

the next generation. Trust yourself, be willing to try new things, and don't be afraid to speak up!

What's your favorite way to recharge or get inspired outside of work? Doing something artsy - knitting, sketching, felting, or dabbling in a number of other crafts.

and children residents. I brought together local businesses, volunteers, and staff to craft a vision. I oversaw the work, ensuring every detail was carefully addressed. The results were remarkable. This initiative fostered a deep sense of community and transformed the shelter into a vibrant space, enhancing the emotional and mental well-being of the residents.

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront?

As we navigate a short-term volatile economic environment, disruptive technologies continue to transform the A/E/C industry. Additionally, there's a push toward sustainability, with an emphasis on net-zero buildings & carbon-tracking tools. My experience in Construction shows that addressing the aging workforce & attracting younger, diverse individuals into the trades is vital. I love being involved in these efforts, working for a company committed to investing in training, promoting outreach programs to encourage underrepresented groups, & helping trade partners enhance the workforce.

What's your favorite way to recharge or get inspired outside of work? I love nature walks, exploring cultures & cuisines, & meaningful connections that spark inspiration.

big part of this spotlight?
News!

opportunities
it the year!

John Picard
picard@nerej.com

Sanborn, Hood & Associates, Inc.

What is one project or achievement in your career that you are most proud of, and how did it impact your organization or community? I am most proud of the culmination of projects completed over my career in aggregate. Whether providing geotechnical consulting for



Jennifer Hocherman, AIA
Principal
SV Design

What is one project or achievement in your career that you are most proud of, and how did it impact your organization or community? The Glen T. MacLeod Cape Ann YMCA was a transformative project for me, my team, the YMCA membership and the greater community. Our team was lucky to work with such a fantastic client who put serving the community's needs

be expanded on, refined, or perfected upon as long as there is someone willing to shoulder new ideas and drive them through. Use your voice and be loud.

What's your favorite way to recharge or get inspired outside of work? My passion is all things food. As a retired chef I enjoy practicing new cooking techniques.

first. It was inspiring and led to a creative working relationship, allowing us to take design risks and have fun with the project. SV Design benefited from the experience of being involved in such a great project and the community benefited from a new facility tailor-made for them. Membership has tripled and it's been wonderful to see more people utilizing the YMCAs services.

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront? The future is unfolding in unpredictable ways. Being flexible is paramount. This may include flexibility in how we do drawings, engage with contractors, and meet ever-changing deadlines. It also means more research on our end to stay on top of changing design trends and therefore designing spaces that allow for maximum flexibility on day 1 of the life of a building and down the road. Lastly, how we reach potential clients and expand our brand is more electronic, more targeted and more time-consuming. However, this evolution allows us to meet clients that really align with our core values.

What's your favorite way to recharge or get inspired outside of work? Getting outside hiking and seeing mother nature in action in all seasons brings about a calm in me.



Susan Shelby, FSMPS, CPSM, ABCP
President & CEO
Rhino PR

What trends or innovations do you believe will shape the future of your field, and how are you positioning yourself (or your firm) to be at the forefront? It is increasingly difficult to stand out in today's crowded marketplace and to find the best way to reach your target audience with compelling content. After more than 20 years

delivering award-winning public relations consulting services to the A/E/C industry, I recently announced a new chapter. Moving forward, I will offer PR coaching services to A/E/C marketers. The goal is simple: to give marketers the tools, knowledge, and confidence to elevate their firm's profile and make PR a seamless, effective part of their overall marketing strategy.

Who or what has inspired you most in your career, and what advice would you share with the next generation of women entering the A/E/C industry? I was lucky enough to discover and join the Society for Marketing Professional Services (SMPS) in 2001 when I started working in the A/E/C industry. A community of marketing and business development professionals working together to move the A/E/C industries forward, SMPS supports A/E/C marketers by providing education, training, and networking opportunities. Whenever I meet a new member at an SMPS event I always recommend they get involved by joining a committee and attending events to get to know their fellow members.

What's your favorite way to recharge or get inspired outside of work? I recharge by getting outside - either walking in the woods with my dog or hitting the beach.