passionate People
- Webinar: Your Marketing Plan as Your Communications Foundation
- Lunch Break
 - SAISD 2020 Bond
 - Texas' Most Congested Corridors with WTS and STITE
 - State of the City with Mayor Ron Nirenberg

In-Person Events:

- Mini-Regional Conference: The Marketer's Gambit
- Lunch Break
 - San Antonio International Airport Future Growth Plan
 - When Texas Corridors Align
 - Building the Higher Education Vision at Alamo Colleges with AIA San Antonio

Hybrid Events:

- Mentor Protégé Program
- Lunch Break: Urban vs Suburban Development



Membership

121 San Antonio Members

By Job Function

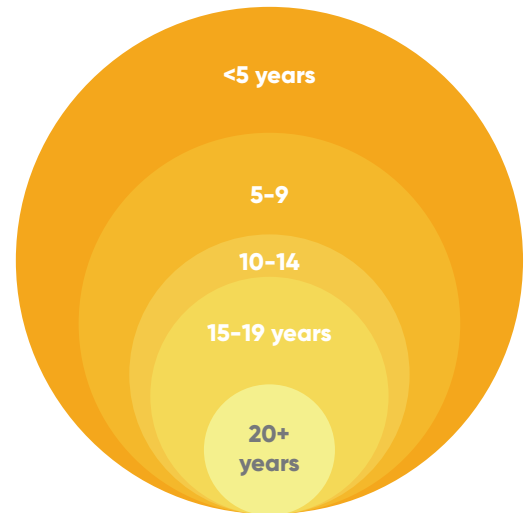
Business Developer	26
Coordinator	23
Director	17
Manager	17
Partner/Principal	9
Consultant	5
Vice President	5
President/CEO	4
Technical	2
Other	1
Not Reported	9



Committee Highlight: Holiday Toy Drive

Our highlight for the year was our Holiday Drive Thru Toy Drive. This event took place during the pandemic when many organizations were not holding events. We were able to find a safe way to still give back to our community by collecting toys for UHS Children's Hospital, while giving our members a way to connect, even if it was just from their cars!

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.



By Years of Membership

#MEANINGFULMOMENTS



I've been a member of multiple chapters of SMPS across Texas and the San Antonio chapter truly is special. The people you meet and connections you make here are more than just a professional network - they're friends!

Corryn Williams
 Method Architecture

Outreach

Our Outreach group was responsible for obtaining sponsors and setting up events. Member and supporting firms came through this board year regardless of whether events were virtual or in-person. We cannot express enough gratitude for each supporting business - our programs could not have been possible without all of them!. These included:



MEET THE BOARD

EDUCATION SPONSOR



PLATINUM SPONSORS



THOMPSON HOTEL TOUR

GOLD SPONSORS



RED BERRY ESTATE TOUR

SILVER SPONSORS



E-WEEK MIXER

EVENT SPONSORS



FIESTA MIXER

Alderson & Associates
 Allegiance Floors
 Alterman Inc.
 Arias & Associates
 Armstrong Flooring
 Bartlett Cocke
 Catamount Constructors
 CDS Muery
 Civil Engineering Consultants
 Civil Tech Engineering
 CNG Engineering
 Cude Engineering
 DBR Engineering Consultants
 Dunaway
 ECS Southwest
 Emerald Fox Marketing

FPC
 Gessner Engineering
 Half Associates
 Hill International
 Integrated CM Solutions
 Jacobs
 Joeris Construction
 Jones Carter
 Jordan Foster Construction
 Jose Guerra
 JQ
 KFW Engineers + Surveying
 LK Design Group
 Maestas & Associates
 Marksmen General Contractors
 MEP Engineering

Method Architecture
 MS2 Consulting Engineers
 MTR Engineers
 O'Connell Robertson
 PAGE/
 Pape-Dawson Engineers, Inc.
 RVK Architecture
 Satterfield & Pontikes
 SBS Construction
 Sharp Glass
 Sterling E. Stevens Design Photo
 SpawGlass
 Sunland Group
 TTL
 WGA Consulting

Communication

BY THE NUMBERS

FOLLOWER COUNT



405



305



564

THE SOURCE

A MONTHLY NEWSLETTER

SMPS San Antonio's monthly newsletter, The Source, was released in October 2019 and continues today. The purpose is to connect members and future members with the latest chapter news. The content includes a president's letter, member profiles, member project spotlights, luncheon/education event recaps, scenes from events, upcoming events, and job postings. Since the inaugural release we have highlighted:

- 40 member projects
- 40 member profiles
- 10 Luncheon Recaps
- 10 Education Takeaways
- 48 Career Opportunities
- 1 SRC Summary
- Numerous upcoming events
- Many events scenes

DO YOU FOLLOW SMPS?

[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)

Trivia Challenge

The chapter introduced its Social Media Trivia Challenge game in 2020. The game was posted weekly on our social media platforms. Participants had to reply on social media by the end of the week with a correct answer to multiple-choice questions to be entered into a drawing each month. The questions were about upcoming chapter events, chapter knowledge, or domains of practice. Congratulations again to the following trivia winners:



- Jennifer Soto – Marmon Mok Architecture
- Chris Martinez – Arias Geoprosessionals
- Adrian Grau, CPSM – Emerald Fox Marketing,
- Natalie Pinto – Bain Medina Bain
- Christy Rhone, CPSM – Cram Roofing
- D'Anna Wallace, CPSM – Ford Powell & Carson

Unleashed Next Year: Style Guide

Curated by local industry experts and SMPS leadership, the Style Guide will create a standardized way for A/E/C marketers to communicate clearly and professionally. It provides authority content on:

- Grammar and A/E/C 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.

#MEANINGFULMOMENTS



I've been a member for over 15 years and it has been a valuable resource for networking and developing long-term friendships with others in the A/E industry. The topics of the luncheon programs and educational support that SMPS offers are outstanding!

Sandy Lenz
Lopez Salas

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!



Eva Ramirez*



Carley Ashley



Elizabeth Arrendondo



Amanda Busbee
CPSM



Susan Byrd



Kayla Choate*



Jennifer Danuff



Sam Ferris*



Lauren Hughes



Natalie Pinto



Jeanette Scarsdale



Corryn Williams



Erin Salinas



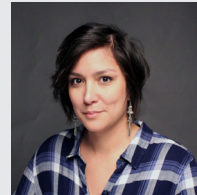
Audra Allen*



Amanda Busbee
CPSM



Adrian Grau
CPSM



Selena Horn
CPSM



Nancy Jimenez-Parker*



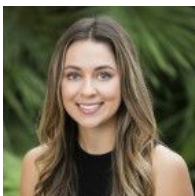
Maggie Seay
CPSM



D'Anna Wallace
CPSM



Joyce Watson*
CPSM



Kristin Savage



Brett Brown



Sam Ferris*



Selina Sanchez



Maddy Stokes



Casey Wilkinson

COMMUNICATIONS

EDUCATION

MEMBERSHIP

#MEANINGFULMOMENTS



My favorite SMPS event this year was the E-week Mixer! It was humbling to meet so many great engineers who have made such monumental contributions to our city. It also allowed me to connect with additional members who don't normally attend the monthly luncheons!

Pam Canales
Pape-Dawson Engineers



The Yearbook CONTINUED

OUTREACH



Virginia Santiago



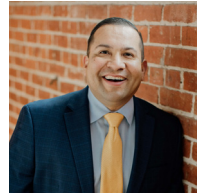
Mandy Baublitt



Justin Clemens



Angela Garcia



Anthony Medina



Brittany Menard



Eva Ramirez*



Belinda Sanchez



Selina Sanchez



Jennifer Soto



PROGRAMS



Gabriel Lopez



Danny Cornejo



Richard Evers



Kris Feldman

Being on a committee has shown me how hard the board works to ensure every event, every lunch, and every aspect of SMPS runs perfectly.

Justin Clemens, TTL



Chris Martinez



Erin Salinas



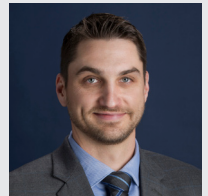
Virginia Santiago



Lauren Setterbo



Jennifer Soto



Ted Zimmerhansel

Board Member Overseeing Committee

* Communications - Style Guide Committee

The business relationships that are afforded by being a member of SMPS have been invaluable during the COVID challenges. Was nice to have a group of other A/E/C professionals to share lessons learned on how best to deal with the “new way of doing business” as we re-open offices to employees.

Jorge Olivares, Guerra



#MEANINGFULMOMENTS



Thompson Hotel Tour



Fiesta Mixer



SMPS has brought value to me in several ways this year, one of them being the reliability of the SMPS network. I've been in communication with SMPS members all over the state and the country. It is a tight knit group. You don't have to know these people, I can just say I am part of SMPS and want to pick their brain and it is always welcome. I'm very thankful for this national (and local) resource.

**Lauren Setterbo
Dunaway**



My favorite SMPS event this year was our mixer at the Thompson. That was our project with Jordan Foster and helped show our potential and full capabilities. It was also the first big event since COVID, and it made it all that more enjoyable to networking with everyone. I will say that it was also my first networking event with SMPS representing Sharp Glass, and it helped me better understand the industry and make so many important connections.

**Lauren Knuffke
Sharp Glass**



Volunteer Appreciation



Spring Mixer



Fiesta Mixer



Thompson Hotel Tour



thank you.

OUR VISION

Business transformed through marketing leadership

OUR MISSION

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

VISIT

sanantoniosmps.org

