



UNCHARTED

2026 EXPEDITION GUIDE

SHERATON | DENVER, CO | SEPTEMBER 16-18, 2026





REGISTRATION + CHECK-IN



Stop by the registration table to check in, pick up your conference materials, or ask questions throughout the event.

Wednesday: 7:00 AM – 6:00 PM

Thursday: 7:00 AM – 5:30 PM

Friday: 7:00 AM – 8:30 AM

Location: The registration table is located in the Tower Building, Street Level, near the fitness center, at the end of the hallway and directly in front of the escalators leading down to the Terrace Level.

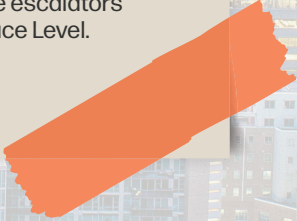


TABLE OF CONTENTS

COMMITTEE LETTER.....	3
COMMITTEE / CONTACT INFORMATION.....	4
GENERAL INFORMATION.....	5
APP DOWNLOAD.....	6
WAYFINDING HOTEL MAPS.....	7-8
SPECIAL EVENTS.....	15
SESSION TRACKS.....	16
THURSDAY SCHEDULE.....	19-20
FRIDAY SCHEDULE.....	21
LEARNING LABS.....	27
KEYNOTE SPEAKERS.....	28
SESSION SPEAKERS.....	29-33
WHAT TO DO IN DENVER.....	37
WHERE TO EAT IN DENVER.....	38



WELCOME TO DENVER!

TO THE SMPS SOUTHWEST REGIONAL CONFERENCE COMMUNITY, WE'VE BEEN WAITING FOR YOU

For the next three days, we invite you into the Uncharted. It's a theme we chose deliberately. Our industry is navigating change at every turn: shifting client expectations, new tools, evolving roles, and a generation of professionals rewriting what marketing and business development can look like. The path forward isn't clearly marked. That's the point.

It's fitting we're gathering here. Colorado has always been shaped by people willing to go first; to climb higher, look further, and see what's out there. That spirit lives in this program too. Whether you're here to sharpen a skill, meet a mentor, or find your next big idea, you'll find a room full of people doing the same.

If you catch a committee member in the wild, say hi. We've been at this for over a year and we'd love to meet you.

A quick look at what's ahead:

- Skot Waldron opens us Thursday morning with Unlocking the Challenge of Change
- Stacy Stout and Dena Wyatt close us out Friday with Lessons from the Summit: Leadership at 19,341 Feet
- Two session tracks, Seeker and Trailblazer, plus Learning Labs on Wednesday
- Signature gatherings: the Welcome Reception at Parlor, a Denver Dine Around, and Thursday's Sundeck Social at the Denver Athletic Club
- A few surprises we won't spoil here (a few mythological creatures may be lurking, and they've been known to be camera-friendly)

None of this happens without the four SMPS chapters who make SWRC a shared endeavor: Colorado, Arizona, New Mexico, and Utah. To the committee of volunteers who have poured their time into every detail, and to our sponsors and speakers who back this community with resources, expertise, and generosity: thank you.

To our attendees, especially our first-timers: introduce yourself. Ask a question you don't already know the answer to. Sit with someone new at lunch. Chart your own course through these three days, and take home whatever's most useful for the road ahead.

WELCOME TO UNCHARTED.

Dana Williams, CPSM

Chair, SMPS Southwest Regional Conference 2026

On behalf of the SWRC 2026 Planning Committee

COMMITTEE LEADERS / CONTACT INFO

CONFERENCE CHAIR



DANA WILLIAMS CPSM
Hyder Construction

chair@smpsswrc.com

CONFERENCE CO-CHAIR
AND PROGRAMS CHAIR



MELISSA JOHNSON
Roers Companies

programs@smpsswrc.com

TREASURER



KERI HAMMOND FSMPS CPSM
MARKETLINK

treasurer@smpsswrc.com

LOGISTICS CHAIR



MOLLY CAPE CPSM
MTech Mechanical

logistics@smpsswrc.com

COMMUNICATIONS
CO-CHAIR



TAYLOR COE
Sasaki

communications@smpsswrc.com

COMMUNICATIONS
CO-CHAIR



WENDY SMITH
Calibre Engineering

communications@smpsswrc.com

SPONSORSHIP CHAIR



REGINA PILOT
Jacobs

sponsorship@smpsswrc.com

EXECUTIVE COMMITTEE
REPRESENTATIVE



MEGAN MICKEY CPSM
Stantec

GENERAL INFORMATION

Uncharted brings together AEC marketers, business developers, and firm leaders for three days of keynotes, practical sessions, hands-on learning, and networking. The conference runs **September 16-18, 2026**.

Full conference registration includes the **Wednesday Welcome Reception, Thursday and Friday keynotes** and **program sessions, Thursday breakfast, lunch, and snacks**, and **Friday breakfast**. The **Sundeck Social** (Thursday night) and **Learning Labs** (pre-conference) are separately ticketed.

To stay in the loop, check your spam or junk folder, add the @smpsswrc.com domain to approved senders, and keep your email address current with SMPS HQ and your local chapter.

DOMAINS

Sessions align with the six SMPS Domains of Practice, which define the essential knowledge areas of professional services marketing:



CEUs

One CEU is awarded per contact hour of instruction. Breaks, meals, and social/networking time are excluded. CEUs are earned in 15-minute increments (minimum one hour). CPSMs need 50 CEUs over three years to renew.

Record your CEUs at smps.org/re-certification

Code of Conduct

SMPS is committed to providing a safe, respectful environment for all SWRC participants. Discriminatory conduct, harassment, threatening behavior, or violation of SMPS policies are grounds for corrective action, up to and including expulsion from the event.

Full policy: smps.org/code-of-conduct-policy-events/

APP DOWNLOAD

DOWNLOAD THE SWRC APP

Stay connected and get the latest conference information right from your phone.

SCAN THE QR CODE

1. Download the Guidebook app on the Google Play store or iOS App Store. When you have found it, tap to download and install the Guidebook app.
2. Open the app.
3. Tap the Find Guides home icon at the bottom middle of your display.
4. Search "SMPS Southwest Regional Conference 2026"
5. Tap Download Guide to download and open the guide.

USE THE APP TO ACCESS:

Full conference schedule
+ session details

- Speaker information
- Sponsor information
- Speaker handouts + presentations
- Real-time conference updates
- Networking tools
- Surveys

DON'T MISS AN UPDATE

Be sure to enable notifications when prompted so you receive important conference announcements and schedule updates.



WAYFINDING/HOTEL MAPS

SHERATON DENVER DOWNTOWN HOTEL

1550 Court Place
Denver, CO 80202

Conference spaces are located in the **Tower Building**.

Coming from a Hotel Room in Plaza Building?

Take the **Plaza Guest Elevators to Level C**, cross the Concourse Level and follow signs to the **Tower Building**.

ALPINE BALLROOM & VAIL | ALPINE LEVEL

Take the **Tower Guest Elevators to Street Level**. Head toward the stairs (not the escalator), take the ramp on the left and continue down the hallway **to the Registration Table**. Take the escalator down two levels to **Alpine Level**.

TELLURIDE | TERRACE LEVEL

Take the **Tower Guest Elevators to Street Level**. Head toward the stairs (not the escalator), take the ramp on the left and continue down the hallway to the **Registration Table**. Take (2) escalators or elevator down to the **Terrace Level**.

PARLUR | STREET LEVEL

Take the **Tower Guest Elevators to Street Level** and head away from the stairs. Continue down the hallway and follow signage to **Parlur**.

PARKING

Sheraton On-Site Parking Garage
249 15th St, Denver, CO 80202

On-site self-parking: **\$42.75/day with Daily Conference Voucher** found at registration.

Off-site parking is available throughout downtown via SpotHero, ParkWhiz and ParkChirp.

FROM UNION STATION

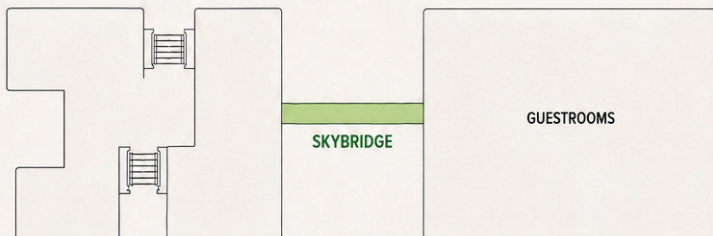
Take RTD's **16th Street Free Ride** toward **Wade Blank Civic Center Station**. Exit at **16th Street & Court Place**; the Sheraton Denver Downtown is located at 1550 Court Place. **No fare or ticket is required.**



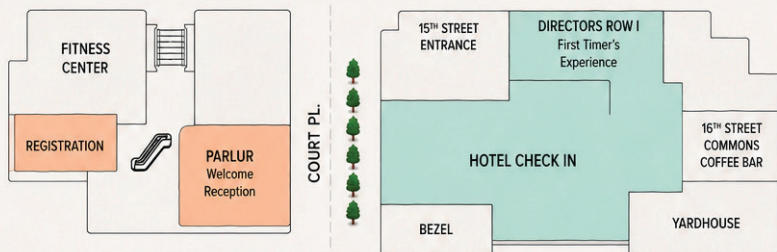
SECOND LEVEL

TOWER BUILDING

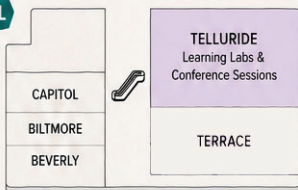
PLAZA BUILDING



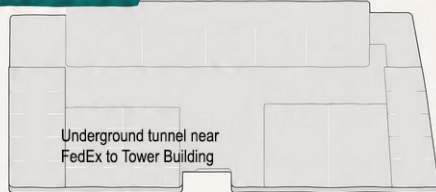
STREET LEVEL



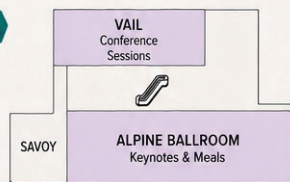
TERRACE LEVEL



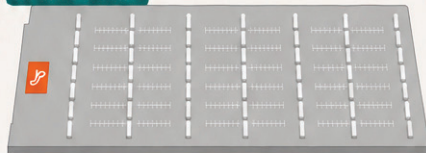
CONCOURSE LEVEL



ALPINE LEVEL



PARKING GARAGE



LEGEND

Street Level
(Tower)

Street Level
(Plaza)

Terrace &
Alpine Levels
(Tower)

Second Level
(Connection)

Escalator

MAP NOT TO SCALE. FOR WAYFINDING ON SITE, PLEASE REFER TO DIRECTIONAL SIGNAGE.



LEGENDARY EXPLORER SPONSOR



SMPS COLORADO

SMPS Colorado was founded in 1983, and is one of the Top 5 Chapters nationwide—representing more than 300 members. The chapter's membership includes a mix of principals, business development officers and marketing managers that are focused on developing relationships and generating revenues for their companies. SMPS Colorado is a not-for-profit association dedicated to enhancing its members' abilities to find and win business for their firms.

The Colorado chapter offers events in Denver, Fort Collins, and Colorado Springs areas including monthly luncheons and forums focused on every level of professional development. Join us for the many excellent opportunities for professional development and networking.

Our mission is: To advocate for, educate, and connect leaders in the Rocky Mountain A/E/C industry.





**SMPS Colorado is proud to be a Legendary Explorer sponsor of the
2026 SOUTHWEST REGIONAL CONFERENCE**

For the past 41 years, SMPS Colorado has come together with the industry's marketing elite to provide the premier forum for education and networking in the architectural, engineering, and construction communities of the Rocky Mountain region.

SMPS Colorado hosts in-person events in the Denver, Fort Collins, and Colorado Springs areas, including monthly luncheons and forums focused on every level of professional development.

SMPS Colorado also offers regular virtual programming on marketing and business development topics available to SMPS members across the country.

Visit us online at www.smpscolorado.org for more information.

ADVOCATE. EDUCATE. CONNECT

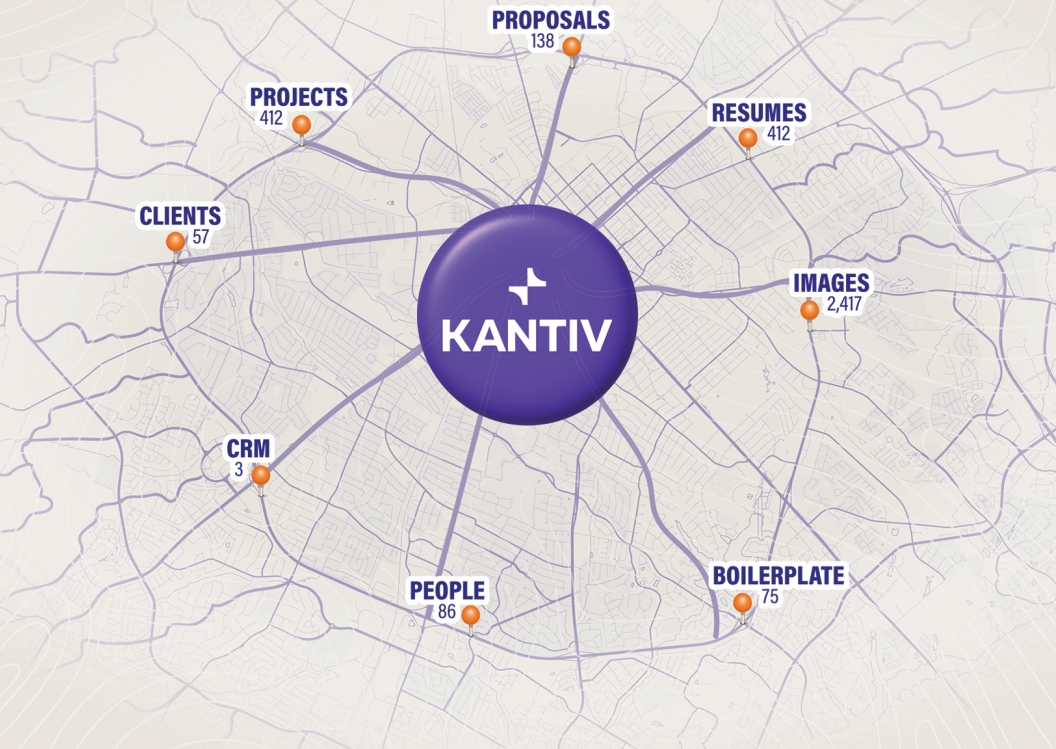
ADVOCATING FOR, EDUCATING, AND CONNECTING LEADERS IN THE ROCKY MOUNTAIN A/E/C INDUSTRY



OFFICIAL URBAN CARTOGRAPHER SPONSOR

CHARTING THE PATH THROUGH UNCHARTED TERRITORY

From scattered proposals and resumes to hidden project assets,
Kantiv (formerly Joist AI) turns your firm's wilderness of data
into one clear, fully mapped pursuit engine.



NO LOST DATA. NO HIDDEN ASSETS.
YOUR PURSUIT HISTORY, FULLY MAPPED.

Drop by our Kantiv table to learn how you can chart a faster path to winning work.

www.kantiv.com | hello@kantiv.com

URBAN CARTOGRAPHER SPONSOR



KANTIV

Kantiv is the pursuit intelligence platform that equips Architecture, Engineering, and Construction (AEC) firms to pursue and win more work. We connect a firm's institutional knowledge, proposals, project data, and client history into an intelligent system that works at every stage of the pursuit lifecycle. Every pursuit makes the next one stronger. We were founded by people who came up through AEC marketing and know firsthand what it costs when a talented team spends its best hours on a scramble instead of a strategy. Kantiv exists to change that: giving AEC marketers the foundation they need to win the right work and earn their seat at the table.



ADVENTUROUS PATHFINDER SPONSOR



OPENASSET

OpenAsset is the platform where your best work becomes your next win. Purpose-built for architecture, engineering, and construction firms, OpenAsset connects the tools, data, and people that drive business development, so every team can build on its best thinking.

The OpenAsset platform brings together digital asset management with OpenAsset DAM and proposal management with OpenAsset Shred in a single, integrated solution. The result: verified assets are always at hand and proposals come together with confidence. With a growing community of AEC firms and more than 20 years of industry expertise, OpenAsset helps teams break down data silos and win more work.

IN-KIND SPONSOR

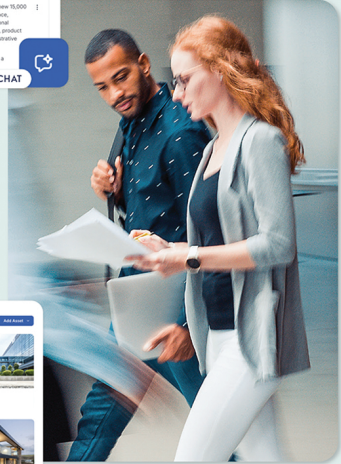
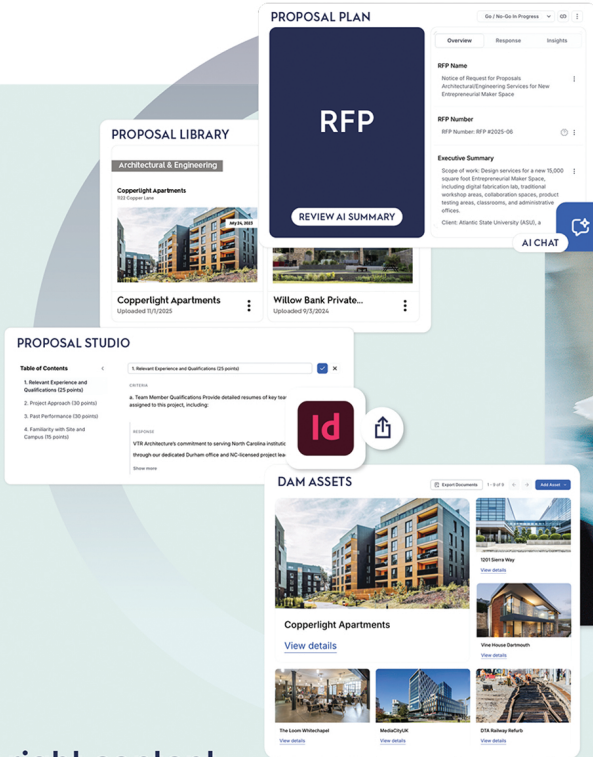


PROMOSHOP

PromoShop is a branded merchandise agency with the marketing expertise and creative flair of an advertising agency. We specialize in curating purpose-driven, innovative product collections that help renowned global brands to forward-thinking small businesses tell their unique brand story. More than just sourcing products, we align with your core values, strategic goals, and sustainability initiatives, as well as those of your audience, to deliver branded solutions that truly resonate. Headquartered in Los Angeles, CA, PromoShop is a 100% Minority-Owned and Certified Company with a culturally diverse team including experts across North America.



Build Winning Proposals.



Learn more at
openasset.com

Find the right content
Pursue the right opportunities
Win more work



We're excited to partner with SMPS and are proud to have many SMPS members as **OpenAsset DAM & Shred** customers.

SPECIAL EVENTS

YOUR UNCHARTED EXPERIENCE GOES BEYOND THE MAIN PROGRAM.

The conference special events are your chance to go further—meet new people, explore Denver, and experience Uncharted in a different way. From first steps to late-night views, each one offers a new path to connection, conversation, and discovery.

Some events are included with your registration. Others require a separate ticket or advance sign-up—so plan ahead and choose your route.

WELCOME RECEPTION

WEDNESDAY 5-7 PM | INCL. WITH CONFERENCE REGISTRATION
Welcome Reception, presented by Testudo Engineering

Start your journey at Parlor—right on the ground floor of the Sheraton. Grab a drink. Try something unexpected. Meet the explorers you'll be navigating Uncharted with. This is your first waypoint. A moment to connect, unwind, and find your rhythm before the adventure unfolds. Come curious. Leave connected.



DENVER DINE AROUND

WEDNESDAY 6:30-9 PM | PAY YOUR OWN WAY
Denver Dine-Around

Great conversations don't just happen—they're discovered. Sign up for a small group and set out to explore some of Denver's best restaurants, just a short walk or ride from the Sheraton. Along the way, you'll meet new faces, swap stories, and experience the city one bite at a time.

Choose your destination, then meet your crew at the Welcome Reception and head out together.

SUNDECK SOCIAL

THURSDAY 6-9 PM | SEPARATE TICKET REQUIRED
Sundeck Social, presented by OpenAsset, at Denver Athletic Club
1325 Glenarm Pl, Denver, CO 80204
(3 1/2 Blocks from Sheraton)

Step off the map and onto the rooftop. As the sun sets over downtown Denver, the journey shifts. Join us on the Denver Athletic Club sundeck for an evening of elevated connection—where city views meet bold conversation.

Enjoy curated hors d'oeuvres, dinner, and entertainment as you unwind, reconnect, and discover what's next alongside fellow explorers.

SESSION TRACKS

SEEKER

FOR THOSE WHO
UNCOVER WHAT'S NEXT.

FOCUS: Seekers explore the questions that shape direction, growth, and leadership. These sessions dig into how firms read the market, build trust, guide teams, and design systems that scale. This track is **for growth professionals who want to find clarity in complexity and help their firms make smarter, more confident decisions.**



TRAILBLAZER

FOR THOSE WHO TURN
IDEAS INTO IMPACT.

FOCUS: Trailblazers build the tools, stories, and systems that move firms forward. These sessions focus on how strategy shows up in proposals, interviews, campaigns, and digital experiences. **This track is for growth professionals who want to raise the bar on quality, speed, and performance using modern workflows, technology, and bold storytelling.**



IN-KIND SPONSOR



SMALL GIANTS

Twenty years ago, **Small Giants** was founded on a simple idea: the firms building our communities deserve marketing partners who understand their world.

That idea still drives us today.

For two decades, we've partnered with AEC and CRE firms to strengthen brands, elevate technical experts, and tell stories that create value long after the ribbon cutting. We call it "Building Brand Worth," and it's guided every strategy session, proposal, website, campaign and client relationship since 2006.

Founded by former industry journalist and business development leader Danielle Feroleto, Small Giants was built by someone who has spent her career immersed in the AEC and CRE environment, not just marketing them. Today, with offices in Phoenix and Denver, our team supports firms across the United States with in-house strategists, event planners, writers, designers, web developers, photographers, videographers, and business development experts. Our work also includes strategic planning and organizational health consulting because we know the strongest brands are built from the inside out.

Over the past 20 years, we've partnered with more than 500 firms, developed more than 500 websites, earned more than 110 awards for creativity and company culture, and helped clients win work through strategic marketing, public relations, branding, digital marketing, visual storytelling, and pursuit support. But numbers only tell part of the story. We're most proud of the long-term relationships we've fostered with the people shaping our communities.

To give back, our commitment to the built environment extends beyond client work. Through the "**Academy for Construction Excellence**," we bring together industry experts to share practical knowledge in technical training, leadership development, marketing and project management. Created for the AEC industry, by the AEC industry, the Academy offers virtual learning alongside in-person classes in both Phoenix and Denver, providing opportunities for professionals to grow at every stage of their careers.

We're also proud to publish **Mile High CRE**, Denver's only daily digital publication dedicated exclusively to commercial real estate development news. Every day, it connects owners, developers, designers, contractors, and partners with the projects, trends and people shaping Colorado's built environment. Together with the Academy, it's another way we invest in creating opportunities to learn, connect and stay informed.

Today, Small Giants is a woman-owned agency with more than 40 full-time professionals, with over 85% of our team made up of women who are passionate about helping AEC and CRE firms grow. Whether we're preparing a pursuit, launching a website, producing a project video, coaching an interview team or creating an event, our focus is always the same: elevating our clients to build stronger brands, stronger relationships, and stronger businesses.

Twenty years in, we're still inspired by the people, projects and possibilities that make this industry unlike any other. Thank you to the clients, partners, and friends who've been part of the journey. We can't wait to see what we build together next.



BUILDING BRANDS THAT BUILD COMMUNITIES.

You can hire a marketing expert in their field. Or, you can hire one who's an expert in yours, too.

**STRATEGY
MARKETING
PR
BRANDING
BUSINESS DEVELOPMENT
PURSUITS**

500+

AEC/CRE CLIENTS
SERVED ACROSS
THE U.S.

40+

FULL-TIME IN-HOUSE
PROFESSIONALS

110

AWARDS RECEIVED
FOR EXCELLENCE,
CREATIVITY & CULTURE



Check out the
event photo
gallery here!



Let's Connect! | smallgiantsonline.com

BUILT FOR THE INDUSTRY. BUILT BY THE INDUSTRY.

Training, education, and leadership development for the construction industry.

SAMPLE OF CLASSES:

- Project Manager Training
- Legal and Finance in Construction
- Business Development
- Plan Reading Series
- Leadership Development Programs



**Academy for
Construction Excellence.**

Now offering virtual and in-person classes in Denver.

1000+

PARTICIPANTS IN
THE PAST YEAR

200+

COMPANIES UTILIZE THE
ACADEMY FOR TRAINING



**Register for
classes!**

SCHEDULE

September 16, 2026 Wednesday		SMPS SWRC REGISTRATION OPEN 7:00 AM - 6:00 PM	
8:00 a.m. - 12:00 p.m.	Learning Lab 1 Telluride	InDesign Back to Basics	Alex Mielke & Jessica Richards
12:00 p.m. - 1:00 p.m.	Lunch		
1:00 p.m. - 5:00 p.m.	Learning Lab 2 Telluride	Design Within the Lines (of Styles)	Julie Shaffer ^{FSMPS, CPSM}
4:00 p.m. - 5:00 p.m.	First Timer's Experience Directors Row I		
5:00 p.m. - 7:00 p.m.	Welcome Reception Parlor		
6:30 p.m. - 9:00 p.m.	Denver Dine Around Meet at Parlor		

September 17, 2026 Thursday		SMPS SWRC REGISTRATION OPEN 7:00 AM - 5:30 PM	
7:00 a.m. - 8:00 a.m.	Breakfast		
8:00 a.m. - 9:30 a.m.	Keynote Presentation Alpine Ballroom	Unlocking the Challenge of Change	Skot Waldron
9:30 a.m. - 9:45 a.m.	Break		
9:45 a.m. - 10:45 a.m.	Track 1: Seeker Telluride	Why Your Firm Sounds Like Everyone Else's (And How to Fix It)	James Archer
9:45 a.m. - 10:45 a.m.	Track 2: Trailblazer Vail	Go Boldly: Beyond the Familiar Interview	Kyla Stewart & Megan Cochran
10:45 a.m. - 11:00 a.m.	Break (Snack)		
11:00 a.m. - 12:00 p.m.	Track 1: Seeker Telluride	From Activity to Business Impact: Expanding Your Influence	Cynthia ReMine FSMPS, CPSM
11:00 a.m. - 12:00 p.m.	Track 2: Trailblazer Vail	Clear, Persuasive, Effective: A Framework for AEC Marketing Writing	Tully Mahoney
12:00 p.m. - 12:15 p.m.	Transition to Lunch		
12:15 p.m. - 1:15 p.m.	Lunch - Includes 30-minute SMPS Foundation Emerging Trends Talk by Michele Raftery FSMPS, CPSM, WELL AP		
1:15 p.m. - 1:30 p.m.	Break		

Unlocking the Challenge of Change

Keynote | Skot Waldron

Reframes change as something leaders can navigate strategically, with attention to resilience, alignment, communication, and the human cost of transition.

Why Your Firm Sounds Like Everyone Else's (And How to Fix It)

Seeker | James Archer

A practical method for uncovering real differentiators and turning them into clear messages that are harder for competitors to imitate.

Go Boldly: Beyond the Familiar Interview

Trailblazer | Kyla Stewart and Megan Cochran

Interactive tools for creating memorable interviews that preserve human

connection, build trust, and help selection panels recognize the right team.

From Activity to Business Impact: Expanding Your Influence

Seeker | Cynthia ReMine ^{FSMPS, CPSM}

Helps marketers explain their work in business terms, connect activity to growth, and strengthen their influence in leadership decisions.

Clear, Persuasive, Effective: A Framework for AEC Marketing Writing

Trailblazer | Tully Mahoney

Introduces an adaptable structure for proposals, narratives, thought leadership, and web content while keeping audience and client needs central.

September 17, 2026
Thursday

SMPS SWRC | REGISTRATION OPEN 7:00 AM - 5:30 PM

1:30 p.m. - 2:30 p.m.	Track 1: Seeker Telluride	Charting a Course: Deliberate Business Development Planning	Allie Horne ^{CPSM} & Melanie Meeks ^{CPSM}
1:30 p.m. - 2:30 p.m.	Track 2: Trailblazer Vail	Your Brain + AI: A New Model for Faster Clearer Communication	Chris Fenning
2:30 p.m. - 2:45 p.m.	Break (Snack)		
2:45 p.m. - 3:45 p.m.	Track 1: Seeker Telluride	Chart a New Course by Mapping the Process	Courtney Kearney ^{FSMPS, CPSM}
2:45 p.m. - 3:45 p.m.	Track 2: Trailblazer Vail	Beyond the Footprints: Turning Rare Visibility into Lasting Influence	Jaime Clark
3:45 p.m. - 4:00 p.m.	Break		
4:00 p.m. - 5:00 p.m.	Track 1: Seeker Telluride	Moving From Pack Mule to Unicorn	Janki DePalma ^{FSMPS, CPSM}
4:00 p.m. - 5:00 p.m.	Track 2: Trailblazer Vail	Say It With Data: Smarter Charts and Graphs for A/E/C Communicators	Prescott Perez-Fox
6:00 p.m. - 9:00 p.m.	Sundeck Social Denver Athletic Club (separate ticket)		

Charting a Course: Deliberate Business Development Planning

Seeker | Allie Horne ^{CPSM} and Melanie Meeks ^{CPSM}

Covers firmwide business development planning, individual networking plans, elevator pitches, and practical ways to network with greater intention and confidence.

Your Brain + AI: A New Model for Faster Clearer Communication

Trailblazer | Chris Fenning

A five-part approach showing where human judgment is essential and where AI can improve clarity, speed, and communication quality.

Chart a New Course by Mapping the Process

Seeker | Courtney Kearney ^{FSMPS, CPSM}

Uses process mapping, data-quality checkpoints, automation, and stewardship roles to improve unreliable marketing and business development workflows.

Beyond the Footprints: Turning Rare Visibility into Lasting Influence

Trailblazer | Jaime Clark

Shows how to connect media exposure to brand strategy, credibility, influence, and measurable business development momentum.

Moving From Pack Mule to Unicorn

Seeker | Janki DePalma ^{FSMPS, CPSM}

A candid discussion of overwork and burnout, with tools for self-awareness, boundaries, curiosity, and becoming more strategically valued.

Say It With Data: Smarter Charts and Graphs for A/E/C Communicators

Trailblazer | Prescott Perez-Fox

Explains four core chart types and design principles for turning data into clearer, more persuasive stories across proposals, presentations, and reports.



SCHEDULE

September 18, 2026
Friday

SMPS SWRC | REGISTRATION OPEN 7:00 AM - 8:30 AM

7:00 a.m. - 8:00 a.m.	Breakfast Buffet		
8:00 a.m. - 9:30 a.m.	Keynote Presentation Alpine Ballroom	Lessons from the Summit: Leadership at 19,341 Feet	Stacy Stout ^{CPSM} & Dena Wyatt
9:30 a.m. - 9:45 a.m.	Break		
9:45 a.m. - 10:45 a.m.	Track 1: Seeker Telluride	The Revenue Engine Blueprint: Aligning Marketing, BD, and Operations So Everyone's Pulling the Same Direction	Katy Hill
9:45 a.m. - 10:45 a.m.	Track 2: Trailblazer Vail	Burnout Banter LIVE: Navigating Proposals, Burnout, and SME Collaboration	Rachelle Ray & Jeff Visnic
10:45 a.m. - 11:00 a.m.	Break (Snack)		
11:00 a.m. - 12:00 p.m.	Track 1: Seeker Telluride	Better Market Intel Supports Better... EVERYTHING!	Rebekah Morris
11:00 a.m. - 12:00 p.m.	Track 2: Trailblazer Vail	Charting the Social Frontier – Because Social Media is a Team Expedition	Grace Takehara & Katy Byers

Lessons from the Summit: Leadership at 19,341 Feet

Keynote | Stacy Stout ^{FSMPS, CPSM} and Dena Wyatt

Uses lessons from climbing Mount Kilimanjaro to explore resilient, clear, purposeful leadership during challenge, uncertainty, and change.

The Revenue Engine Blueprint

Seeker | Katy Hill

A hands-on framework for aligning marketing, business development, and operations, identifying gaps, and creating an immediate action plan for stronger revenue growth.

Burnout Banter LIVE

Trailblazer | Rachelle Ray and Jeff Visnic

A live Q&A on winning proposals, workload pressure, burnout, technical-team thinking, and stronger collaboration between marketers and subject-matter experts.

Better Market Intel Supports Better... EVERYTHING!

Seeker | Rebekah Morris

Explores evolving data collection, AI-assisted market research, analysis, and visualization to turn raw project information into strategic advantage.

Charting the Social Frontier – Because Social Media is a Team Expedition

Trailblazer | Grace Takehara and Katy Byers

A roadmap for firmwide LinkedIn participation, staff ambassadors, aligned messaging, and scalable content strategies that do not overwhelm internal teams.



YOU'RE INVITED!

SMPS UTAH IS NOW OFFERING VIRTUAL EDUCATION EVENTS

Go to smpsutah.org/events to learn more

smps
Utah

**Celebrating AEC
in the Desert!**



smps
Arizona



100% Employee Owned

EXPERIENCE YOU CAN BUILD ON.

When complex infrastructure projects demand collaboration, experience makes the difference.

600+

EMPLOYEE
OWNERS

400+

EQUIPMENT
FLEET

75+

PROJECT
AWARDS

50+

YEARS OF
EXPERIENCE

A PARTNER INVESTED IN YOUR SUCCESS

For 54 years, KE&G has built the roads, utilities, bridges, and sites that support growing communities across the Southwest. As a 100% employee-owned contractor, the people leading your project have a personal stake in delivering quality work, maintaining schedule, and earning your trust.

With experienced crews, one of the region's largest company-owned equipment fleets, and the ability to self-perform the work that others subcontract, we keep projects moving and accountability where it belongs.

WHAT WE BUILD

- **Roads & Transportation**
Highways, paving signage & traffic
- **Bridges & Structures**
Bridges construction, culverts & retaining walls
- **Utilities**
Water, wastewater, sewer, storm & dry utilities
- **Earthwork & Site Development**
Mass grading, excavation & site prep
- **Commercial Construction**
Ground-up commercial across the Southwest

Serving Southern Arizona (Tucson, Sierra Vista & Safford) and Alamogordo, New Mexico
WWW.KEGTUS.COM | INFO@KEGTUS.COM

EXPEDITION PROVISIONER SPONSOR



100% Employee Owned

KE&G

KE&G Construction is a 100% employee-owned Infrastructure & Development Contractor serving the Southwest. Since 1972, we have delivered transportation infrastructure, underground utilities, site development, and commercial construction projects for public and private clients.

What sets KE&G apart is our ability to self-perform the work that many contractors subcontract. Backed by a fleet of more than 400 pieces of company-owned equipment and a team of 600 employee-owners, we maintain greater control over schedule, quality, safety, and project outcomes.

We deliver projects through a variety of contracting methods, including CMAR, Design-Build, and Job Order Contracting (JOC). With more than 27 active JOC contracts and thousands of successfully completed task orders, our team is trusted by municipalities, counties, state agencies, developers, utility providers, and industrial clients throughout the Southwest.

As employee-owners, the people making decisions on your project have a direct stake in its success, creating a culture of accountability, collaboration, and commitment to delivering work that lasts.

KE&G – Constructing Legacies.



COMPASS KEEPER SPONSOR

TESTUDO ENGINEERING

Innovative Mechanical & Electrical Engineering Solutions
Engineering Excellence. Personalized Service. Proven Results.



TESTUDO
ENGINEERING

At Testudo Engineering, we believe the most successful projects are built on a foundation of strong relationships, technical expertise, and a commitment to delivering lasting value. As a New Mexico-based consulting engineering firm, we provide comprehensive Mechanical and Electrical Engineering services for public and private sector clients throughout the Southwest and beyond.

Our mission is simple: deliver innovative, practical, and sustainable engineering solutions that improve facility performance, increase reliability, and support long-term operational success.

What sets Testudo Engineering apart is our dedication to personal client service. While technical expertise and advanced engineering solutions are essential, we understand that every project is unique. We take the time to understand our clients' goals, challenges, budgets, and schedules, allowing us to develop customized solutions that align with their vision and operational needs.

Why Clients Choose Testudo Engineering

Our reputation has been built through consistent performance, collaborative partnerships, and successful project delivery. By working closely with owners, contractors, vendors, and local jurisdictions, we help streamline coordination, minimize challenges, and keep projects moving forward efficiently.

Comprehensive Engineering Services

Testudo Engineering provides integrated design services through multidisciplinary project teams tailored to each client's specific needs. Our expertise includes mechanical engineering, electrical engineering, architectural services, civil engineering, structural engineering, construction cost estimating, code compliance and regulatory support, and construction administration.

From initial planning and feasibility studies through final construction and project closeout, our coordinated approach ensures seamless communication, reduced design conflicts, and successful project execution.

Building Value Through Engineering

At Testudo Engineering, integrity, accountability, and quality guide every project we undertake. We combine technical excellence, innovative thinking, and personalized service to deliver engineering solutions that exceed expectations and provide measurable results.

Whether your project involves facility upgrades, infrastructure improvements, HVAC modernization, electrical system enhancements, energy-efficiency initiatives, or new construction, Testudo Engineering has the experience and commitment to help you succeed.

Partner with Testudo Engineering and experience the difference that responsive service, practical solutions, and engineering excellence can make.

MECHANICAL AND ELECTRICAL CONSULTING ENGINEER

OUR RECENT PROJECTS

Dynamic Equations-of-State (DEOS) Laboratory Building
Los Alamos National Laboratory, Los Alamos, New Mexico

Starfire Optical Range Addition and Renovation
Kirtland Air Force Base, Albuquerque, New Mexico

Navajo Elementary School Classroom Addition - APS
Albuquerque, New Mexico

Meadows Long Term Care Facility Phases 1, 2, 3
Las Vegas, New Mexico

University of New Mexico Hospital OR 'F' System Renovation
Albuquerque, New Mexico

University of New Mexico Castetter Hall Laboratory Renovation
Albuquerque, New Mexico

Bernalillo Academy K-12 Psychiatric Hospital
Albuquerque, New Mexico

Baltimore Veterinary Clinic
Baltimore, Maryland

James McGrane Sheriff's Office and Fire Station
Tijeras, New Mexico

Southern New Mexico Correctional Facility HVAC Upgrades
Las Cruces, New Mexico



OUR DETAILS

Registrations in 24 States

NAICS Codes:

541330 - Engineering Services 541310 - Architectural Services

Affiliations and Awards:

National Society of Professional Engineers
ASHRAE New Mexico Chapter
LEED Awards

DUNS Number: 080161301

CAGE Code: 7Y1V4

OUR SERVICES

Fire Protection Systems Solar Photovoltaic
Data **MECHANICAL** Passive Energy Conservation
Fire Alarm Systems Costing Life Cycle Cost Analysis
HVAC Energy Conservation Investment
Piping Investigation **ELECTRICAL** Solar Thermal
Electrical Distribution Renovations Sustainability
Long-Term Studies Energy Cost Avoidance Programs
PLUMBING Energy Analysis Security Systems
Control Systems Communications Arc Flash

CONTACT INFO

TESTUDO ENGINEERING INC.

www.testudoeng.com

(o) 505.554.1282

President: Wayne Yevoli P.E.

hello@testudoeng.com

(c) 505.350.2243



LEARNING LABS

These learning labs will provide you with actionable takeaways and practical skills that you can immediately implement in your day-to-day work, setting the tone for a productive and insightful conference experience.

LEARNING LAB 1: INDESIGN BACK TO BASICS

SEPTEMBER 16TH
Wednesday

Telluride
8:00 - 12:00 PM



ALEX MIELKE

Marketing Manager | JP Cullen

Bio: Alex Mielke is an award-winning marketing leader and graphic designer with more than 15 years of professional Adobe InDesign experience. She brings deep expertise in visual storytelling, strategic communication, and public engagement, including leading nationally recognized campaigns and developing messaging for mission-driven initiatives. Alex combines strong design skills with a strategic communications perspective to create clear, compelling materials that engage audiences and support organizational goals.



JESSICA RICHARDS

Marketing Specialist | JP Cullen

Bio: Jessica Richards is a graphic designer with 10 years of Adobe InDesign experience and a talent for finding time-saving ways to work. Known for her efficiency and problem-solving mindset, she streamlines workflows, simplifies complex layouts, and helps teams work smarter while maintaining high design standards. Jessica brings a practical, detail-oriented approach to producing polished, mission-driven communications that balance speed, quality, and thoughtful visual execution.

LEARNING LAB 2: DESIGN WITHIN THE LINES (OF STYLES)

SEPTEMBER 16TH
Wednesday

Telluride
1:00 - 5:00 PM



JULIE SHAFFER FSMPS, CPSM

Owner / Creative Director | Shaffer Creative

Bio: Julie Shaffer is a marketing consultant, trainer, and creative designer dedicated to helping marketers and firms win work. Actively involved in high-profile pursuits and strategic initiatives, she is an Adobe Community Expert, SMPS Fellow, certified instructor, and award-winning designer. Julie champions a balance of creativity, efficiency, and functionality, helping teams develop polished, purposeful designs that strengthen their marketing efforts and drive results.

KEYNOTE SPEAKERS

THURSDAY KEYNOTE



SKOT WALDRON

Communication Strategist | Author | Speaker | Podcast Host | GIANT

Bio: Skot Waldron is a speaker, leadership consultant, and communication strategist who helps organizations turn human behavior into better leadership, alignment, and team performance. Over more than 20 years in brand and communication strategy, he has worked with organizations including J.P. Morgan Chase, the CDC, PGA Tour, Sesame Workshop, The Home Depot, and Coca-Cola. He is also the author of *Unlocked* and host of the *Unlocked With Skot Waldron* podcast.

SEPTEMBER 17TH
Thursday

Alpine Ballroom
8:00 - 9:30 AM

THURSDAY LUNCHTIME SPEAKER



MICHELE RAFTERY FSMPS, CPDM, WELLAP

Principal | 4240 Architecture

Bio: Michele Raftery is a principal at 4240 Architecture, where she leads project pursuits, business and marketing strategy, research and firm operations. A dedicated leader within SMPS, Michele has served as president and trustee of the SMPS Foundation, president of SMPS Colorado and was named an SMPS Fellow in 2023. She is passionate about using research, data and collaboration to advance the AEC industry and prepare firms for what comes next.

SEPTEMBER 17TH
Thursday

Alpine Ballroom
Lunchtime

FRIDAY KEYNOTE



STACY STOUT FSMPS, CPSM

Founding Principal | BRANDiac Strategies

Bio: Stacy Stout is the founding principal of BRANDiac Strategies and has more than 25 years of experience in brand strategy and marketing communications. She helps organizations strengthen brand experience and relevance through communications strategies that support growth and evolution. Stacy is a past president of SMPS Colorado, a recipient of the Leonardo Award, a former Society Director-at-Large, and was named a Fellow of SMPS in 2014.

SEPTEMBER 18TH
Friday

Alpine Ballroom
8:00 - 9:30 AM



DENA WYATT

President | Marketing Evolutions, Inc.

Bio: Dena Wyatt is President of Marketing Evolutions, Inc. and brings more than 30 years of experience in the A/E/C industry. A former Dale Carnegie instructor and trainer, Dena specializes in leadership development, communication, and team effectiveness. She frequently speaks at SMPS regional and national conferences and is known for dynamic, engaging presentations that consistently receive strong audience evaluations.

SESSION SPEAKERS



JAMES ARCHER

Marketing Consultant and Fractional CMO | James Archer, LLC

Bio: James Archer is a construction marketing strategist who began his career licking stamps for his father's roofing company mailers. He later built and led his own agency for 12 years before serving six years as Chief Marketing Officer for a construction technology company, helping grow it from startup to millions in revenue. Today, James helps construction and specialty trade owners identify and fix what is holding their marketing back. He has spoken at more than 100 events, written for Inc. Magazine, and been featured in The New York Times, Fast Company, and NPR.

SEPTEMBER 17TH
Thursday

Seeker Telluride
9:45 - 10:45 AM



KYLA STEWART

Freedom Finder + Gracewriter | Graceworks, Inc.

Bio: Kyla Stewart is an educator and communication coach who helps people uncover their creative strengths and communicate with clarity and confidence. Her international experience spans foreign policy, humanitarian efforts, and sociodrama, complemented by a passion for language, mentorship, and cross-cultural connection. Through Graceworks, Kyla has coached leading AEC firms and earned rave reviews for her standing-room-only presentation at the 2025 SMPS Southeast Regional Conference.

SEPTEMBER 17TH
Thursday

Trailblazer Vail
9:45 - 10:45 AM



MEGAN COCHRAN

Freedom Finder + Gracewriter | Graceworks, Inc.

Bio: Megan Cochran is a communication coach and educator who helps people share their vision, expertise, and enthusiasm with confidence. Her background spans education, legislative policy, and nonprofit project management, supported by a bachelor's degree in political science and a master's degree in teaching. Through Graceworks, Megan combines big-picture thinking with a practical, hands-on approach to helping clients grow. Based in Portland, Oregon, she leads with kindness and encourages others to find their authentic voice, build meaningful connections, and communicate boldly in both their professional and personal lives.

SEPTEMBER 17TH
Thursday

Seeker Telluride
11:00 - 12:00 PM



CYNTHIA REMINE FSMPS, CPSM

Principal, Marketing & Business Development | Reaveley Engineers

Bio: For nearly three decades in the A/E/C industry, her work has centered on one shift: connecting marketing impact to firm growth. As a principal-level leader and active SMPS mentor, she equips marketing professionals to strengthen influence and advance into leadership by articulating marketing's role in business outcomes.



TULLY MAHONEY

Associate / Storytelling Content Coordinator | Stantec

Bio: With expertise in crafting compelling narratives that engage diverse audiences, Tully blends creative flair with a sharp eye for detail to develop impactful content across platforms. Her work includes award-winning podcast production, content development, and copyediting large-scale documents, all while enhancing brand voices and driving audience engagement. Tully also supports data visualization efforts by transforming complex information into clear, actionable insights.

SEPTEMBER 17TH
Thursday

Trailblazer Vail
11:00 - 12:00 PM



ALLIE HORNE CPSM

Partner | Meeks Marketing

Bio: Allie Horne, CPSM, is a Partner at Meeks Marketing and has 17 years of experience writing both firm-published and third-party published articles and marketing pieces. Allie has written over 75 published articles, including being published in The Marketer magazine, and served as the technical editor for a Fortune 300 company. A proud University of Texas graduate, Allie resides in Austin and can often be found hiking, playing tennis, and convincing her children she has superpowers.

SEPTEMBER 17TH
Thursday

Seeker Telluride
1:30 - 2:30 PM



MELANIE MEEKS CPSM

Partner | Meeks Marketing

Bio: Melanie Meeks, CPSM, is a Partner at Meeks Marketing with 21 years of A/E/C industry experience. She specializes in marketing strategy, client development, project pursuits, and public relations. A Texas A&M University graduate and Certified Professional Services Marketer, Melanie has also served as President of SMPS Houston. Her experience combines strategic marketing leadership with a deep understanding of the relationships and pursuits that drive professional services firms.

SEPTEMBER 17TH
Thursday

Trailblazer Vail
1:30 - 2:30 PM



CHRIS FENNING

Communication Skills Author | Alignment Group Ltd

Bio: Chris Fenning helps professionals communicate complex ideas clearly and effectively, combining human expertise with tools such as AI to strengthen their message. His practical communication methods have been used by organizations including Google, JP Morgan, and NATO and featured in Harvard Business Review. Chris is also the author of multiple award-winning books on communication and training, with more than 100,000 copies sold.

SESSION SPEAKERS



COURTNEY KEARNEY ESMPS
CPSM

Owner / Founder | CKearney Consulting

Bio: Courtney Kearney, CPSM, is the owner of CKearney Consulting, where she helps AEC firms get more value from their CRM systems and data. Her team supports firms with evaluation, implementation, training, integration, and ongoing CRM support, with an emphasis on making data accessible and actionable. Courtney is also a respected author, speaker, and SMPS leader who has served at the local, regional, and national levels.

SEPTEMBER 17TH
Thursday

Seeker Telluride
2:45 - 3:45 PM



JAIME CLARK

Founder | ArmourSash

Bio: Jaime Clark is the founder of ArmourSash, a Denver-based professional services marketing agency, and serves as a Fractional Chief Marketing Officer for AEC industry firms. With more than 25 years in marketing and over a decade focused on AEC, she brings digital expertise, strategic leadership, and entrepreneurial experience to her work. Jaime is a Past President of SMPS Hawaii and currently serves on several industry boards in Colorado.

SEPTEMBER 17TH
Thursday

Trailblazer Vail
2:45 - 3:45 PM



JANKI DEPALMA ESMPS, CPSM

Director of Business Development | W.E. O'Neil Construction

Bio: Janki DePalma is Director of Business Development at W.E. O'Neil Construction, with more than 20 years of experience in architecture, engineering, and construction. A connector at heart, she speaks and writes about networking, emotional intelligence, women in construction, and business improvement. Janki is a past president of SMPS Austin, serves on the AIA Austin board, and was recognized as SMPS Chapter President of the Year in 2023.

SEPTEMBER 17TH
Thursday

Seeker Telluride
4:00 - 5:00 PM



PRESCOTT PEREZ-FOX

Director of Marketing & Strategy | SPS+ Architects

Bio: Prescott Perez-Fox is a graphic designer and communication strategist whose background spans engineering, publishing, and visual storytelling. Trained as both an engineer and designer, he brings a distinctive perspective to data visualization, reports, proposals, and presentations. Prescott has more than 20 years of design experience, has taught at Arizona State University and City Tech in Brooklyn, and has presented at design and creative conferences across the country.

SEPTEMBER 17TH
Thursday

Trailblazer Vail
4:00 - 5:00 PM



KATY HILL

Founder & Strategic Advisor | KTHill Consulting

SEPTEMBER 18TH
Friday

Seeker Telluride
9:45 - 10:45 AM

Bio: Katy Hill is the founder of KTHill Consulting, where she helps multi-office architecture and engineering firms create the clarity, alignment, and capacity needed for sustainable growth. Her work sits at the intersection of strategy, operations, and business development, helping leaders turn organizational complexity into scalable systems and stronger execution. Katy is also co-founder of Feedback Academy AI and is actively engaged in the Denver A/E community.



RACHELLE RAY

Head of AEC Marketing Innovation / PIE Co-Founder | OpenAsset / Proposal Industry Experts

SEPTEMBER 18TH
Friday

Trailblazer Vail
9:45 - 10:45 AM

Bio: Rachelle Ray has more than 15 years of proposal experience and is a passionate advocate for stronger marketing education, efficient processes, and healthier pursuit practices. Drawing on her own experience with burnout, she helps individuals and teams improve communication, streamline marketing efforts, and ensure pursuits receive the resources they need. Her work focuses on creating more sustainable, effective approaches to proposal and marketing operations in the AEC industry.



JEFF VISNIC

Certified Fearless Living Coach | Reclamation Collaborative

Bio: Jeff Visnic is an electrical engineer, speaker, coach, and founder of Reclamation Collaborative. Drawing on more than 25 years in the AEC industry, Jeff helps professionals navigate pressure, leadership, burnout, and change. His work combines practical industry insight with emotional intelligence, helping people recognize unhealthy patterns, communicate more effectively, protect what matters most, and build healthier, more intentional ways of working and leading.



REBEKAH MORRIS

President & Founder | BEX

Bio: Rebekah Morris is President and Founder of BEX, which she launched in 2010 as a twice-weekly industry news publication. Under her leadership, BEX has grown into a multi-faceted resource helping commercial real estate and A/E/C firms identify project opportunities, market intelligence, and industry connections. The company now provides news, events, market programming, and project data in Arizona and expanded into Nevada with NVBEX in 2024.

SEPTEMBER 18TH
Friday

Seeker Telluride
11:00 - 12:00 PM

SESSION SPEAKERS



GRACE TAKEHARA

Senior Marketing Strategist | Middle of Six

Bio: Grace Takehara is a Senior Marketing Strategist at Middle of Six and an active leader in the SMPS Seattle community, where she received the 2024 President's Award. Since entering the AEC industry in 2016, she has worked across pursuit strategy, proposal development, branding, marketing planning, and social media. Grace also develops training for AEC marketers and regularly shares practical marketing insights as a guest on The Shortlist podcast.

SEPTEMBER 18TH
Friday

Trailblazer Vail
11:00 - 12:00 PM



KATY BYERS

Senior Marketing Strategist | Middle of Six

Bio: Katy Byers is a Senior Marketing Strategist at Middle of Six, where her curiosity-driven approach shapes her work in marketing and business development. With a decade of marketing experience, she brings fresh thinking to longstanding industry challenges and helps teams approach them more strategically. A natural facilitator and relationship builder, Katy is skilled at distilling complex marketing issues into clear, practical insights that audiences and teams can put into action.

BOLD JACKALOPE SPONSORS

HYDER
CONSTRUCTION

Jacobs

MARKETLINK
A Marketing Guidance Company for the A-E-C Industry

MTECH
MECHANICAL

**PETTIGREW**
& ASSOCIATES PA
ENGINEERING | SURVEYING | CONSTRUCTION SERVICES
DEFINING QUALITY SINCE 1965
www.pettigrew.us

SHAW
CONSTRUCTION
Since 1962

smps

smps
New Mexico



IN-KIND SPONSOR

ASB

EMILY BREWER

Sales Executive

720.260.0525

ebrewer@americanbus.com

Emily is your primary point of contact. Reach out for all sales requests, review new orders and to discuss any upcoming projects.

SARAH SMITH

Account Manager

720.303.8827

sarah.smith@americanbus.com

Contact Sarah for updates on existing orders or to place a reorder.



Emily & Sarah are part of the ASB Denver Team which consists of 44 associates including 10 account executives and 15 account managers. The hub is run by John Letzelter and Patrick Kraus who have worked together in the Print & Promo industry for over 25 years. Our 70,000 square foot fulfillment center is located just south of Downtown Denver and ideal for shipping coast to coast. 85% of our ground shipments reach their destination in 3 days or less. In addition to pick and pack operations, we complete our embroidery and kitting in house to ensure deadlines are met and quality standards are maintained. While we service accounts of all sizes, our expertise is in large enterprise accounts, especially ones that require national distribution. Our 2 largest accounts currently have over 5,000 combined locations that we support daily.

ASB was founded in 1981 by Larry Zavadil who remains at the heart of the company as an integral part of our leadership team and serves as Chairman of the Board of Directors. Based in Glenwood, MN, ASB is a market leader with over \$450 million in annual sales servicing customers globally in all markets.



MAKE YOUR BRAND IMPOSSIBLE TO MISS.

Print, Promo, Signage & Fulfillment Solutions for Growing Businesses

BRANDED PRODUCTS • APPAREL • PRINT • SIGNAGE • STORES

EMILY BREWER

SALES EXECUTIVE | ASB DENVER

720-260-0525

ebrewer@americanbus.com

www.ASBDenver.com

IN-KIND SPONSOR



THE UNFOUNDOOR

The Unfound Door is a nationally serving strategic visual communications partner headquartered in Denver, Colorado, helping organizations throughout the AEC industries tell compelling stories through photography, videography, drone services, and branded content. Founded in 2016, we partner with architecture, engineering, construction, commercial real estate, infrastructure, and hospitality organizations to create strategic visual assets that strengthen brands, support business development, and drive long-term marketing success.

As active members of SMPS for more than 11 years, we understand the unique role marketing and business development professionals play in growing AEC firms. We collaborate closely with marketers, pursuit teams, and firm leadership to create visual content that supports every stage of the client journey, from first impressions and recruiting to project pursuits, award submissions, client retention, and brand awareness. Beyond SMPS, we proudly support professionals through CREW, ULI, NAIOP, AIA, AGC, DBIA, COAA, CCA, Women in Design, and many other industry associations across the country.

We are more than photographers and videographers. We serve as a strategic extension of our clients' marketing teams, helping plan, capture, and organize visual assets that can be leveraged across websites, proposals, SOQs, interview presentations, award submissions, social media, recruiting campaigns, thought leadership, digital advertising, public relations, and internal communications. Rather than producing content for a single deliverable, we build intentional visual libraries that continue delivering value for years. We don't just create content. We create strategic marketing assets with purpose, longevity, and measurable value.

Our services include architectural and construction photography, corporate and lifestyle photography, executive and team headshots, aerial photography and videography, branded films, interviews, recruitment and culture videos, project documentation, event coverage, podcast production, and full-service post-production. We also operate The Unfound Door Studio, a professional production studio in downtown Denver designed for headshots, interviews, podcasts, branded content, and commercial productions.

As a certified Woman-Owned and Woman-Led business, we proudly partner with organizations across the United States, with experience in 29 states and growing. We know this industry because we've built our company alongside it. We understand the pace of pursuits, the importance of relationships, the complexity of project teams, and the value of creating authentic visual stories that resonate with clients, partners, and future employees.

At The Unfound Door, we believe every project has a story worth telling. By combining strategic thinking, technical expertise, and authentic storytelling, we help AEC firms elevate their brands, win more work, attract exceptional talent, and build lasting connections through purposeful visual marketing.

THE UNFOUND DOOR

PHOTOGRAPHY | VIDEOGRAPHY
WWW.THEUNFONDDOOR.COM
INQUIRIES@UNFDDR.COM

NATIONAL CREATIVE PARTNERS SERVING THE AEC INDUSTRIES.

CONSTRUCTION
LIFESTYLE |
IN-PROGRESS



INDUSTRIAL |
INFRASTRUCTURE
| ENGINEERING



PEOPLE-FOCUSED
HEADSHOTS |
CULTURE



STRATEGIC
VISUAL BRAND
PHOTOGRAPHY



ARCHITECTURE |
PROJECT | DRONE
PHOTO & VIDEO

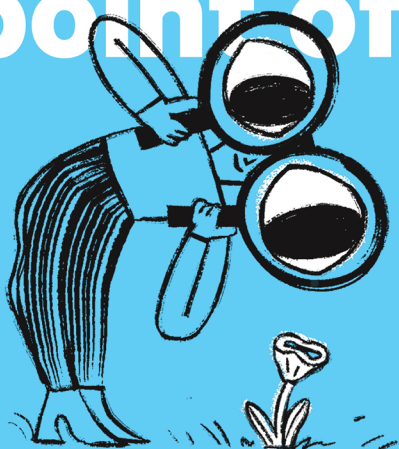


STORY-DRIVEN VIDEO
INTERVIEWS | B-ROLL
| MOTION GRAPHICS



What's your point of you?

T O K Y



Too many firms are
telling the same story.

Define your **Brand Truth** and tell a different
story—one that's unmistakably yours.

Start here.

toky.com/BrandTruth

Strategy | Branding | Engagement

WHILE YOU'RE HERE

THINGS TO DO!

If you have extra time, explore:

The Big Blue Bear peeking into the Colorado Convention Center

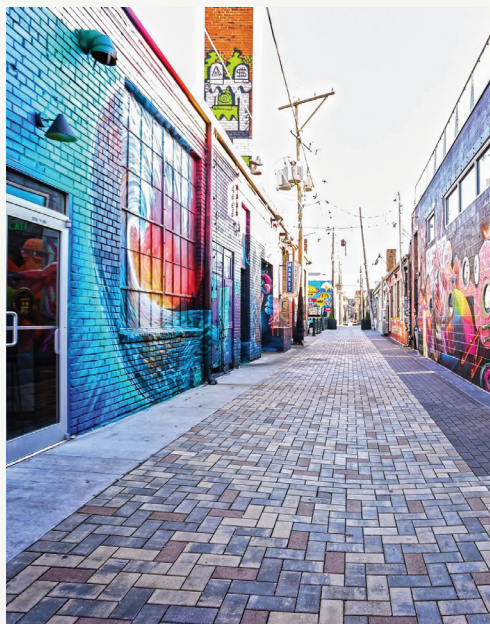
Union Station – historic transit hub, great restaurants and cocktail bars

Larimer Square – Denver's oldest and prettiest block for dining and shopping

RiNo Arts District – murals, breweries, and one of the coolest neighborhoods

Denver Art Museum – walkable from the hotel

16th Street Mall – shops and cafes right outside the hotel door





SHARE YOUR ADVENTURE

USE #SMPSSWRC2026

ON SOCIAL MEDIA AND TAG US THROUGHOUT THE WEEK.







smps
Southwest Regional Conference



GOOD EATS!

Where to Eat on Your Own

Guard and Grace – steakhouse, downtown

Rioja – Larimer Square Italian-Mediterranean

Tavernetta – Union Station Italian

Mercantile Dining & Provision – Union Station farm-to-table

Snooze – Denver's beloved brunch spot

Wynkoop Brewing – Denver's original brewpub

Sam's No. 3 – classic Denver diner, walking distance from hotel

YOU MADE THIS ADVENTURE

UNFORGETTABLE!

THANK YOU.



UNCHARTED | SEP 16-18, 2026 | DENVER, CO
smpsswrc.com

smps[®]
Southwest
Regional Conference