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MISSION STATEMENT:

SDA advances management and administrative professionals in the A/E/C industry through education, networking and resources.

Excellence in
Design Firm Management

SDA

Orange County

THE COMMENTARY

Fall 2014 Edition

A Newsletter of the Society For Design Administration

President's Corner

By Penny Nelson, CDFA

Happy Fall 2014!

The weather has (finally) cooled down, leaves are changing colors and beginning to fall, and the days are getting shorter. While we can't quite don our sweaters and boots like our friends in cooler locales, we do still begin a subtle shift to winter and all the promise of the upcoming holidays. Our offices also experience a shift as people settle down after their summer adventures and concentrate on the work at hand. Your SDA chapter will be busy throughout the fall, so be on the lookout for announcements for our Principal Appreciation Breakfast in October, Roundtable/Business Meeting/Board Elections in November, and year-end Holiday Party in December.

We've had a pretty busy summer with our chapter. In years past we have taken a break for the summer months, but this summer we held three very interesting lunch seminars:

In July our member Matt Zvolenski shared strategies for dealing with the ever-increasing volume of electronic information we find ourselves dealing with. Matt shared his experiences and best-practice tips for organizing and storing this data, and warnings about the dangers a firm could face if the information was unorganized.

August's meeting was a Bluebeam software presentation, which was the best-attended lunch meeting we have held all year. Attendees were guided through the capabilities and benefits of the program in a quick-paced and interesting presentation. A lively question-and-answer period followed, which left many in attendance eager to implement the program at their own offices.

In September we were once again privileged to hold a live webinar with Microsoft Certified Trainer Melissa Esquibel. Melissa wowed us with Microsoft Word Tips and Tricks designed to save us time, effort and keystrokes. She took us through the easy steps to applying Styles to our documents, and painless Table of Contents generation. She left us with a great tip for importing graphic elements and then removing the backgrounds. Her tips will save many of us

Continued on page 2



Upcoming Events

October 2014

October 7 **Quarterly Leadership/Town Hall**
Call 12:00 pm
 1.888.670.4821
 Code: 1561557
 ALL MEMBERS ARE WELCOME!

October 9 **Business Meeting 5:30 pm**
 Meeting will be held at
 Gensler
 hosted by Judy Mitchell

October 23 **Principal Appreciation**
Breakfast Seminar 7:30 am
 Presented by Nancy Egan,
 with New Voodoo
 Lutron Event Center, Irvine

November 2014

November 6 **Business Meeting 5:30 pm**
 Meeting will be held at
 Valley Crest Deign Group
 hosted by Cheryl Mathes

November 20 **Luncheon Meeting 11:30 am**
Annual Business Meeting
 Roundtable
 Lutron Event Center, Irvine

December 2014

December 7 **Annual Holiday Brunch,**
Installation of 2015 Officers,
Chapter Awards and
Ornament Exchange
 Home of Cal and Wendy Woolsey
 More information to follow.

Looking Ahead... 2015

January 8 **Business/Planning Meeting**
5:30 pm - Location TBD
 Help us plan the educational
 seminars/events for 2015!

Happy Birthday!

Wendy Woolsey

October 1

Karen Henderson
Cheryl Mathes
Earleen Thomas
Betsy Nickless

November 2
November 10
November 15
November 24

Lisa Falcon
Natalie Newman
Olivia Mays

December 3
December 17
December 27

Continued ~ President's Corner

time for those inevitable document revisions and format changes. Melissa is a Microsoft expert and holds seminars and webinars across the United States, so we felt fortunate to have an hour of her invaluable training.

We were also busy with our annual support of Canstruction®. I hope you had the opportunity to visit the amazing structures at South Coast Plaza. Details of the winning structures are included later in this newsletter.

I am very pleased to report that our chapter has grown by three members this quarter! If you see a new face at an upcoming meeting, be sure to introduce yourself and make them feel welcome. As you know, SDA National has asked each member to recruit one member. We are still a long way from that number, but I'm encouraged by our growth nonetheless. Please remember to "introduce" people to SDA at every opportunity. Word of mouth is the best advertising SDA can do, and that's up to you!

Penny Nelson, CDFA
 Orange County Chapter President

The Orange County Chapter is offering a **FREE SDA National Membership!**

The Orange County Chapter **National Membership Dues Scholarship** program has been created to provide financial assistance for qualifying applicants for the express purpose of becoming an active member of SDA/OC for one year. The intent is to assist those in the A/E/C industry for whom National SDA Dues reimbursement through their employer is unavailable.

Our membership is comprised of a dynamic group of people who have different backgrounds and job responsibilities, working for a variety of local architectural, engineering or design-related firms. Membership in the Orange County Chapter is your key to continuing education in specific areas related to your field covering six professional educational groups (PEGs): Office Administration, Marketing, Finance, Human Resources, Project Management and Information Technologies... and we also serve as a great source of knowledge for networking with other members.

The following criteria will be used in evaluating all applications for the National Membership Dues Scholarship:

- ◆ Applicant must not currently be a member of SDA (*current members may apply within 90 days of their renewal date*).
- ◆ Applications will be accepted on an ongoing basis until the annual number of scholarship grants has been exhausted (*number determined each year by the SDA/OC Board Members*).
- ◆ If selected, the scholarship recipient is responsible for the Orange County Chapter dues (\$50).
- ◆ Applicant will need to complete the SDA National Membership Application and forward it to SDA National, along with the Orange County Chapter dues of \$50.
- ◆ If selected, the scholarship recipient must commit to serving on a SDA/OC Committee during the membership/scholarship year (*membership, sponsor, newsletter, etc.*)
- ◆ If selected, the scholarship recipient must commit to attending a minimum of 4 luncheon seminars within the membership/scholarship year.
- ◆ If selected, the scholarship recipient must commit to attending a minimum of 2 business meetings within the membership/scholarship year.
- ◆ If selected, the scholarship recipient must agree to be interviewed for the SDA/OC Newsletter and provide a photograph for the publication.



Go online to www.sdaoc.org and download the Scholarship Application today!



7th Annual Orange County Canstruction® Design-Build Competition Participating Teams

(In alphabetical order)

Bassenian • Lagoni
Building Trade Network
c | a ARCHITECTS
CH2M Hill
Disneyland Resort | Design & Engineering
Driver URBAN and Driver SPG
FLUOR
Gensler
Gregg Maedo + Associates
Hall & Foreman, Inc.
Hensel Phelps
Jacobs
J.R. Miller & Associates
McCarthy Building Companies
MVE & Partners, Inc.
RBF Consulting
SVA Architects
Technip Stone & Webster Process Technology
Terracon Consultants

2014 Canstruction® Orange County Design-Build Competition Winners



JURORS' FAVORITE
"Changing the Face of Hunger"
McCarthy Building Companies, Inc.

BEST USE OF LABELS
"We Refuse to be (Koi) About Hunger"
Jacobs



BEST MEAL and PEOPLE'S CHOICE
"Our LEGOcY to Children"
Fluor

STRUCTURAL INGENUITY
"CANzilla Destroys Hunger"
Gregg Maedo + Associates, Inc.



HONORABLE MENTION
"Melt Away Hunger"
Disneyland Resort | Design & Engineering

HONORABLE MENTION
"Get Your Fill With Tetris"
CH2M Hill



HONORABLE MENTION
"ORANGE You Glad We Are
Helping to End Hunger"
Bassenian | Lagoni

MOST CANS
"Don't Let Hunger Drag-On"
SVA Architects



2014 Canstruction® Orange County Design-Build Competition Participants



"Flatten Hunger"
c/a ARCHITECTS



"Making Healthy Eating Famous"
Technip Stone & Webster Process Technology



"A Beacon of Hope to Fight Hunger"
Gensler



"Bursting Hungers Bubble"
Hall & Foreman, Inc.



"Cut Out Hunger"
RBF Consulting, Inc.



"Hunger CREEPS Us Out!"
J.R. Miller & Associates



"Measure Up and Hammer Out Hunger"
Building Trades Network



"Erasing Hunger"
Terracon Consultants, Inc.



"There's No Hunger in Paradise"
Hensel Phelps



"Take a Scoop Out of Hunger"
Driver URBAN / Driver SPG



"Take a Bite Out of Hunger!"
MVE & Partners, Inc.



Construction 'Can-Do' Celebration
Program & Ribbons

Member Profile — Lisa Falcon-Hohl

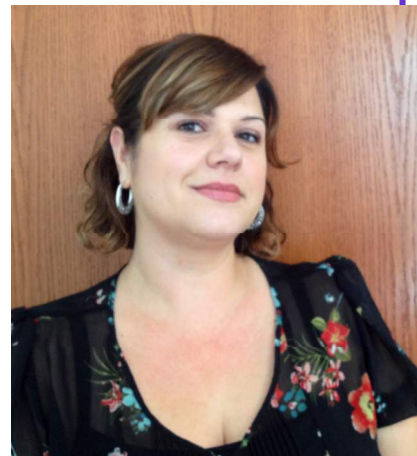
By Natalie Newman

Lisa Falcon-Hohl has been the Office Administrator at Water Concern, Ltd for 13 years. Her responsibilities are to oversee accounting, human resources, contract administration, office supply management, general office maintenance, and provide clerical support for the firm.

Water Concern, Ltd. is an independent irrigation design and water management consulting firm incorporated in June, 2000. They specialize in large-scale irrigation master planning and design, irrigation retrofit, and central control systems. Some of their proudest projects are Ladera Ranch, Saddleback Valley Unified School District, Pelican Hill Resort, and currently Rancho Mission Viejo-Sendero.

Lisa will be celebrating nine years as an SDA Professional Member on October 1st. When asked what her favorite thing about SDA is she said, "What I like the most is that our local chapter is a pretty close-knit group. I enjoy the seminars because they focus on issues I deal with. Water Concern is a small firm and it is comforting to know that both large and small firms have some of the same issues. I work in a very small industry and just knowing there is a group of fellow professionals to call on if I have questions, is very comforting."

Lisa and her husband, Steve Hohl, Owner of Water Concern, have been married for six years. They are a blended family with two teenagers who are exactly 7 days apart in age. Mark is Lisa's son, who plays football and wrestles. Katie is her step-daughter and plays volleyball. They attend Trabuco Hills High School and are sophomores this year. Lisa says, "I am very lucky to have two amazing, smart, handsome & beautiful young adults. They keep us busy!"



OTHER FUN TIDBITS ABOUT Lisa...

My three goals for 2014?

- Integrate new accounting software before year end.
- Look into earning my CDFA.
- Continue growing and learning to be the *Best Me I Can Be!*

The Best Advice I ever got? Enjoy the rollercoaster of life because it goes by quick.

What I do when I'm not at work? I work out at UFC gym, boxing and kickboxing to relieve the stress of life. Spend time with my family, and make time for myself.

On my desk right now? My phone in case one of my kids needs something, last week's back-up drive, payroll that needs to be processed and a pile of contracts I need to follow up on.

If you could have dinner with any famous people, living or dead, who would they be? And why? My first choice would be P!NK – I am not a big concert person, but have been to two of her shows. To me she is beautiful inside and out and has lived a life even though she is so young. I think she would just be a pretty relaxed person to hang out and talk about life experiences with.

My 2nd would probably be Walt Disney just because he had such an imagination. I would do this for my mom too. My mom was the 1millionth person to enter Disneyland in 1955, she was 5 years old. She has a life-time pass for herself and (3) other guests any time she wants to go. Growing up it was like I had Disneyland as my backyard, not many people get to say that. Walt Disney has a very special place in my mom's heart and mine too.

Favorite Quote? "Mess with the bull... you get the horns" Principal Vernon – The Breakfast Club

Favorite music and Radio Station? I have a very eclectic taste in music. I listen to pretty much all the main stream radio stations, but when I get to work I listen to Spotify.

Television Shows? Chicago Fire, Big Bang Theory and The Blacklist.

Books / Genre? Kristin Hannah's *Firefly Lane* and *Fly Away* are my favorite books about female friendships. These two books I can read over and over again. I also like Jodi Picoult, her books make you think because they are based on true stories, but the characters are fictional.

Artist? Fabian Perez is an amazing artist, with a good story as to why and how he chooses his subjects.

Most exciting place you've ever visited/toured? Washington D.C. Steve and I took the kids a few years back. There is so much history there that we both decided that we will go back and take our time.

Developing Your Personal Advisory Board

Who Do You Have on Your Personal Advisory Board?

I came across the following article and thought the message, *Developing Your Personal Advisory Board*, is so similar to how SDA members network and connect with one another that I had to include it in this month's newsletter. Collectively, we as SDA members, give and get solid advice and productive feedback from one another, we promote and learn leadership skills to help accelerate our success, and support each other in our personal and professional goals.

When I was reading this article, it made me think of the offices I have held as a chapter and national officer and serving on chapter and national committees where I've learned for myself how SDA is its own advisory board.

The criteria below on how to select your personal advisory board is enlightening, which makes me hope and wonder if I am unknowingly on someone's advisory board.

Shared by Natalie Newman

Developing Your Personal Advisory Board

By Julie Perrine, CAP-OM, MBTI Certified

Friday, June 4th, 2010



When you need solid advice, whom do you call? When you are looking for productive feedback, to whom do you turn? Who causes you to think differently about things that may challenge you? Do you have a personal advisory board to help you through making difficult decisions, evaluating new opportunities, or pursuing professional goals? If not, how do you develop one?

What is a personal advisory board?

A personal advisory board is a small group of objective people whom know you well, who are interested in your personal and professional success, and who are able to help you think. They can help accelerate your success and take some of the fear and uncertainty out of the process. A good personal board will provide both support and wisdom for you as you pursue your personal and professional goals.

How do I select my personal advisory board members?

Over the past five years, I have purposefully spent time developing a personal advisory board and identifying criteria for whom I should include. As my career has grown and evolved, having a personal advisory board has become more and more critical to my personal and professional success. I'm very selective about whom I place on my personal board. Here are some of the criteria I consider:

- Who **sharpens** me?
- Who **inspires** me to achieve more?
- Who **supports** and **encourages** me to keep climbing and reaching to achieve the goals I have set for myself?
- Who brings **new perspectives** and ideas into my life?
- Who **stretches my thinking**?
- Who is willing to offer truly **constructive criticism** when I need it?
- Who is **willing to tell me** directly that he or she thinks **I have a bad idea** or am headed in the wrong direction?
- Who brings a **completely different background** and set of experiences into my thoughts and awareness?
- Who knows and **understands my strengths, weaknesses, and personality type**?
- Are they emotionally tied to the outcome of my decisions? Or can they be **objective**?
- Are they **positive** and **forward thinking**?

Developing Your Personal Advisory Board *(Continued from Page 7)*

These are the people I want to surround me and support me no matter what comes my way. I have both men and women on my personal advisory board. I have administrative professionals, business owners, financial and legal professionals, and executive/success coaches. Their educational backgrounds vary. Their experiences overlap in some areas and significantly vary in others. It's a fantastic mix of trusted advisors.

Meeting and communicating with my advisory board

Most of my personal advisory board members do not know they hold that "unofficial" title. I do communicate with each of them regularly, though, by phone, e-mail, getting together for coffee or lunch. I share what I'm doing and the goals I'm pursuing. I share my successes and my challenges. I bounce ideas off of them. They help keep me accountable to my timelines. One of my board members is so in tune with who I am and what I'm trying to accomplish, she sends me ideas and supporting information to keep inspiring me on an almost daily basis. I love that! Her random thoughts and tidbits of inspiration have been extremely valuable to me. In turn, this also inspires me to be the type of person others would want to have around them and supporting them as well. It's contagious.

Giving back to my personal advisory board

As my advisory board members support, encourage, challenge, and inspire me, I realize this is not a one-way street. I am constantly thinking about ways I can add value to their personal and professional lives as well. I want to be the kind of advisor for my friends and colleagues who meets the same criteria I have set for my own personal advisory board. I also try to show my sincere appreciation in the form of small gifts or books, treating them to coffee or lunch occasionally, saying thank you verbally and in writing.

There's an old adage, "There's wisdom in a multitude of counselors." Surround yourself with many wise advisors, and you'll reap the benefits of their wisdom and insights as you actively pursue your personal and professional goals. Your long term success depends on it!

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Julie Perrine CPS/CAP is a personality strategist, personal brand analyst, and administrative mentor who teaches administrative professionals and entrepreneurs how to increase their professional opportunities and achieve more productive and meaningful relationships by utilizing innovative technology, ideas, and people. Learn more and request your **FREE** copy of our special report *"Creating Your Strategic Administrative Career Plan"* at www.AllThingsAdmin.com

USEFUL THINGS...

Have you ever been researching something online and discovered a website or blog that you found useful? Did you bookmark that site or subscribe to the blog?

Below are some websites some of our members refer to for convenient and valuable information.

www.sdanational.org – for all your administrative needs.

<http://www.calpeculiarities.com> – Employment Law blog

www.businessmanagementdaily.com – Lots of Microsoft tips (including from Melissa E.)

www.ppspublishers.com – they have a "HR Matters E-Tips" newsletter.

www.workforce.com – unlimited access to HR tips, news and information. They have a free monthly magazine (print as well as digital).

www.barbaraweltman.com – a good tax, legal and financial newsletter for small businesses, the "Big Ideas for Small Business".

www.aipb.org – American Institute of Professional Bookkeepers. They have a free email newsletter with helpful bookkeeping hints. Membership in the organization is \$39/year and includes a monthly newsletter which keeps members informed of changes to accounting standards and tax laws.

<http://www.dailywritingtips.com> – a blog that publishes articles with topics ranging from grammar to punctuation, from spelling to usage and vocabulary.

<http://vocabula.com> – a web destination for anyone interested in words and language.

If you have a favorite reference website or blog, share it with us at HealthInsMatters@cox.net

2014 — 2015 SPONSORSHIP CAMPAIGN

BECAUSE your contribution has a positive impact in the A/E/C firms you do business with.

Would you be interested in promoting your company to an influential audience comprised of A/E/C professionals (office administrators, human resources, project administrators, marketing and finance managers) who run prominent architectural, engineering, construction and related design firms?

If so, we have the perfect marketing solution for you.

For a small investment, your name will be in front of the decision makers of our member firms, and the design community for a year. Your firm will receive prime recognition in our quarterly newsletters, on our website and at the podium at each of our monthly educational seminars, not to mention in our email communications and campaigns.

Your sponsorship will help fund educational scholarships to attend the annual national convention and host monthly seminars that continually keep these professionals up to date on changing methodologies and strategies.

Corporate, Platinum and Diamond Sponsorship levels are available.

Be a part of the SDA by showing your support!

Go to www.sdaoc.com and download a Sponsorship Application today.

I would like to submit my name for the office of...

Would you like to develop leadership skills, learn more about the operations of your SDA chapter, and connect with other members?

Submit your name for an officer position on the 2015 SDA/OC Nomination Form, or sign up to volunteer on one of our committees.

TREASURER—Collects all dues, fees, and other income and receipts and deposits funds in the bank. Attends programs to collect fees or assures task has been delegated to appropriate person. Prepares and submits annual budget and financial reports. Maintains financial records for the Chapter; writes checks (or debit purchases) authorized by the budget.

RECORDING SECRETARY—Records and circulates minutes of the meetings and maintains Chapter records; chair of the Bylaws Committee.

CORRESPONDING SECRETARY—Conducts the correspondence of the Chapter and sends out notices as directed by the President. Issues notices of all monthly seminars and keeps records of seminar attendees. Sends out Membership Packets to prospective members.

VICE-PRESIDENT—Assists the President and leads the meeting in the absence of the President. Arranges and coordinates lunch seminar topics, speakers, and meal choices.

PRESIDENT—Presides at all Chapter meetings and represents the Chapter at higher levels. Informs members of important issues. Serves as the point of contact between National SDA and the membership.

COMMITTEE(S):

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Program Planning | <input type="checkbox"/> Sponsorship |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Construction |

For more information or any questions, contact Wendy Woolsey at wwoolsey@mcgarchitects.com

**or
Nancy Burt at nburt@LTSP-CPA.com**

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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 at betsyn@msa-arch.com.

Congratulations to our Chapter Member Anniversaries!

Cindy Loomer	October 3	22 years
Nancy Burt	October 18	14 years
Cheryl Mathes	October 26	13 years
Lisa Falcon	October 1	9 years
Debora Smith	October 4	3 years
Kerrie Korfanta	October 3	2 years
Natalie Newman	November 14	12 years
Diane Sommerville	November 14	12 years
Aimee Mandala	November 14	7 years
Vicki Marcellino	November 12	5 years
Claudia Martin Hill	November 9	2 years
Judy Mitchell	November 14	2 years
Thomas Cannon	November 16	2 years
Sunday Sagmit	November 8	1 year
Robert Santos	November 22	1 year
Betsy Nickless	December 8	31 years
Connie McKenna	December 30	25 years
DeeDee Jackson	December 12	7 years

The Commentary

Published quarterly by the Society for Design Firm Administration
Orange County Chapter

Editor

Diane Sommerville

If you have articles you would like to share, email them to
HealthInsMatters@cox.net

Contributors

Penny Nelson
Natalie Newman

And thanks to our fabulous proofreader!
Betsy Nickless