

Annual Recap

2024-2025



Chapter Leadership



A Letter From the President

Dear Members,

As this board year comes to a close, I find myself feeling a mix of pride, humility, and unfinished ambition. We set out with big goals, and in many ways, we achieved them. Our financials are more transparent than before. Our leadership is strong, and our future is bright. The Director-Elect role, though still evolving, has helped usher in a new generation of volunteer leaders.

And while membership numbers held steady, our engagement showed that the value of this chapter runs deeper than numbers alone.

To lead this organization has been a privilege and an honor. I wouldn't be where I am today without the members of this chapter. As I step into the role of past president, I'm filled with optimism. Ahead of us are changes that will make us stronger: aligning our board and fiscal year with the calendar year, continuing to evolve our technology, and refining the way we serve our members.

But more than anything, I look forward to seeing Maria lead us forward. Her intelligence, determination, and vision will guide us into a milestone year. Under her leadership we will begin a new board and fiscal year, celebrate our 25th anniversary, and host the Southern Regional Conference.

Maria will have a strong board by her side. But the measure of our success will be the engagement of every member, your ideas, your energy, your voice.

Thank you for the opportunity to serve, to lead, and to be inspired by each of you. The work continues, and the best is yet to come.

Sincerely,

Garrett McCullough

President

2024-25 SMPS San Antonio

Board of Directors

2024-2025 Leadership



Garrett McCullough
President



Maria Nelson
President Elect



Crystal Del Bosque
Past President



Frank Munoz
Treasurer



Heather Blazi
Secretary



Lindsey Duderstadt
Membership Director



Jesse Aguilar, PE
Programs Director



Laurel Ehsai
Education Director



Jeanette Scarsdale
Communications Director



Cristina Doty
Outreach Director



Kayla Wiggins
Membership Director-Elect



Kayla Choate, CPSM
Programs Director-Elect



Maddy Stokes, CPSM
Education Director-Elect



Alexandria Ballew, MA
Communications Director-Elect

Goals

- 1 INCREASING FINANCIAL TRANSPARENCY
- 2 INTRODUCING DIRECTOR-ELECT ROLES
- 3 INCREASING MEMBER VALUE

#MEANINGFULMOMENTS



Community is more important than ever. I am so thankful to SMPS for bringing us together with incredible community partners like Trinity and UIW.

Katherine McGuyre
Facility Programming and Consulting

Education

The 2024-2025 board planned several educational and career-enhancing topics for our members throughout the year. From the continuation of the Marketing & Business Development Virtual Bootcamp to building bridges with teaming partners, and creating AI policies specifically for the A/E/C industry, these educational events developed our members skills and improved knowledge in topics specifically tailored to the industry.

Marketer Talks

- Marketing & Business Development Virtual Bootcamp with Barbara Shuck, FSMPS, CPSM
 - Module 4: Secure Profitable Work
 - Module 5: Build Awareness
 - Module 6: Bootcamp Recap and Next Steps
- Communication Superpowers: Elevate Your Career with the Right Words with Diana Brown
- Constructing Connections: How to Build Bridges with Teaming Partners in the RFQ Process with Joyce Watson, CPSM and Corryn Williams
- InDesign Workshop with Audra Allen
- Coach Like a Pro: Guiding Your Team to Powerful Presentations with Kurt Robbins
- Building a Modern Marketing Team: How to Express Your Firm in a New Era with Edward Garza, Jr., Ashley Guerra, Casey Johnson, and Chris Martinez
- Food for Thought: Strategic Planning for SMPS San Antonio
- Confidently Managing the RFQ Process: Project Management for A/E/C Marketers with Audra Allen
- AI for A/E/C: Creating a Corporate AI Policy with Ricky Olivares

Congratulations to SMPS San Antonio's Newest CPSM!

Congratulations!



#MEANINGFULMOMENTS



Getting my Certified Professional Services Marketer (CPSM) certification has been a highlight of my career. I could not have done it without the help of the chapter and the study group.

Maddy Stokes, CPSM
Cleary Zimmermann Engineers



CPSM Study Group

In February, an informational meeting was held to review the CPSM exam eligibility requirements and to plan for the continuation of the San Antonio Chapter's in-person study group in preparation for the recently 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, Emerald Fox Marketing
- Domain 2 - Planning: Selena Horn, CPSM, Joeris General Contractors
- 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 Corporation
- Domain 6 - Management: Hillary Cadra, CPSM, SpawGlass

17

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.

CPSM-CERTIFIED MEMBERS

**Amanda Busbee, CPSM
KCI Technologies**

**Hillary Cadra, CPSM
SpawGlass**

**Rebecca Chavez, CPSM
Poznecki-Camarillo, LLC**

**Kayla Choate, CPSM
Kiewitt Corporation**

**Adrian Grau, CPSM
Emerald Fox Marketing & Consulting**

**Selena Horn, CPSM
Joeris General Contractors**

**Melissa Kidd, CPSM
Pape-Dawson Engineers**

**Linda Koch, FSMPS, CPSM
SMPS Member**

**Mary Beth Lineberry, CPSM
Lake | Flato Architects**

**Brittany Menard, CPSM
Terracon**

**Crista Reed, CPSM
Freese and Nichols**

**Maggie Seay, CPSM
Emerald Fox Marketing & Consulting**

**Sally Smith, FSMPS, CPSM
Marmon Mok Architecture**

**Maddy Stokes, CPSM
Cleary Zimmermann Engineers**

**Melodye Tomsu, CPSM
Joeris General Contractors**

**D'Anna Wallace, CPSM
Emerald Fox Marketing & Consulting**

**Joyce Watson, CPSM
Cleary Zimmermann Engineers**

Programming

SMPS San Antonio’s market luncheons for the 2024–2025 board year showcased a variety of local leaders in the A/E/C industry. Topics included GSA’s federal opportunities in the region, downtown growth with Centro, the future of private education with Trinity University and UIW, Project Marvel developments with Hemisfair and the City of San Antonio, upcoming projects from TAMUSA, Alamo Colleges, and UTSA, and legislative updates from Senator Jose Menendez. Our unique programming provided great platforms for education and conversation and were sold out multiple times throughout the year.



#MEANINGFULMOMENTS



Attending the April Luncheon on Urban Marvels was a standout experience—getting an inside look at the Downtown and Hemisfair development made me feel more connected to the future of our city. SMPS events always leave me inspired and better informed.

Laura Belalcazar
Wiss, Janney, Elstner Associates, Inc.





Monthly Luncheons

SMPS San Antonio Annual Meeting 2024

A Look Ahead: Federal Opportunities in the Alamo Region

- Montrell Harris, Supervisor Engineer/Project Manager for the Shell & Infrastructure (S&I) Project Delivery Section | GSA Region 7
- Stephen S. Bell, PE, FHFI, F. SAME | Page



Unlock Opportunities in San Antonio's Downtown Growth

- Trish DeBerry, President and CEO | Centro
- David Marquez, Executive Director | Bexar County Economic Development
- Larry Mendez, First Vice President | CBRE



Industrial Insights 2025

- Rob Burlingame, SIOR, CCIM, Executive Vice President | CBRE
- Paul Kilmer, Director, Regional Construction | Link Logistics
- Dane Petersen, Vice President | Affinius Capital



Strategic Insights: Shaping the Future of Private Education Facilities and Infrastructure

- Jim Baker, Senior Director of Facilities Services | Trinity University
- Arthur Campos, Jr., AIA, Director of Planning, Design and Construction | University of the Incarnate Word (UIW)
- Dr. Suzy Gray, Director of Facilities Management | University of the Incarnate Word (UIW)
- Jeff Meischen, PMP, Interim Director Campus Planning & Project Development | Trinity University





Urban Marvels: Downtown & Hemisfair Development

- Melissa Chamrad, Interim CEO | Hemisfair Park Area Redevelopment Corporation
- Lori Houston, Assistant City Manager | City of San Antonio



From Vision to Construction: Upcoming Facilities and Capital Projects at TAMUSA & Alamo Colleges

- Ernest Haffner, Director of Facilities & Construction | Texas A&M University - San Antonio
- Gregory McClure, Associate Vice-Chancellor, Facilities and Construction Management | Alamo Colleges District



2025 Legislative Insights with Senator José Menéndez, Rob Killen, and Jennifer Ramos

- Rob Killen | Killen, Griffin & Farrimond Attorneys at Law
- Senator José Menéndez | District 26
- Jennifer V. Ramos, Lead Client Advisor for Central and South Texas | Half



Urban Vision & Academic Growth: A Conversation with Mark Jensen and Corrina Green

- Corrina Green, Vice President for Real Estate and Property Management and Chief Real Estate Officer | UTSA
- Mark Jensen, Vice President of Multifamily | Weston Urban



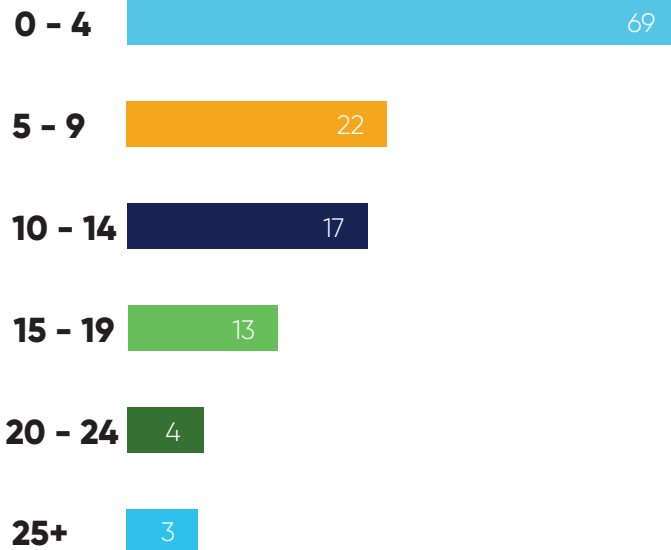
679

**2024-2025
Luncheon Attendees**

Membership

128 San Antonio Members

By Years of Membership



Members Only Holiday Luncheon

SMPS San Antonio gathered on December 12th for its Annual Members-Only Holiday Luncheon and Donation Drive—an afternoon of celebration, connection, and community spirit. Members came together to reflect on the year’s achievements, enjoy a festive meal from Costa Pacifica, and support a meaningful cause by donating toys to the San Antonio Police Department’s Blue Santa program. It was a wonderful way to close out the year and look ahead to the opportunities to come.

89 Firms Represented

Aethera Engineers, LLC
 AG3 Group, LLC
 AIA San Antonio
 Alamo Architects
 Alpha Terra Engineering Inc
 Alterman, Inc.
 Americrane
 Ardith Rademacher Associates
 Arias & Associates, Inc.
 Bain Medina Bain, Inc.
 Bartlett Cocke General Contractors
 Best Block
 Catamount Constructors, Inc.
 CBI Group
 CBRE
 CGC General Contractors
 Cleary Zimmermann Engineers
 Cofield Group
 Colliers Engineering & Design
 Cude Engineers
 D. Wilson Construction Company
 DBR Engineering
 ECS Southwest, LLP

Element Thirty
 EMA Engineering & Consulting, Inc.
 Emerald Fox Marketing & Consulting
 Facility Programming and Consulting
 Flatiron Dragados Constructors, Inc.
 Ford, Powell & Carson, Architects & Planners, Inc.
 Foster CM Group, Inc.
 Freese and Nichols, Inc.
 FSG Electric
 Galaxy Builders, Ltd.
 Garza/Bomberger & Associates
 Guido Construction Company Inc
 Half
 Hunter Service Group
 Insite Design & Planning
 InTEC
 Joeris General Contractors
 Jordan Foster Construction
 Jose I. Guerra, Inc.
 KCI Technologies
 Kiewit
 Kimley-Horn

KRobbins Consulting LLC
 KW Landscape Architects
 LakelFlato Architects
 Lopez Salas Architects Inc
 Marksmen General Contractors
 Marmon Mok Architecture
 Method Architecture
 Noble Texas Builders
 O’Connell Robertson
 Pape-Dawson Engineers
 Pfluger Architects, Inc.
 PJS of Texas
 Poznecki-Camarillo, LLC
 Project Control
 Protection Development, Incorporated
 Quiddity Engineering and Surveying
 Raba Kistner, Inc
 Robins & Morton
 Rogers-O’Brien Construction
 RS&H, Inc.
 RSCR Inc.
 Rudd & Adams Masonry
 RVK Architecture

San Antonio AGC
 Setterbo Engineers
 Skanska
 SKYE MEP
 SpawGlass Contractors Inc
 Structura Inc
 Sundt Construction, Inc.
 Sunland Group, Inc.
 SWCA Environmental Consultants
 TBG Partners
 Terracon Consultants, Inc.
 Tetra Tech, Inc.
 The Brandt Companies, LLC
 The University of Texas at San Antonio
 Truist Bank
 Turner Construction
 UES
 Unitech Consulting Engineers
 Wiss, Janney, Elstner Associates
 Zachry Construction Corporation
 Zaron Engineering

2024 Milestone Anniversaries —

20 Years

Sally Smith, FSMPS, CPSM
Marmon Mok Architecture

15 Years

Ana Peters
Sunland Group

10 Years

Chris Martinez
KW Landscape Architects

Joyce Watson, CPSM
Cleary Zimmermann Engineers

5 Years

Rosie Brunnemann
Kimley-Horn

Kayla Choate, CPSM
Kiewit

Briana Epps
Foster CM Group, Inc.

Angela Navarro
Cleary Zimmermann Engineers

Garrett McCullough
Marksmen General Contractors

Selina Sanchez
Pape-Dawson Engineers

2025 Milestone Anniversaries —

25 Years

Katherine McGuyre
Facility Programming and
Consulting

20 Years

Ginger Thompson
Joeris General Contractors

Melody Tomsu, CPSM
Joeris General Contractors

Jennifer Soto
Zachry Construction Corporation

15 Years

Christy Rhone, CPSM
PJS of Texas

Richard Evers
Terracon

10 Years

Heather Blazi
Pfluger Architects, Inc.

Amy Garza
AG3 Group, LLC

Mary Beth Lineberry, CPSM
Lake | Flato Architects

5 Years

Michael Reise, PE
Aethera Engineers, LLC

Gabriel Lopez
Jordan Foster Construction

Leo Shaw
Bartlett Cocke General Contractors

Maddy Stokes, CPSM
Cleary Zimmermann Engineers

Elizabeth Arredondo
RS&H, Inc.

Andi Dunlap-Galloway
Alterman, Inc.

Monthly Member Spotlight Initiative

SMPS San Antonio continues its ongoing initiative of celebrating two members each month, recognizing both professional and personal milestones such as work anniversaries, promotions, career changes, and new additions to the family. Our Membership Committee thoughtfully selects the individuals to spotlight each month as a way to foster connection and appreciation within our chapter. We're proud to carry this tradition forward and look forward to continuing it in the future.

#MEANINGFULMOMENTS



Outreach

The Outreach Committee has worked diligently this year to strengthen SMPS San Antonio's presence across the community and industry. Through a variety of events – including educational luncheons, service initiatives, MegaMixer, E-Week, Fiesta Mixer, and the Evening of Excellence – we've brought together our members, industry leaders, and partners to share knowledge, foster relationships, and support our A/E/C community. This work would not have been possible without the incredible support of our sponsors throughout the year.

DIAMOND SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



Providing the Absolute Best Construction Experience



BRONZE SPONSORS

Advanced Exercise
Ardith Rademacher & Associates
CM Consulting

IN-KIND SPONSOR



EVENT SPONSORS

Adams Environmental
 AG3 Engineering
 AGC San Antonio
 Alterman, Inc.
 Architectural Cornerstone Group
 Ardith Rademacher & Associates
 Arias & Associates, Inc.
 Bartlett Cocke General Contractors
 Best Block
 Braun Intertec
 Brandt Companies
 Binkley Barfield | DCCM
 CDS Muery
 CGC General Contractors
 Cleary Zimmermann Engineers
 CM Consulting
 CNG Engineering
 CoStar
 CultureSpace
 DBR Engineering
 Emerald Fox Marketing & Consulting
 ECS Southwest
 EMA Engineering
 Facility Programming & Consulting
 Floor & Decor
 Half
 Her Digital Legacy
 Integrated CM Solutions
 Insperty
 Joeris General Contractors
 Kirksey Architecture
 KW Landscape Architects
 Langan
 LJA Engineering
 Marksmen General Contractors
 Mendez Engineering
 Pape-Dawson
 Pfluger Architects
 Raba Kistner
 Robins & Morton
 Rogers-O'Brien Construction
 RVK Architecture
 SpawGlass
 Sportsbeams
 S Watts Group
 Terracon Consultants
 Tremco
 Westwood
 Zaron Engineering

49
 Event
 Sponsors



FALL MEGA MIXER



Our chapter partnered with multiple local professional organizations to present the A/E/C Fall Mega Mixer, bringing together more than 200 attendees. The event united members from Associated Builders and Contractors, Association of General Contractors, American Subcontractor Association, Construction Leadership Council, Institute for Leadership in Capital Projects, National Association of Women in Construction, SMPS San Antonio, Texas Women in Trades, U.S. Green Building Council, Women in Healthcare Central Texas Chapter, and the Young Professionals Group.

E-WEEK MIXER



SMPS San Antonio hosted our annual E-Week Mixer at Thirsty Horse Dance Hall & Saloon, where more than 200 A/E/C professionals gathered to celebrate and honor the incredible impact of the engineering industry.

FIESTA MIXER



Our Fiesta Mixer brought our community together to celebrate one of San Antonio's most cherished traditions alongside the San Antonio Fiesta Royalty Court. This year, SMPS proudly contributed a \$3,000 donation to the Rey Feo Scholarship Foundation, an increase of \$500 from last year, and shared 100 of our Go/No Go Fiesta medals with attendees!

Communication

THE SOURCE

A MONTHLY NEWSLETTER

Now in its sixth year of publication, *The Source* delivers the latest chapter news each month, keeping members and future members connected and informed. The newsletter serves as a one-stop hub to explore upcoming events, revisit recent highlights with photos, and learn more about our members and the incredible work they're leading. Regular features include the Editor's Desk, Member Profiles, Project Spotlights, Cheatsheet, The Scene, Datebook, and Careers. Since its launch in 2019, *The Source* has showcased:

- 126 member projects
- 126 member profiles
- 39 luncheon recaps
- 32 education takeaways
- 139 career opportunities
- 39 blog posts
- 5 SRC summaries



The SMPS San Antonio Blog

In its fourth year, the SMPS San Antonio Blog expanded its reach and impact with a focus on publishing more content and amplifying diverse voices. A special highlight of the year was that each member of the Board of Directors wrote a personal letter for the blog, sharing their perspectives and experiences. Altogether, we published 16 posts covering A/E/C industry topics, valuable tools and resources for members, and chapter news and happenings, including:

- A Letter from 2024-2025 SMPS SA President, By: Garrett McCullough
- A Letter from 2024-2025 SMPS SA President-Elect, By: Maria Nelson
- A Letter from 2024-2025 SMPS SA Membership Director and Director-Elect, By: Lindsey Duderstadt and Kayla Wiggins
- A Letter from 2024-2025 SMPS SA Education Director and Director-Elect, By: Laurel Ehsai and Maddy Stokes, CPSM
- Write Your Own Year in Review, By: Mary Hazlett
- A Letter from 2024-2025 SMPS SA Programs Director and Director-Elect, By: Jesse Aguilar, PE and Kayla Choate, CPSM
- See You At SRC, By: Jeanette Scarsdale
- A Letter from 2024-2025 SMPS SA Outreach Director, By: Cristina Doty
- A Letter from 2024-2025 SMPS SA Communications Director and Director-Elect, By: Jeanette Scarsdale and Alexandria Ballew, MA
- A Letter from 2024-2025 SMPS SA Past President, By: Crystal Del Bosque
- Green Marketing: Build Sustainability Into Your Proposals, Presentations, and Promotional Materials, By: Mary Hazlett
- A Letter from 2024-2025 SMPS SA Secretary, By: Heather Blazi
- Joyce Watson, CPSM of Cleary Zimmermann Named 2025 SMPS Leonardo Winner, By: Alexandria Ballew, MA
- A Letter from 2024-2025 SMPS SA Treasurer, By: Frank Munoz
- You Don't Need ChatGPT; You Need a Marketer Who Knows How to Use ChatGPT, By: Mary Hazlett
- A Letter from Outgoing SMPS SA President, By: Garrett McCullough




2025 Fiesta Medal Design

In April, we unveiled our 2025 Fiesta Medal design, a creative nod to the A/E/C industry's Go/No Go decisions with a custom spinner. To build anticipation, we first teased only a partial glimpse of the design, sparking curiosity and interaction as our social media audience made their guesses.

After the full reveal was shared online, we gave the medals out at the annual Fiesta Mixer, where they quickly became a must-have for Fiesta medal enthusiasts. Guests were encouraged to arrive early for the chance to secure one of just 100 available medals. Just like in marketing and business development, timing and choices matter, making this year's medal a perfect reflection of the decisions that drive success in our industry.


BY THE NUMBERS

FOLLOWER COUNT




1,407

+25% YOY



770

+14% YOY



788

+5% 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)



BARTLETT COCKE
GENERAL CONTRACTORS
BUILDING BETTER LIVES

Merry Christmas!

As the year comes to a close, we want to take a moment to thank you for the trust and collaboration that make our work possible. With every project, we build not only structures but also lasting relationships. Your partnership means the world to us.

Wishing you a season filled with joy, warmth, and new beginnings. Here's to building a bright and successful future together!

Respectfully,
The Bartlett Cocke General Contractors Team

MCA People's Choice Award Social Media Contest

The Marketing Communications Awards (MCAs) celebrate excellence in marketing communications within the A/E/C industry, highlighting the best practices that demonstrate the critical role marketing plays in the success of professional services firms.

To build excitement around the 2024-2025 MCA submissions and grow our chapter's social media presence, we hosted our annual People's Choice Award contest on Facebook. Each award entry was showcased with an image, and followers were invited to "like" their favorites. The submission with the most likes earned the People's Choice Award at the Evening of Excellence.

This year's contest generated 402 likes overall, with Bartlett Cocke General Contractors winning the People's Choice Award for their festive Holiday MCA submission, which received 83 likes!

Evening of Excellence & Marketing Communications Awards

This year's Evening of Excellence Gala embraced a "Night at the Museum" theme, set against the stunning backdrop of the Witte Museum. Guests were welcomed with a performance by UTSA's Mariachi Band before gathering for dinner and the highly anticipated presentation of the Marketing Communications Awards and the Leonardo Award, the chapter's most prestigious honor. After the ceremony, the celebration continued with live music, craft cocktails, and boozy ice cream enjoyed among the towering dinosaurs in the Naylor Family Dinosaur Gallery.



Leonardo Award

On May 22, 2025, SMPS Members celebrated the Annual Evening of Excellence at The Witte Museum and proudly awarded Joyce Watson, CPSM, Principal of Marketing at Cleary Zimmermann Engineers, with the 2025 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, Joyce 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 Leonardo Award recipients.



2025 LEONARDO AWARD WINNER



Joyce Watson, CPSM Cleary Zimmermann Engineers

Joyce Watson, CPSM is an award-winning marketing leader known for transforming how the A/E/C industry thinks about connection, growth, and leadership. She currently serves as Principal of Marketing at Cleary Zimmermann Engineers - the largest MEP engineering firm in South Texas - a distinction the firm achieved during Watson's tenure leading the marketing department. She oversees firm-wide marketing strategy, brand management, corporate communications, and promotional initiatives. Since joining the firm in 2014, she has played a key role in its statewide expansion and dramatic revenue growth. Promoted to Director of Marketing in 2019 and named the firm's first non-technical and first female principal in 2023, she has helped elevate marketing from a support function to a central driver of business strategy, culture, and innovation.

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:

2024 Steve Lyons, Skanska

2023 Erin Salinas, Colliers Engineering & Design

2022 Chris Carruth, Metropolitan Contracting

2019 Marianne 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

2025 MARKETING COMMUNICATION AWARD WINNERS



Joeris General Contractors

Brochure | Corporate Identity | Holiday Marketing



Alterman

Promotional Campaign | Special Event Marketing



LJA

Video | Internal Communications

2025 MARKETING COMMUNICATION AWARD WINNERS



Bartlett Cocke General Contractors
People's Choice Award



Cleary Zimmermann Engineers
Social Media Marketing



Colliers Engineering & Design
Fiesta Medal Design



KW Landscape Architects
Website Design



Cristina Doty, Best Block
SMPS Business Developer of the Year

Chapter Representation



A/E/C marketers from six SMPS chapters across Texas, Oklahoma, and Louisiana gathered in Houston for the 23rd annual Southern Regional Conference (SRC). The event drew more than 300 attendees who spent three days immersed in learning and networking, with access to over 20 education sessions focused on marketing and business development in the A/E/C industry. Topics ranged from proposal writing and AI tools to leadership, strategy, and client engagement.

The SMPS San Antonio chapter was well-represented with more than 25 members in attendance. Impressively, eight of our members served as session leaders, sharing their expertise and insights with peers from across the region. We're proud that our chapter played such a strong role in shaping the success of this year's conference.

2025 SRC Sessions:

- Pre-Conference Workshop: Ignite Your InDesign Efficiency with Audra Allen
- Atomic Business Development Habits with Rachel Brehm
- The Power of Honest Dialogue: Strategies for Giving & Receiving Constructive Feedback with Maggie Seay, CPSM
- Win the Projects, Win the People: Marketers' Vital Role in Talent Attraction with Crista Reed, CPSM
- Constructing Connections: How to Build Bridges with Teaming Partners in the RFQ Process with Joyce Watson, CPSM and Corryn Williams
- Building a Modern Marketing Team: How to Express Your Firm in a New Era with Chris Martinez and Ashley Guerra

Annual Meeting

In September, we kicked off the year by hosting our Annual Meeting, reflecting on the many accomplishments of the 2023-2024 Board Year and sharing goals and initiatives for 2024-2025.

The afternoon included recognition awards celebrating members' outstanding contributions, as well as a special tribute to longtime leader Kirk Kistner, the 2022-2023 Chapter President and 2023-2024 Past President, as he retired after 25 years.



Kirk Kistner, Bartlett Cocke General Contractors
 2022-2023 Chapter President
 2023-2024 Past President



Mary Hazlett, Tetra Tech
 New Member of the Year
 Communications Committee



Angela Navarro, Cleary Zimmerman Engineers
 Committee Member of the Year
 Communications Committee



Maria Nelson, Halff
 Board Member of the Year
 Programs Director



Cristina Doty, Best Block
 Community Leader of the Year
 Outreach Director

Past Presidents Breakfast



L-R: Past Presidents:

Chris Martinez (2021-2022)
KW Landscape Architects

Lauren Setterbo (2020-2021)
Setterbo Engineers

Jennifer Soto (2012-2013)
Zachry Construction Corporation

Eva Ramirez (2015-2016)
RVK Architecture

Sally Smith, MBA, FSMPS, CPSM (2008-2009)
Marmon Mok Architecture

Maggie Seay, CPSM (2009-2010)
Emerald Fox Marketing & Consulting

Crystal Del Bosque (2023-2024)
CrystalClear Community Consulting

Chris Carruth (2018-2019)
CM Consulting Tx

A powerhouse breakfast with past presidents! SMPS San Antonio's former leaders gathered in June to share insights and ideas as we shape the chapter's next 3-year strategic plan. Their wisdom and passion continue to guide our path forward!

Financial Update

SMPS San Antonio remains financially strong and continues to operate debt-free, thanks to the support of our growing membership, generous sponsors, and the dedication of our Board of Directors and Committee Members. Their volunteer efforts in planning and executing engaging events draw significant interest from both members and non-members, helping sustain the chapter's success.

Revenue from membership dues, sponsorships, and event registrations has enabled the chapter to build over \$26,500 in savings to ensure long-term stability, while maintaining approximately \$43,500 in annual operating funds. These funds support essential membership-related expenses such as event venue rentals, catering, 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!

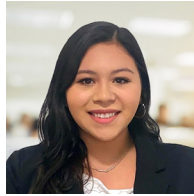
COMMUNICATIONS



Jeanette Scarsdale



Miana Alvarez



Elizabeth Arredondo



Alexandria Ballew
MA



Rosie Brunemann



Amanda Busbee
CPSM



Laura Castleton



Mary Hazlett



Lauren Hillmann



Shelby Hodges
MBA



Allen Hoye



Angela Navarro



Eva Ramirez



Maddy Stokes
CPSM



Hannah Wheeler

MEMBERSHIP



Lindsey Duderstadt



Erika Allen



Alexandria Ballew
MA



Brenda Constantin



Eddie Fischer



Ashley Guerra



Avery Robertson



Selina Sanchez



Courtney Villarreal



Kayla Wiggins

The Yearbook

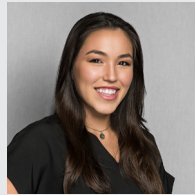
OUTREACH



Cristina Doty



Jesse Aguilar PE



Miana Alvarez



Kayla Choate
CPSM



Crystal Del Bosque



Lindsey Duderstadt



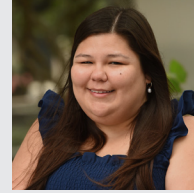
Eddie Fischer



Ashley Guerra



Virginia Santiago



Jeanette Scarsdale

NON-SMPS Members:
Noah Almanza
Melissa Chamrad
Giselle Crawford
Eduardo Garcia
Melissa Gonzales
Rayito Gonzales

Shea Johnson
Chris Kelly
Samantha Montemayor
Matthew Mumme
Lizbeth Patino
Sam Sitterle
Anna Urrabazo

PROGRAMS



Jesse Aguilar PE



Miana Alvarez



Rachel Brehm



Chris Carruth



Kayla Choate
CPSM



Selena Horn
CPSM



Pamela Massey



Maria Nelson

AMBASSADORS



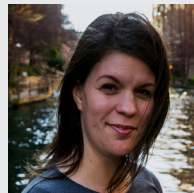
Erika Allen



Alexandria Ballew
MA



Eddie Fischer



Mary Hazlett



Eva Ramirez



Selina Sanchez



Joyce Watson
CPSM

#MEANINGFULMOMENTS

Having the opportunity to speak at SRC and re-present to our local chapter was a career highlight for me and the KW marketing team! Building a modern marketing team for a new era of A/E/C is so important. There's an industry-wide shift where firms are embracing new roles within their marketing team and it's allowing them to create fresh RFQ responses, increase social media engagement, and showcase their services and expertise in a new way!

Chris Martinez
KW Landscape Architects



The New Member Coffee was an incredibly valuable experience. It gave me the opportunity to meet SMPS leadership, start building meaningful relationships, and gain fresh insights into our industry. Everyone has been so welcoming and supportive in my learning, and I'm truly grateful for that.

Bryan Benway
Bartlett Cocke General Contractors

Thank you.

OUR VISION

Business transformed through marketing leadership.

OUR MISSION

Our mission is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning.



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