

CHAPTER NEWSLETTER

Q 4 2025

Upstate Update

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PRESIDENT'S MESSAGE

As we close out 2025, I want to extend my sincere appreciation to every member of the SMPS Upstate NY community. Whether you attend our programs, volunteer your time, or simply stay connected by reading this newsletter, your involvement strengthens our chapter and supports our mission to advance the AEC marketing profession across New York State and beyond.

Stepping into the role of Chapter President is something I never expected for myself. I have always been more comfortable behind the scenes – I was previously the Director of Communications, the face behind these newsletters and emails.

That being said, I'm happy to be here, looking at our Chapter from a different perspective, and bringing a new perspective to this role. I am grateful for the opportunity to serve, and committed to supporting our members, volunteers, and partners. This organization thrives when we work together, and I welcome your insights. If you have ideas for programs, speaker recommendations, topics you would like to explore, or suggestions for improving the member experience – YOUR experience – please reach out to me or any member of the board. Your feedback directly shapes the direction of our chapter!

Kelly Reinhardt deserves a round of applause for her role in guiding me to the position of President. She worked with me the entire year, answering my questions and reassuring me that I can, in fact, do this. Thank you for being my cheerleader, Kelly! (And Teresa, and Jill, and every other person on our board!)

I want to highlight an important opportunity: SMPS Upstate NY is still seeking a President-Elect. This role begins with shadowing the current president, providing a behind-the-scenes look at chapter operations and leadership responsibilities, with the opportunity to ask questions and think about what you will put into the role when your time comes.

The President-Elect also attends the Chapter Leader Symposium in Washington, DC—a truly exceptional experience. It offers in-depth leadership training, guidance on elevating your chapter and its volunteers, and a wealth of resources you can bring back to both SMPS and your professional role as you chart the course of your term as Chapter President. It's an investment in your growth, your career, and the future of our chapter. I am still sometimes in awe that I had the opportunity to collaborate and learn with chapter leaders from across the country.

Thank you again for being part of this community. I look forward to the months ahead and to hearing from you as we continue building a strong, engaged, and supportive chapter together.

Tara Lowry, CPSM
2025–2026 Chapter President
SMPS Upstate New York
Marketing Supervisor at Encorus Group
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Upstate Holiday Mingle

December 10
4:30 pm - 6 pm

Albany, Syracuse,
Rochester, Buffalo

UPCOMING EVENTS



December Social

UPSTATE HOLIDAY MINGLE



Albany, NY



Wednesday, December 10



4:30-6:00 PM

Join us for a Holiday Happy Hour! Connect with fellow AEC marketing professionals in your area, enjoy appetizers, and raise a glass to a successful year!

DISC Communication Training

January 21
12 - 1 pm

UPCOMING EVENTS



January Program
DISC COMMUNICATION TRAINING



Live Webinar

Unleash the power of DISC communication and elevate your professional relationships! Discover your own communication style and learn how to adapt to effectively connect with diverse personalities.



Wednesday, January 21



12:00-1:00 PM



Virtual Program

**Stay Tuned
for 2026
Programs**

SMPS LEARNING LAB BOOST YOUR SKILLSET

A BENEFIT OF YOUR SMPS MEMBERSHIP

Join SMPS for complimentary virtual Master More Learning Labs.

<https://www.smps.org/lunchtime-learning-labs/>

This educational series features timely topics presented by industry practitioners to help you build skills to work smarter, advance your career, and build your firm's business. This series is for SMPS members only.

Offered several times a year and 1 CEU, each program runs 60 minutes to fit into your busy schedule. As part of your SMPS membership, take advantage of this complimentary series to boost your skillset.

Labs are recorded and available on-demand in the Learning Labs folder in the Marketing Resource Center on MySMPS, our members-only online community.

MAXIMIZE YOUR MEMBERSHIP



Heather
Bateman, CPSM

2025-2026 SMPS
Upstate NY
Membership
Director

Heather.Bateman
@ramboll.com

As your new Upstate New York chapter membership director, I plan to bring you regular insights to help you maximize your membership. Did you realize that there are three unique online resources that you will want to bookmark and visit on a regular basis? Please see the table on the next page for more information. Each resource will require a unique username and password to access. Feel free to reach out if you have trouble accessing your accounts.

Additionally, those that renew their SMPS membership by December 22, will be automatically entered for a chance to win one of two full memberships (each valued at \$449).

MAXIMIZE YOUR MEMBERSHIP

| Online Account | Link | Benefit Highlights |
|---|---|--|
| SMPS National HQ | Home - SMPS Website | <ul style="list-style-type: none">• Job Board• CPSM certification info.• Marketer Journal & other publications• MYSMPS online community chats |
| SMPS Upstate NY | SMPS Upstate New York - Home Page | <ul style="list-style-type: none">• Regional Events• Sponsors• Job Board (regional) |
| SMPS Online Recertification Processing System | x? returnUrl=%2frecert%2fportal%2fsmmps%2fDefault.aspx%3fclie | Log Continuing Education Units (CEUs) to retain CPSM certification |

SAVE THE DATE - SMPS NERC 2026



[Home](#) [About](#) [Sponsors](#)

More Information Coming! Save the Date!

March 30 - April 1, 2026

Mayflower Hotel

Washington, DC

Get all things NERC in your inbox.

Stay up-to-date on session announcements, speaker updates, and event promotions in preparation for SMPS NERC 2026. It will be monumental!

Enter your email



Sign me up

WELCOME NEW MEMBERS



Alycia Wachtel

O'Connell Electric Company

Julia Bariteau

M/E Engineering

Hannah Smith

Mosaic Associates Architects

Kate Perry

USC Builds

JoAnne Renzie

BCA Architects & Engineers

Ivy Burruto

LaBella Associates

Sherry Dumont

USC Builds

Valerie Puchades

AVEC

Elease Stewart

Fahs Construction Group



MEMBER SPOTLIGHT



Member Spotlight

CATIE SOSA

SWBR
Marketing Coordinator

"Don't hesitate. Even as a new member, I've already learned so much and met people who are supportive and encouraging. It's a great way to expand your perspective and feel more connected to the industry."

Find out more at:
smpsupstateny.org



Member Spotlight

OLIVIA SHIRLEY

M/E ENGINEERING
Marketing & Brand Specialist

"Take full advantage of the resources available. Attend events, webinars, and other learning opportunities – it's the best way to gain new perspectives you might not encounter..."

Find out more at:
smpsupstateny.org



CAREER OPPORTUNITIES

Marketing Coordinator

architecture+

Sales Operation Manager

Gilbane Building Company

[View Career Opportunities Here!](#)

BECOME A SPONSOR



<https://smpsupstateny.org/sponsors>

At SMPS Upstate New York, our focus is delivering top-notch educational programming and fun networking opportunities to help our members shine and become stellar leaders in the AEC field!

Your Sponsorship Support Helps

- Enhance learning experiences
- Increase the frequency of events
- Build awareness of SMPS and its value to new and seasoned A/E/C professionals

High-Visibility, Low-Cost Sponsorship Benefits

- Gain exposure to top principals, business development professionals, and marketers who are key decision makers in their firms