

# annual recap

2023-2024



**smpls**<sup>®</sup>  
San Antonio

# chapter leadership



## A Letter From the President

As this year comes to a close, I want to take a moment to reflect on the journey we've shared and the remarkable community that we've continued to build together. Serving as your President has been an honor, and I am truly inspired by the leadership, commitment, and support each of you has shown throughout the year.

Our community has shown that we are more than just professionals—we are a truly connected group. It's been inspiring to witness how each of you has stepped up—whether it's contributing to events, volunteering your time, or simply being there for one another.

I'm particularly moved by how you've embraced continuous learning and supported each other's professional development. As Sheryl Sandberg wisely said, "We cannot change what we are not aware of, and once we are aware, we cannot help but change. Continuous learning and collaboration are key to both personal and professional growth." This mindset has made our chapter stronger and will continue to propel us forward.

As we look ahead to the new year, I'm excited to welcome Garrett McCullough as your incoming President. Garrett brings passion, vision, and a deep commitment to our community. I'm confident he will lead SMPS San Antonio to new heights and inspire us all along the way.

Thank you for your contributions, leadership, and steady support. Let's carry this momentum into the new year, continuing to inspire and empower each other.

With Appreciation,

**Crystal Del Bosque**

President

2023-24 SMPS San Antonio

# Board of Directors

2023-2024 Leadership



**Crystal Del Bosque**  
President



**Garrett McCullough**  
President Elect



**Kirk Kistner**  
Past President



**Frank Munoz**  
Treasurer



**Heather Blazi**  
Secretary



**Cristina Doty**  
Outreach Director



**Lindsey Duderstadt**  
Membership Director



**Maria Nelson**  
Programs Director



**Laurel Ehsai**  
Education Director



**Jeanette Scarsdale**  
Communications Director



**Courtney Villarreal**  
Regional Board Director

## Goals

- 1 ENGAGE MEMBERS
- 2 CONNECT AS A COMMUNITY
- 3 CULTIVATE LEADERS
- 4 PROVIDE HIGH QUALITY PROGRAMS

### #MEANINGFULMOMENTS



SMPS luncheons are one of the primary reasons Cleary Zimmermann sponsors SMPS year after year. The speakers are highly informative, and the pre-lunch sessions offer a valuable opportunity to network with a variety of clients.

**Joyce Watson, CPSM**  
Cleary Zimmermann Engineers

# Education

The 2023-2024 board planned for many educational and career-enhancing topics for our members. From social media expertise to learning how to deliver a message confidently, these educational events helped our members learn new skills and improve in various areas of marketing.

## Marketer Talks

- Re-engineering Communication: How to Refine Team Dynamics and Close Shortlist Meetings with Susan Young
- Social Media - Leveraging LinkedIn and Your Technical Staff To Grow Your Firm's Following with Dan Purschwitz, CPSM and Crista Reed, CPSM
- Shooting for Success with Aby Romero
- CPSM Study Group Information Session with Sally Smith, FSMPS, CPSM
- InDesign Workshop with Audra Allen
- Authentic Impact: Crafting Memorable Presentations & Empowering Confident Speakers with Kurt Robbins
- SMPS Swing School with Golf Pro, Joe Nunez at San Pedro Golf Course
- Giving & Receiving Feedback: How to have Difficult Conversations with Maggie Seay, CPSM
- Marketing & Business Development Virtual Bootcamp with Barbara Shuck, FSMPS, CPSM
  - Module 1: The Roadmap
  - Module 2: Identify Relationships
  - Module 3: Develop Relationships
  - Module 4: Secure Profitable Work
  - Module 5: Build Awareness (**Coming Oct. 2024!**)
  - Module 6: Bootcamp Recap and Next Steps (**Coming Nov. 2024!**)

## #MEANINGFULMOMENTS



With a goal of increasing our LinkedIn presence, attending the LinkedIn education event with Dan and Crista was incredibly insightful. They offered practical strategies to boost employee engagement on LinkedIn, and I left with actionable steps to implement with my team right away.

**Chris Martinez**  
KW Landscape Architects



## CPSM Study Group

In February, an informational meeting was held to review the CPSM exam eligibility requirements and to plan for the return of the San Antonio Chapter's in-person study group in preparation for the newly revised exam. A monthly study group session was held from March through August. Sally Smith, FSMPS, CPSM of Marmon Mok chaired the committee and CPSM-certified members served as discussion leaders for each Domain of Practice covered on the exam.

- Domain 1 - Research: D'Anna Wallace, CPSM, Ford Powell & Carson
- Domain 2 - Planning: Selena Horn, CPSM, Joeris
- Domain 3 - Business Development: Sally Smith, FSMPS, CPSM, Marmon Mok Architecture
- Domain 4 - Proposals: Amanda Busbee, CPSM, KCI
- Domain 5 - Promotional Activity: Kayla Choate, CPSM, Kiewit
- Domain 6 - Management: Hillary Cadra, CPSM, SpawGlass

# 12

## 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.

# Programming

SMPS San Antonio’s market luncheons for the 2023–2024 board year showcased a variety of local leaders in the A/E/C industry. From learning about the crucial aspects of planning for green space in development to hearing from Port San Antonio about innovative growth in the area, our programming month to month provided great platforms for education and conversation. The topics were of great interest to the A/E/C community and luncheons were sold out on multiple occasions throughout the year.



**MARKET LUNCHEON**

➤➤➤ Tuesday, November 14

The Road Ahead - TxDOT and COSA Transportation Initiatives



smps San Antonio

NETWORK. LEARN.

February 20, 2024

**MARKET LUNCHEON**

CONNECTIONS

Building San Antonio's Healthcare Future

Lunch Sponsors: JONES + DBR MarmonMok



smps San Antonio

NETWORK. LEARN.

April 16, 2024

**MARKET LUNCHEON**

CONNECTIONS

The Vital Role of Green Space in Development

Lunch Sponsor: Terracon



**MARKET LUNCHEON**

➤➤➤ Tuesday, August 20

Back to School with UTSA and Alamo Colleges District

## #MEANINGFULMOMENTS



“ The August lunch included two key clients for Marmon Mok Architecture: Alamo Colleges and UTSA. I listened to their discussions on the future of their education systems and the ongoing growth. This information is valuable for our firm for planning purposes. Personally, I take pride in being from a community that provides so many opportunities for students young and old. It’s also never a bad idea to support your alma mater. Go Runners!

**Jennifer Soto**  
**Marmon Mok Architecture**





## Monthly Luncheons

### Meet The Board + Event Etiquette Every Professional Should Know

- Maggie Seay, CPSM, CEO | Emerald Fox Marketing & Consulting
- Audra Allen, CMO | Emerald Fox Marketing & Consulting



### 2024 Economic Forecast, Trends, and Opportunities with the Dallas Fed

- Robert Arzola, Managing Director | JLL
- Gabriel Lopez, Chair | Opportunity Home San Antonio
- Luis Torres, Senior Business Economist | Federal Reserve Bank of Dallas
- Susan Wright, Owner | Susan Wright & Associates



### The Road Ahead - TxDOT and COSA Transportation Initiatives

- Razi Hosseini, PE, RPLS, Director/City Engineer | Public Works Department - City of San Antonio
- Clayton Ripps, PE, Director of Transportation Planning and Development | Texas Dept. of Transportation - San Antonio District
- Lauren Mandel, President | San Antonio AGC



### Building San Antonio's Healthcare Future

- Brian Freeman, Executive Director, Capital Improvement Projects | University Health System
- Reuben G. Pinkson III, Architect, RAS, Director of Construction Project Management and Design | UT Health San Antonio
- Amanda Stephens, Director of Facilities Management | Methodist Hospital, Methodist Children's Hospital, and Methodist Hospital | Landmark
- Tiffany Long, AIA, RID, ACHA, EDAC, NCARB, LEED AP, Partner | Marmon Mok Architecture



### The Latest Perspective from the Economic Development Experts

- Josh Schneuker, Executive Director | Seguin Economic Development Corporation
- Scott Wayman, Executive Director | City of Schertz Economic Development Corporation
- Ashley Gossen, MBA, CEcD, Senior Vice President, Global Corporate Recruitment | greater:SATX



### The Vital Role of Green Space in Development

- Omar Gonzalez, Director of Development | Oxbow Development Group
- Hunter Kingman, Vice President - Acquisitions and Development | Hixon Properties Incorporated (HPI)
- Thad Rutherford, President & CEO | Southstar Communities
- Rachel Brehm, Business Development Director | Page and Board Member | Green Spaces Alliance of South Texas



### Exploring Growth at Port San Antonio

- Ramon Flores, SVP Strategic Design Development Construction & Delivery | Port San Antonio
- Kara Hill, Director - Strategic Projects | Port San Antonio



### The Vision for Tomorrow with SAWS and CPS Energy

- Elaina Ball, Chief Strategy Officer | CPS Energy
- Andrea Beymer, Executive Vice President/Chief Operating Officer | SAWS
- Katie Ferrier, VP of Public Policy, Education & Workforce Development | Greater San Antonio Chamber of Commerce



### Big and Bold with Bexar County

- Dan Curry, AIA, FMP, Facilities Management Department Director | Bexar County
- Art Reinhardt, PE, CFM, Director of Engineering and Operations | Alamo Regional Mobility Authority Director/ County Engineer | Bexar County



### Back to School with UTSA and Alamo Colleges District

- Corrina Green, Senior Associate Vice President of Real Estate and Property Management | The University of Texas at San Antonio
- Gregory McClure, Associate Vice-Chancellor, Facilities and Construction Management | Alamo Colleges District

**835**

**2023-2024**

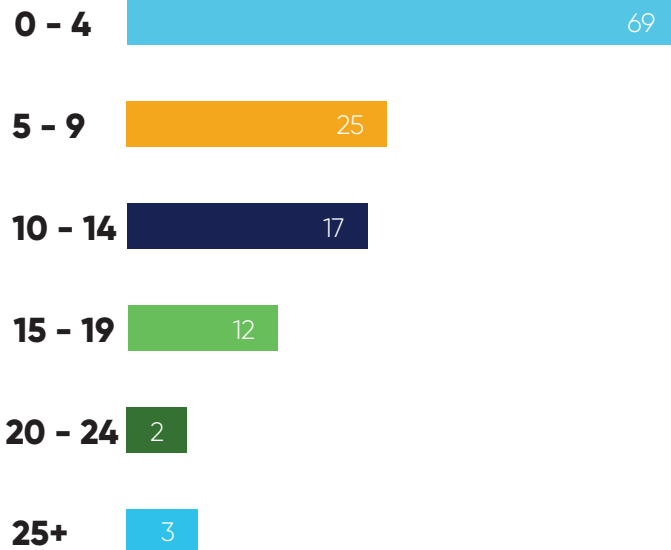
**Luncheon Attendees**

# Membership —

# 128 San Antonio Members



## By Years of Membership



## Members Only Holiday Luncheon

The Membership Committee held the Annual Members Only Holiday Luncheon & Donation Drive at Renzo's Trattoria and Pizzeria. SMPS members gathered in a cozy setting to unwind with delicious food for season's greetings. In the spirit of the season, attendees brought new toys to donate to St. P.J.'s Home. This is the second year the event has supported the nonprofit's mission to provide a safe and loving refuge for children in crisis

# 92 Firms Represented

Aethera Engineers, LLC  
 AG3 Group, LLC  
 AIA San Antonio  
 Alamo Architects  
 Alpha Building Corporation (Alpha)  
 Alpha Terra Engineering Inc  
 Alterman, Inc.  
 Architectural Testing, Inc., An Intertek Company  
 Arias & Associates, Inc.  
 AT1 Solutions  
 Bain Medina Bain, Inc.  
 Bartlett Cocke General Contractors  
 BEAM Professionals  
 Best Block  
 Bowman Consulting Group Ltd.  
 Broadbent & Associates, Inc.  
 Catamount Constructors, Inc.  
 CDS Muery  
 Central Builders, Inc.  
 CGC General Contractors  
 Cleary Zimmermann Engineers  
 Colliers Engineering & Design  
 CultureSpace

D. Wilson Construction Company  
 DBR Engineering  
 Dunaway  
 ECS Southwest LLP  
 Emerald Fox Marketing & Consulting  
 Facility Programming and Consulting  
 First Citizens Bank  
 Ford, Powell & Carson, Architects & Planners, Inc.  
 Foster CM Group, Inc.  
 Freese and Nichols, Inc.  
 Galaxy Builders, Ltd.  
 Garza/Bomberger & Associates  
 Gessner Engineering  
 Guido Construction  
 Half  
 Insite Design & Planning  
 Intelligent Engineering Services, LLP  
 Joeris General Contractors  
 Jordan Foster Construction  
 Jose I. Guerra, Inc.  
 KCI Technologies  
 Kimley-Horn and Associates, Inc.  
 KRobbins Consulting LLC

KW Landscape Architects  
 Lake/Flato Architects  
 LJA Engineering, Inc.  
 Lopez Salas Architects Inc  
 Marksmen General Contractors  
 Marmon Mok Architecture  
 MEMCO  
 Method Architecture PLLC  
 Metropolitan Contracting Company  
 NC Industries  
 Overland Partners  
 Pagethink  
 Pape-Dawson Engineers  
 Pfluger Architects, Inc.  
 PJS of Texas  
 Poznecki-Camarillo, LLC  
 Project Control  
 Protection Development, Incorporated  
 Quiditty Engineering and Surveying  
 Raba Kistner, Inc.  
 Robins & Morton  
 Rogers-O'Brien Construction  
 RS&H, Inc.  
 Rudd & Adams Masonry

RVK Architecture  
 Sammis/Ochoa PR and Digital Marketing  
 San Antonio AGC  
 San Antonio Christian School  
 Skanska  
 SpawGlass Contractors  
 Sterling E. Stevens Design Photo  
 Structura Inc  
 Structural Engineering Associates, Inc.  
 Structure Tone Southwest, Inc.  
 Sunland Group, Inc.  
 TBG Partners  
 Terracon Consultants, Inc.  
 Tetra Tech, Inc.  
 The Brandt Companies, LLC  
 Truist Bank  
 Turner Construction  
 Unintech Consulting Engineers  
 Westwood Professional Services  
 Wiss, Janney, Elstner Associates, Inc.  
 You Name It Specialties, Inc.

# 2023 Milestone Anniversaries —

## 25 Years

Eva Ramirez  
RVK Architecture

## 15 Years

Rachel Brehm  
Page

Hillary Cadra, CPSM  
SpawGlass

Lauren Setterbo  
Dunaway

## 10 Years

Audra Allen  
Emerald Fox Marketing & Consulting

Carl Bain  
Bain Medina Bain, Inc.

Amanda Busbee, CPSM  
KCI Technologies

Laurel Ehsai  
SpawGlass

Jeanette Scarsdale  
DBR Engineering

Christina Taylor  
Sunland Group, Inc.

## 5 Years

Mandy Baublitt  
Marksmen General Contractors

Susan Filyk  
Raba Kistner

Lauren Hillmann  
Lake | Flato Architects

Belinda Sanchez  
AIA San Antonio

Virginia Santiago  
CultureSpace

Corryn Williams  
Method Architecture

# 2024 Milestone Anniversaries —

## 25 Years

Kirk Kistner  
Bartlett Cocke General Contractors

## 20 Years

Sally Smith, CPSM  
Marmon Mok Architecture

## 15 Years

Ana Peters  
CDS Muery

Kelly Schenk  
Structural Engineering Associates

## 10 Years

Chris Martinez  
KW Landscape Architects

Joyce Watson, CPSM  
Cleary Zimmermann Engineers

## 5 Years

Rosie Brunnemann  
Kimley-Horn

Sonia Carrasco  
Catamount Constructors, Inc.

Kayla Choate, CPSM  
Kiewit

Tammy Coleman  
You Name It Specialties, Inc.

Lisa Elmhorst  
Project Control

Briana Epps  
Foster CM Group, Inc.

Toni Estrada  
Arias & Associates, Inc.

Angela Navarro  
Cleary Zimmermann Engineers

Garrett McCullough  
Marksmen General Contractors

Selina Sanchez  
Pape-Dawson Engineers

#MEANINGFULMOMENTS



# Outreach

This year's Outreach Committee organized numerous networking and sponsorship opportunities for our chapter. Events such as the annual E-Week Mixer, our Fiesta Mixer, and the I-LinCP collaboration at TopGolf offered a variety of opportunities for members to network, give back, and learn. These events were huge successes thanks to our members and the continuous support we receive from our sponsors!

## ANNUAL PRESENTING SPONSOR



## EDUCATION SPONSOR



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS

Arias & Associates, Inc.  
 Bain Medina Bain, Inc.  
 D. Wilson Construction  
 METRO

Pape-Dawson Engineers, Inc.  
 Quiddity Engineering, LLC  
 SpawGlass

## IN-KIND SPONSOR



## EVENT SPONSORS

- |                                    |  |                              |                  |
|------------------------------------|--|------------------------------|------------------|
| Alamo Architects                   | Emerald Fox Marketing & Consulting           | Kimley-Horn                  | RVK Architecture |
| Alterman                           | Emser Tile                                   | Knight Office Solutions      | San Antonio AGC  |
| Ardith Rademacher                  | Facility Programming                         | Laticrete                    | Skanska          |
| Bartlett Cocke General Contractors | FFW - Fernandez, Frazier, White & Associates | LIA Engineering              | SpawGlass        |
| Best Block                         | Gensler                                      | Maestas & Associates, LLC    | Structura        |
| Binkley and Barfield               | Gessner Engineering                          | Marksmen General Contractors | Sundt            |
| Campbell Painting                  | Green Grow Organics                          | Marmon Mok Architecture      | Terracon         |
| CDS Muery                          | Half   | Moose Engineers              | Truist Bank      |
| CM Consulting                      | Joeris General Contractors                   | Quiddity Engineering         | WJE Engineers    |
| CultureSpace                       | JonesDBR                                     | Raba Kistner                 |                  |
| D. Wilson                          | Jordan Foster                                | Rogers-O'Brien Construction  |                  |
| ECS Southwest                      |  | Rudd and Adams Masonry       |                  |

**45**  
**Event Sponsors**

**E-WEEK MIXER**

The Annual E-Week Mixer was held at McIntyre's North Star this year and allowed our chapter to contribute to a week of celebration, awareness, and recognition of our engineering industry. The event broke attendance records, demonstrating the growing engagement and interest in our initiatives.

**FIESTA MIXER**

Our Fiesta Mixer served as an opportunity to engage with our community and celebrate one of San Antonio's most cherished traditions with the presence of the San Antonio Fiesta Royalty Court, Rey Feo, Reina Linda, Reina de Las Flores, and other members of the court. SMPS was able to provide a \$2,500 donation for the Rey Feo Scholarship Foundation and gave out 100 of our El Wemby fiesta medals!

**SWING INTO SUMMER**

Our chapter collaborated with I-LinCP on the Swing Into Summer events at TopGolf held in June, July, and August. Members of both organizations were invited to network and practice their golf swing!

# Communication

## THE SOURCE

A MONTHLY NEWSLETTER

Now wrapping up its fifth year in production, The Source connects members and future members with the latest chapter news every month and serves as an all-inclusive space to hear about upcoming events, read highlights and see photos from recent past events, and to learn more about our chapter's members and the work they're doing. The newsletter's sections include the editor's desk, member profiles, project spotlights, cheatsheet, the scene, datebook, and careers. Since its inception in 2019, The Source has highlighted:

- 102 member projects
- 102 member profiles
- 30 luncheon recaps
- 28 education takeaways
- 116 career opportunities
- 24 blog posts
- 4 SRC summaries

### LESSONS LEARNED FROM THE 2024 SMPS SOUTHERN REGIONAL CONFERENCE



### SUCCESSFUL SEO STRATEGIES FOR THE A/E/C INDUSTRY!



### THE BENEFITS OF "BAD" IDEAS



### The SMPS San Antonio Blog

The SMPS San Antonio Blog continued for its third year and made significant efforts to increase the amount of content being published. The Communications Committee established a sub-committee dedicated to blog writing and also reached out to members outside of the committee to contribute content. Throughout the year, we covered topics related to the A/E/C industry, tools and resources for members, and SMPS happenings in 10 blog posts, including:

- A Letter from 2023-2024 President, By: Crystal Del Bosque
- Balancing the Holidays and Your Workload, By: Mary Hazlett
- See You At SRC, By: Jeanette Scarsdale
- Lessons Learned from the 2024 SMPS SRC, By: Erin Hoy & Maddy Stokes
- SMPS San Antonio Marketing Communication Award Nominations, By: Jeanette Scarsdale & Mary Hazlett
- Successful SEO Strategies for the A/E/C Industry, By: Jeanette Scarsdale & Erin Hoy
- May 2024 Bond Election Results in the Greater San Antonio Area, By: Rosie Brunnemann
- Steve Lyons of Skanska Named 2024 Leonardo Award Winner, By: Alexandra Ballew
- The Benefits of "Bad" Ideas, By: Mary Hazlett & Marc Hughes
- A Letter From Outgoing SMPS President, By: Crystal Del Bosque



### Fiesta Medal Design & Giveaway Contest


In March we introduced our 2024 Fiesta Medal design, El Wemby, which featured Spurs star Victor Wembanyama along with the phrase “Viva Fiesta San Antonio.” We initially only shared a partial glimpse of the design to generate excitement around what it might be and encourage our social media audience to interact and make their guesses.

This design was launched at the annual Fiesta Mixer, where guests were encouraged to arrive early for a chance to claim one of the 100 El Wemby medals.

The remaining medals were distributed through a Facebook Giveaway Contest, which generated impressive engagement with 71 likes, 278 comments, and 9 shares. Ten lucky winners were awarded El Wemby medals!


BY THE NUMBERS

FOLLOWER COUNT




1,127

+18% YOY



672

+20% YOY



754

+14% YOY

**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)



### MCA People's Choice Award Social Media Contest

The Marketing Communications Awards recognize excellence in marketing communications produced by professional services firms in the A/E/C industry. The program provides an unparalleled opportunity for professionals to showcase their best marketing practices and to educate the industry about the critical role of marketing in a successful firm.

To promote the 2023-2024 MCA submissions and increase the chapter's social media following, we held a People's Choice Award contest on the chapter's Facebook page. We shared images of each MCA submission that was received and asked followers to Like their favorite entries. The submission photo with the highest number of likes would receive the People's Choice Award at the Evening of Excellence.

In total, the contest resulted in 724 Likes and 20 Shares. Marmon Mok Architecture took home the People's Choice Award for their Promotional Campaign MCA submission with 154 likes!

# Evening of Excellence & Marketing Communications Awards

This year's Evening of Excellence Gala was a "San Antonio, Inspired" themed event, uniquely blending the spirit of San Antonio's rich culture, art, and architecture! The evening at The Rock at La Cantera kicked off with a performance from UTSA's Mariachi Band followed by dinner as we announced the winners of our Marketing Communications Awards and the Leonardo Award, the most prestigious honor our chapter can bestow. Following the award ceremony, guests moved to the outdoor lawn to enjoy live music, drinks, and a VIP tour of the new Roca & Martillo restaurant. The gala also marked a milestone, making a profit for the first time in our chapter's history due to increased interest in attendance and sponsorship.



# Leonardo Award

SMPS Members celebrated the Annual Evening of Excellence at The Rock at La Cantera in May and awarded Steve Lyons, Vice President of Business Development at Skanska, with the 2024 SMPS Leonardo Award. This prestigious award was inspired by the Renaissance inventor, writer, painter, and sculptor, Leonardo da Vinci. The award recognizes individuals who epitomize innovation, creativity, and acumen, as it relates to the built environment. As a recipient of the SMPS Leonardo Award, Lyons joins a distinguished group of professionals who are unparalleled in their respective fields. SMPS San Antonio seeks Leonardo Award nominations every year and asks nominees to prepare packages consisting of a nomination letter, resume, and experience to be reviewed and voted on by a committee made up of representatives of past SMPS San Antonio Leonardo Award recipients.



**SMPS San Antonio extends a special thank you to Katherine McGuyre (third from left in group photo) of Facility Programming and Consulting for her significant contributions and efforts to the Evening of Excellence and Leonardo Award Presentation. Katherine, we are so grateful for all you do for our chapter!**

## 2024 LEONARDO AWARD WINNER



### Steve Lyons Skansa

Steve’s career in construction started in a supporting role, working in recruiting for Aerotek. His responsibilities included helping local A/E/C firms fill critical positions within their organizations. During this time, he became involved in SMPS where he served as the membership chair. His contributions helped propel the organization forward and expanded his professional network. Subsequently, Steve joined SimplexGrinnell, supporting local construction projects with fire alarms and life safety systems. These experiences ultimately led him to Skanska, where he has dedicated the past ten years. Throughout his tenure, Steve has taken on leadership roles in various industry organizations and actively participated in local charities and nonprofit initiatives. His commitment to making a lasting impact on the community is evident through Skanska’s projects and volunteer engagement.

### 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 creativity and innovation as it relates to the built environment.

### Past Recipients:

- 2023** Erin Salinas, Colliers Engineering & Design
- 2022** Chris Carruth, Metropolitan Contracting
- 2019** Maryanne Guido, Guido Construction  
Angela Cardwell, Joeris General Contractors
- 2018** Katherine McGuyre, Facility Programming and Consulting
- 2017** Louis Rowe, Jacobs
- 2016** Sally Smith, Marmon Mok Architecture
- 2014** Eva Ramirez, RVK

- 2013** Nancy Parker, Pape-Dawson Engineers  
Melodye Tomsu, Joeris General Contractors
- 2012** Maggie Seay, Emerald Fox Marketing
- 2011** Rebecca Mansfield, Cadence McShane Construction Co.
- 2009** Joe Irizarry, Raba Kistner
- 2008** Kirk Kistner, Bartlett Cocke General Contractors

**MARKETING COMMUNICATION AWARD - WINNERS**



**Marmon Mok Architecture**

Promotional Campaign | Holiday Piece | People's Choice Award



**KW Landscape Architects**

Fiesta Medal Design | Video



**LJA**

Corporate Identity | Social Media



**Rogers O'Brien Construction**

Brochure



**O'Connell Robertson**

Special Event



**Joeris General Contractors**

Internal Communications

# Chapter Representation



A/E/C Marketers from six SMPS Chapters across Texas, Oklahoma, and Louisiana made their way to Austin, Texas this year for the annual SMPS Southern Regional Conference. Now in its 22nd year, the SRC provided more than 300 attendees an opportunity to choose from over 20 marketing and business development education sessions specific to the A/E/C industry and spend three days immersed in learning about marketing strategies, proposal writing, AI tools, networking, leadership, and more.

The SMPS San Antonio chapter had over 25 members in attendance and of those members, five of them led education sessions, sharing their experience and knowledge of marketing and business development. SMPS San Antonio is proud that our members made such significant contributions to the conference.

## 2024 SRC Sessions:

- The Art of Networking with Maggie Seay, CPSM
- Mark My Words - How to Craft Your Leadership Journey from Doer to Manager with Maggie Seay, CPSM, Joyce Watson, CPSM, Erin Salinas, and Corryn Williams
- Hash(tag) You're It: Uncap Your Creativity to Level Up Your Firm's Social Media with Joyce Watson, CPSM, and Erin Hoy

# Financial Update

SMPS San Antonio continues to be financially healthy and operate debt free thanks to our growing membership, generous sponsors, and our Board of Directors and Committee Members who volunteer their time to plan and execute events that generate significant interest from both members and non-members. The income generated from membership dues, sponsorships, and event registrations has allowed the chapter to accrue a savings of nearly \$26,000 to ensure organizational longevity, and about \$60,000 in annual operational funds used for membership related expenses, including event venue fees, catering costs, photography, and required annual fees for website hosting and StarChapter, our membership management software.

# 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



Jeanette Scarsdale



Elizabeth Arredondo



Alexandria Ballew



Rosie Brunnemann



Amanda Busbee  
CPSM



Mary Hazlett



Lauren Hillmann



Allen Hoye



Angela Navarro



Eva Ramirez



Shelby Sheffield



Miana Alvarez

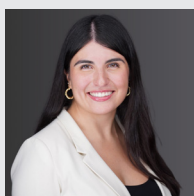


Maddy Stokes

MEMBERSHIP



Lindsey Duderstadt



Brenda Constantin



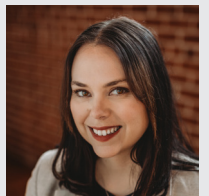
Ashley Guerra



Eddie Fischer



Selina Sanchez



Maddy Stokes



Courtney Villarreal



Kayla Wiggins

# The Yearbook CONTINUED

## EDUCATION



**Laurel Ehsai**



**Amanda Busbee**  
CPSM



**Aimee Dowd**



**Selena Horn**  
CPSM



**Eva Ramirez**



**D'Anna Wallace**  
CPSM

## PROGRAMS



**Maria Nelson**



**Rachel Brehm**



**Chris Carruth**



**Melissa Chamrad**



**Crystal Del  
Bosque**

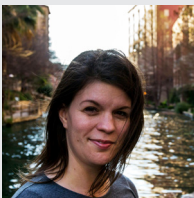


**Garrett  
McCullough**



**Jennifer Soto**

## AMBASSADORS



**Mary Hazlett**



**Nancy Parker**



**Eva Ramirez**



**Selina Sanchez**

#MEANINGFULMOMENTS



I recently became interested in golf, and quickly learned that it is an extremely difficult sport to master. When I saw that SMPS offered the opportunity to learn from a pro, I knew I had to take it! Those lessons were able to provide me with a solid foundation to build from and I walked away with not only new knowledge and skills, but also new friendships!

**Miana Alvarez**  
Rogers-O'Brien Construction



Attending my first SMPS holiday luncheon was a special opportunity to connect with our chapter's members, celebrate our successful year, and give back to the community through a local toy drive!

**Ashley Guerra**  
KW Landscape Architects



# 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

[sanantoniosmps.org](http://sanantoniosmps.org)