

2013 Officers

President

Penny Nelson
Douglas Pancake Architects, Inc.
(949) 720-3850
PennyN@PancakeArchitects.com

Co-Vice President

Betsy Nickless, CDFA
Mark Scheurer Architect
(949) 483-8688
BetsyN@MSA-Arch.com

Co-Vice President

Judy Mitchell
Gensler
(949) 83-9434
Judy.Mitchell@Gensler.com

Recording Secretary

Dee Dee Jackson
IBI Group
(949) 833-5588
DJackson@IBIGroup.com

Corresponding Secretary

Marcy Fields
Carlile Coatsworth Architects, Inc.
(949) 833-1930
MarcyF@CCArchitects.com

Treasurer

Cheryl Mathes
Valley Crest Design Group
(714) 557-5852
CMathes@ValleyCrest.com

Directors

Nancy Burt
Karen Henderson
Cindy Loomer
Connie McKenna, CDFA
Natalie Newman
Wendy Woolsey, CDFA

Honorary Members

Carl Irwin, AIA
Geri Eckner
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THE COMMENTARY

Winter 2014 Edition

A Newsletter of the Society For Design Administration

President's Corner

By Penny Nelson, President

Happy New Year! Welcome to the Winter 2014 edition of *The Commentary*. We ended 2013 with our annual holiday potluck, where delicious food was consumed, friendships were grown, and new officers were installed. There are photos of the fun later on in this newsletter. If you weren't able to attend, I hope you'll make plans to attend next year. Don't be shy - you're missing out on a great event!

I wish to thank you all for electing me to be your president for another year. It's nice to have a year under my belt and the related experience of heading up this great chapter. We have three officers returning: Betsy Nickless as Co-Vice President, Cheryl Mathes who has moved into the Treasurer position, and Marcy Fields who will continue as our Corresponding Secretary. Also returning are our various past presidents who remain active and contribute their experience and knowledge as directors. I'm also pleased that we have two people new to the board who stepped up into offices: Judy Mitchell as Co-Vice President, and Dee Dee Jackson as Recording Secretary. Please take time at one of our lunch seminars to get to know the people on our board, as they are all wonderful people with a lot of industry experience.

We held our first business meeting of 2014, which also serves as our annual planning meeting. We talked about the special challenges we all face in our industry, and tried to create seminars to assist our members in meeting and succeeding with those challenges. We also want to provide value in SDA membership to our members. We came up with topics covering labor laws, marketing, finance, technology and office administration, to name a few. Speakers were suggested, and those speakers will be confirmed soon. I believe this is going to be a great year for our chapter, and I hope you will agree.

We also discussed EDSymposium14, which will be held in Nashville, Tennessee May 14-17. We voted to continue our tradition of offering scholarships so that more of our members will be able to attend. We will be offering two \$1,000 scholarships to our members, which can be used toward the registration fees, air fare, and room accommodations. Be on the lookout for more information and application forms. EDSymposium is a valuable conference, a unique venue to connect with others in the industry, and a great opportunity to expand your professional knowledge.

(Continued on page 3)

Upcoming Events

February 2014

- February 6 Business Meeting 5:30 pm**
Meeting will be held at IBI Group
hosted by Dee Dee Jackson
- February 20 Luncheon Meeting 11:30 am**
Healthcare Reform Roundtable
Lutron Event Center, Irvine

March 2014

- March 6 Business Meeting 5:30 pm**
Meeting will be held at Carlisle
Coatsworth Architects, Inc.
hosted by Marcy Fields
- March 20 Luncheon Meeting 11:30 am**
Labor Law Changes—Presenter
to be announced
Lutron Event Center, Irvine

Looking Ahead

- May 14-17 EDSymposium14**, SDA's 44th
National Convention
Nashville, Tennessee
- August 29 "Build Night" for 2014**
Canstruction
South Coast Plaza
- Sept. 18 Canstruction Gala and Awards**
SOCO, Costa Mesa
- Dec. 6 Annual Holiday Brunch, Installation**
of 2015 Officers, and Ornament
Exchange
Home of Cal and Wendy Woolsey

Job Board

Did you know that SDA maintains a Job Board? This includes persons looking for work as well as firms looking for qualified personnel in the A/E industry. Most of the positions are for administrative staff, as AIA maintains its own job board for licensed architects. If your firm is looking for a person with certain qualifications or if you know someone who is looking for a position in an A/E firm, please contact Betsy Nickless by e-mail at betsyn@msa-arch.com.



January 13	Susan Crook
February 12	Debora Smith
February 22	Vicki Marcellino
February 23	Connie McKenna
February 25	Cindy Loomer
March 12	Dee Dee Jackson

President's Corner

(Continued from page one)

I don't typically make New Year's resolutions. However, I do feel that the new year is a great time to set goals for myself. I recently read an article that addressed meeting goals in an interesting fashion. The article suggested setting up a 100-day program where you identify three goals, and commit to spend 20 minutes a day on each. Record those three goals on a sheet of paper (list the three goals for each of the 100 days), and leave a place to check off each day. You will most likely spend more than 20 minutes, but convincing yourself that you only have to spend 20 minutes makes it easier to get started each day. What would your three goals be? Do you have a sewing project you'd like to complete? Maybe you want to get in better shape, and want to walk for 20 minutes a day. I know I have a bunch of digital photos I'd like to print and organize in photo albums. For the more ambitious, perhaps you've been thinking of obtaining our SDA CDFA certification. Whatever the goal, imagine how much you'll accomplish at the end of 100 days! Whatever process you use, I encourage you to start fresh for 2014 and just get started, 20 minutes at a time.

Mission Statement:

The SDA advances management and administrative professionals in the A/E/C industry through education, networking, and resources. Our vision is to have an SDA member in every A/E/C firm.

Member of the Year—Karen Henderson

Karen Henderson was awarded our chapter's highest honor, the "2013 Member of the Year" for her outstanding contribution to our chapter. Karen is always happy to lend a hand, and has provided us with most of the graphic design elements that you see in our mailings.

Karen also chaired the Canstruction Gala for the last two years, heading up a large team of people to create a memorable evening. Karen attends our monthly board meetings, and as a past president, serves as a Chapter Director. Her insights and experience have proven invaluable to the chapter.



Recently Completed Projects



LeParc Forêt at Montrêux
Reno, Nevada

Architect: Mark Scheurer Architect

SDA Member: Betsy Nickless

**John Wayne Airport Expansion
Santa Ana, California**

Architect: Gensler

SDA Member: Judy Mitchell



**Pavilion Park
(Former El Toro Marine Corps
Air Station)
El Toro, California**

Landscape Contractor: ValleyCrest
Landscape Development

SDA Member: Cheryl Mathes



2014 Officers



Penny Nelson - President

Penny Nelson has been the Director of Finance for Douglas Pancake Architects, Inc. in Irvine since 2010. Douglas Pancake Architects (DPA) is a boutique architectural practice serving the senior housing and healthcare industry across the Western United States. Penny manages the financial, accounting, human resources and administrative functions of DPA. Penny graduated from California State University, Long Beach with a Bachelor of Science in Business Administration: Finance. During her 25+ years of experience, Penny directed the financial and office management functions in manufacturing, technology and advertising firms before joining an architectural firm in 2008.

As a relative newcomer to the A/E/C industry, Penny finds SDA to be an invaluable source of information, education, and networking. Penny has attended one SDA Western States Regional Conference, and two EDSymposium Conferences. Penny previously served the chapter as Corresponding Secretary, and is now serving her second term as Chapter President. She looks forward to representing the Orange County Chapter at the various SDA functions during the year.

Penny has been married to her husband Mike for 27 years. They have a 23-year-old daughter who works for the Disney Cruise Lines, and a 21-year-old son who is currently attending OCC and working for a property management company. During her spare time, Penny enjoys spending time with her husband and children, camping, crocheting, and visiting Disneyland.

Dee Dee Jackson - Recording Secretary

Dee Dee Jackson has been the Office Manager and Executive Assistant to the Operating Director of IBI Group, an international Architectural, Engineering and Planning company, for over 25 years. IBI specializes in urban design and planning, building and landscape architecture, advanced transportation management and traffic systems, real estate analysis, communications specializations, and software development. During this time, she has developed and maintained policies and procedures for the Accounting and Human Resource departments. She continues to manage the overall day-to-day operations.

Dee Dee has been a member of the SDA Orange County Chapter intermittently for the last 25 years and believes the training, mentoring, and camaraderie of belonging to such an organization is a great asset.

Dee Dee is married and has two teenage children and three pugs. While not working, she and her husband, Richard, enjoy travelling, paddle boarding, snorkeling, going to the movies, and day spas. Dee Dee also enjoys working in the garden and tending to her chickens.



2014 Officers (Continued)



Betsy Nickless, CDFA - Co-Vice President

Betsy was a co-founder of the Orange County Chapter and has filled all chapter board positions. She was the recipient of SDA's National Lifetime Achievement Award, the highest honor bestowed by SDA.

She is the Business Manager of Mark Scheurer Architect, where she oversees all administrative functions of the company including finance, HR, contracts, and administration of the mid-sized firm that specializes in award-winning residential communities worldwide. Currently leading SDA as its National President, she has also held positions on several national committees.

She has also been a member of Canstruction Orange County's executive board since its inception in 2007 and looks forward to chairing the 7th Annual Canstruction competition this year. Canstruction has provided over \$60,000 and nearly 500,000 pounds of food to the Orange County Food Bank since its inception.

Betsy and her husband of 32 years, Steve, enjoy Five Crowns and Bistango for dining, and her favorite music is Contemporary Christian. She met Steve at the car races on the east coast, where she was in charge of timing and scoring, and he was doing PR work for one of the teams. They have two grown children, one who married last year and the other is engaged.

Judy Mitchell - Co-Vice President

Judy joined Gensler in 1991. In the 23 years that she has worked for Gensler, she has held several positions and has worked in various offices. While in the Santa Monica office, she was the Studio Coordinator for the Entertainment practice area and had experience working with Disney, Paramount and Loews Entertainment. She became a Senior Project Coordinator and was assigned to work on the San Jose International Airport project where her responsibilities included Consultant Coordination and Construction Administration. When Gensler won the John Wayne Airport improvement project in 2006, she permanently moved to the Newport Beach office to assist the team in the role of Senior Project Coordinator. Since moving to Newport Beach, she was promoted to Senior Associate and has worn many hats, including office manager, move coordinator and event planner.

Judy lives in Fountain Valley with her husband, David, and daughter, Nikki. She joined SDA in December 2012, and she is looking forward to making many lasting friendships, as well as business connections. When she has time to relax, Judy loves to shop, cook and enjoy a night out with the girls whenever she can fit it in.



2014 Officers (Continued)

Cheryl Mathes -Treasurer



Cheryl Mathes has worked in the A&E industry for over 25 years. She is the Controller for ValleyCrest Design Group, a Landscape Architectural and Planning firm located in Irvine, California. As a branch of ValleyCrest Landscape Development, ValleyCrest Design Group supports the development of turn-key design-build landscape architectural projects. ValleyCrest's talented team of professionals collaborate on all aspects of a project; from the initial design conception and development of technical construction documents, through project installation and continued maintenance.

Over the years the SDA has been an integral part in her professional career. The programs offered by the SDA give her the opportunity to meet other administrative design professionals, learn and keep updated with current trends, as well as network within the building industry. She has attended National and Regional conventions, as well as participated on the local Board, monthly seminars, and committees. She enjoys participating in the community outreach programs, such as Project Playhouse and CanstructionOC.

Cheryl is a proud supporter of the SDA and enjoys participating in all that the SDA has to offer.

Marcy Fields - Corresponding Secretary

Marcy Fields is the Office Manager/Corporate Secretary of Carlile Coatsworth Architects, Inc. (CCa), a medium-sized architect firm in Irvine. After obtaining her Business (Finance) degree from California State University, Long Beach, Marcy became CCa's first official employee in 1991 and has been employed there since.

This is Marcy's second term as Corresponding Secretary, and over the years, her appreciation for the knowledge and input she has received from fellow SDA Members has grown tremendously. She is also hoping to attend her first EDSymposium this year to learn even more.

Marcy has been married to Doug for 23 years, and they have one daughter, Spencer, who attends Emerson College in Boston. Marcy is a devoted boot camp attendee, enjoys the beach and hiking with Doug and their Golden Retriever, Maggie.



EDSymposium 14



EDSymposium 2014 Scholarships

The SDA Orange County Chapter is offering two \$1,000 scholarships to attend the 2014 SDA National Convention (EDSymposium14).

The SDA National Convention Scholarship program has been created to provide financial assistance for the **EDSymposium14 registration fee and other convention related expenses** to qualifying members for the express purpose of participating in educational programs during the EDSymposium14.

This year the convention will be held in **Nashville, Tennessee** from Wednesday, May 14th through Saturday, May 19th. There will be 20 hours of continuing education offered in various professional emphasis groups: Finance, Human Resources, Office Administration, Marketing, Project Management, and other leadership and professional development activities scheduled throughout the week.

The convention will be kicked off with a "Denim & Diamonds" Welcome Reception on Wednesday night and a couple of Nashville tours are available on Friday afternoon. The final event of the conference will be the installation of the new Executive Committee and the Awards Banquet.

Eligibility Requirements

The following criteria will be used in evaluating all applications for the *2014 Scholarships*:

- Applicant must be a current SDA member in good standing.
- Applications must be received no later than Friday, February 21, 2014. Applications received after that date, regardless of postmark, will not be considered.
- If selected, the applicant must provide a written synopsis of their experience at the conference for publication in the Chapter's newsletter and website.

Judging will be completed by February 28, 2014, and the recipient will be notified the same day. The scholarship may be applied toward the registration fee and other convention-related expenses for the current National SDA convention (EDSymposium14) only. If not used, the scholarship will be forfeited. Please note that only the registration fee will be paid in advance. **The remainder of the scholarship** will be in the form of reimbursement of other convention-related expenses (hotel, airfare, meals) up to the scholarship limit and subject to the submission of a newsletter article and travel receipts.

For additional information, please contact:

Penny Nelson, SDA/OC Chapter President
DOUGLAS PANCAKE ARCHITECTS
Email: pennyn@pancakearchitects.com
Phone: (949) 720-3850

For more information on what educational sessions are being offered and a complete schedule of events, go to <http://www.sdanational.org/?page=EDS14Registration>

Holiday Brunch Photos

The 2013 Holiday Brunch was held at the beautiful home of Tom Cannon and Helen Palermo. The food was out of this world, and the holiday ornament "exchange" was extremely lively and entertaining. Tom and Helen's home was beautifully decorated, and a good time was had by all.



More Holiday Brunch Photos



Special Build—OC Canstruction and Toyota

By Natalie Newman

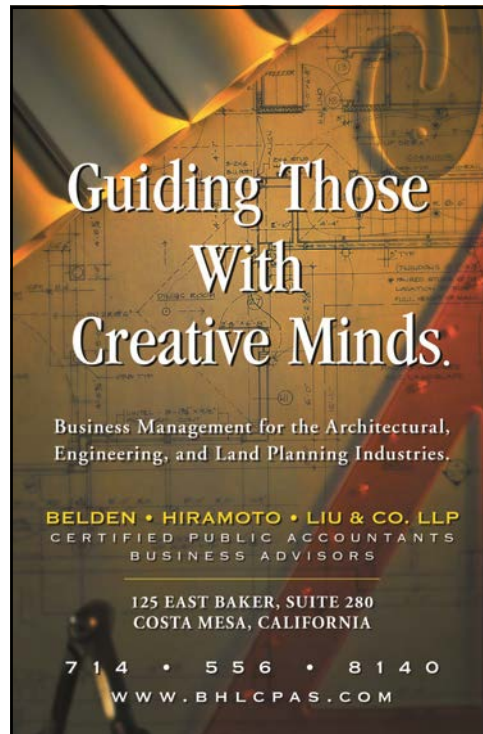
This year, executives from Toyota wanted to highlight and celebrate all that Toyota is, as well as how Toyota employees give back throughout the year.

Diana DeJoseph, Marketing Executive for Toyota, saw the canned structures on display at South Coast Plaza during this year's Festival of Children. She was so impressed with the larger-than-life Canstruction builds, that her vision of having several structures displayed in the main lobby of Toyota's National Headquarters in Torrance, CA during the Holiday Season became a reality.

A giant thanks to the Canstruction Orange County teams: **Bassenian Lagoni, Jacobs**, and **KTGY**, for re-building their structures in Toyota's atrium over Thanksgiving weekend. Toyota also came up with a design and built the new 'Let's Go Places' Toyota logo wall, which resulted in 3,500 more cans and a monetary sponsorship donated to the OC Food Bank.



2013 Sponsors



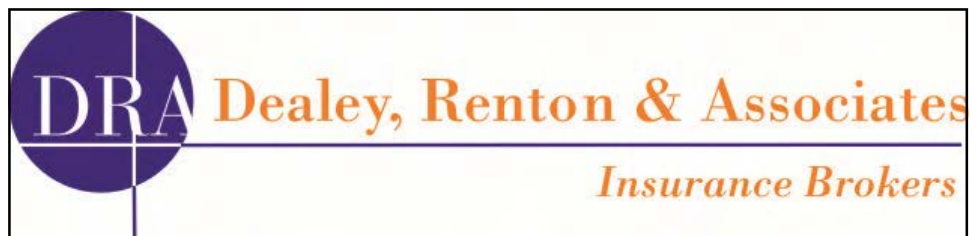
2013—2014 Sponsors



Alicia K. Igram, AAI
Vice President and Branch Rep
License No. 0E67768

Direct Line 949.680.1789
Fax 949.297.5960

alicia.igram@ioausa.com
www.ioausa.com



Orange County

Contributors to the Commentary

Betsy Nickless
Cheryl Mathes
Judy Mitchell
Penny Nelson
Natalie Newman

And thanks to our fabulous proofreader
and photographer,
Betsy Nickless!

The Commentary

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Editor

Diane Sommerville
HealthInsMatters@cox.net