

# THE COMMENTARY

Summer 2018 Edition

A Newsletter of the Orange County Chapter, Society for Design Administration



## President's Corner

By Dee Dee Jackson, President



Hello!

Hope you all had a great 4<sup>th</sup> of July. I can't believe summer 2018 is already here! So far, we've had a busy and exciting year, which consisted of seven business meetings, four educational seminars, a roundtable luncheon, EDSymposium recap luncheon, and a membership drive/paint night at Brushstrokes in old town Tustin. And to top that off, a few of us were able to attend EDS18 in Salt Lake City, Utah. As usual, it was both educational and fun, and we walked away with a wealth of ideas and information that we shared at the

EDS18 recap luncheon. I can't wait to attend again next year in Spokane.

I hope everyone had the chance to see the great video on July 2, 2018, via the SDA Weekly Digest from our new National President, Susan Lankey and her side kick Oakie. She's a real go getter and I support her agenda.

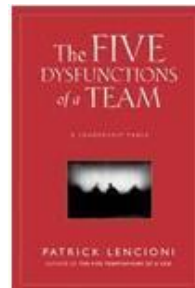
Our ExCom Liaison, National President-Elect Brooke Simcik, sent me a nice "just checking in" email, which included a great book suggestion that I've ordered through Amazon and would be happy to share with anyone.

*The FIVE Dysfunctions of a TEAM* by Patrick Lencioni:

I look forward to seeing everyone at the chapter's 35th anniversary celebration (and membership drive) on August 16, 2018 at the Orange Coast Winery in Costa Mesa.

Enjoy the rest of your summer!

Dee Dee Jackson, SDA/OC Chapter President



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### Special points of interest

- EDSymposium18 (page 2)
- SDA/OC Member Profile: Spotlight on Candace Hough (Member Profile, page 11)



### SDA Orange County

#### Mission Statement:

The Society for Design Administration 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.

# EDSymposium18

May 17-19, 2018, Salt Lake City, Utah

By Michelle O'Brien, Administrative Assistant, Douglas Pancake Architects

As a first-time attendee at EDSymposium and a new member of SDA and the A/E/C industry, I was greatly looking forward to traveling to Salt Lake City for an educational weekend. Little did I know it was going to be so much more! It was inspiring seeing so many old friends reconnect as well as seeing the length these volunteers go to in order to put on an amazing conference. One of the highlights for me was simply meeting everyone from all around the country, and even Canada! Everyone was very supportive and welcoming towards me, and I felt very comfortable wearing my "first time attendee" badge, which allowed others to make sure I didn't feel left behind or out of place. The badge also helped me seek out other first-time attendees to discuss our ideas and thoughts on our time there, and we all agreed we can't wait for next year!

Not only did I learn a lot of useful information from every lecture I attended, I also walked out of every single session in such a positive mindset, which is something I did not expect to strongly feel. Katherine Eitel Belt's *LionSpeak* lectures, the all-day Leadership Workshop and her lunch lecture on creating "The Best Speech of Your Life", were incredibly motivational, as they should be given she is a professional speaker. Yet even in every other lecture or seminar whether it was about statistics and numbers or trends in our industry, I felt like I achieved my own personal growth and development as well as facts and information, and I couldn't wait to share what I learned when I got home to my firm. I truly never stopped learning throughout my entire trip.

I would suggest to everyone to make an effort and try to go to EDSymposium as early on and as often as they can. There is an endless amount of benefits included in the trip; new information and knowledge, refining your skills, personal growth and development, and even sightseeing and making new friends! There are ways to help you go like chapter and national scholarships, but this conference is worth every penny. I left Salt Lake City feeling full of new knowledge, friends, motivation, and inspiration, and I can't wait to continue my education with SDA. I hope to see many of you next year in Spokane, Washington!



SDA/OC Chapter Members at the Awards Banquet

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Penny Nelson and Michelle O'Brien

# EDSymposium18

May 17-19, 2018, Salt Lake City, Utah

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## Congratulations Betsy Nickless, FSDA!

During the EDSymposium18 banquet, the first class of the SDA Fellows Program was honored. The program recognizes individuals who have made a significant contribution to SDA, the A/E/C community, and have elevated the standards of practice management. Among the honored was Betsy Nickless, CDFA, of SDA Orange County. Through her hard work and dedication she was recognized, along with four other SDA members, as one who continues to advocate for best management practices within the SDA and the A/E/C community through educational presentations and written resources, blogs, social media and other contributions that promote design firm excellence.

Congratulations Betsy Nickless and thank you for your hard work and dedication!



2018 Annual Business Meeting



Installation of 2018 - 2019 National Officers

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# EDSymposium18

May 17-19, 2018, Salt Lake City, Utah

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# EDSymposium18

May 17-19, 2018, Salt Lake City, Utah

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SDA Past National Presidents



# Lunch Seminars

## April Lunch Seminar: Leadership Skills Development – Part 2

Speakers: Mike Shepherd, CRESTCOM Leadership Development

By Natalie Newman, Director

On April 26th, SDA/OC had another successful Leadership Skills Workshop.

Mike Shepard with CRESTCOM led a fun and interactive seminar where we discussed or participated in the following:

- What is the difference between LEADERSHIP and MANAGEMENT?
- We took a Leadership Skills Evaluation and learned where our strengths are and where we would like to develop.
- We did an exercise, The 1/3 + 1 Rule, and learned a method on how to discover priorities quickly in a way that invites others into the decision-making process.
- We did 3 x 3 x 3, a performance growth exercise that helps managers get feedback and address issues that their employees may have.
- And finally, we talked about Employee Recognition and how important it is to do it in a timely, sincere and specific manner.

What gets recognized gets repeated.

For more information on exercises above, contact Natalie Newman at [nnewman@ecorpconsulting.com](mailto:nnewman@ecorpconsulting.com)



## May Lunch Seminar: EDSymposium18 Recap

Speakers: Dee Dee Jackson, Penny Nelson, Betsy Nickless, Michelle O'Brien

For our May Lunch Seminar, the SDA OC members who attended EDSymposium18, shared valuable information from some of the seminars they attended there. Below are highlights from those seminars:

### **Penny Nelson & Dee Dee Jackson - *Lioness Leadership: Becoming the leader you were born to be*; speaker Katherine Eitel Belt, Lionspeak**

- Everything we need is inside of each of us - Be authentic, no one is the victim, change your belief system and operate from the "Flow"
- Have crucial conversations - Management by Agreement (A-R-C-H: Acknowledge, Request, Clarify and Hope), remember the rules of engagement, leaders speak with clarity and inspiration
- Have a "Growth Conference" instead of a "Performance Review"
- Hold an annual team calibration retreat/vision alignment.

### **Penny Nelson - *Dollar\$ in the De\$ign*; speaker David Ericksen, Severson & Werson**

- As an example, the speaker summarized a claim against an architect that he defended on a public university residential project. Be cautious of the "Trust and Confidence" clause AGC 240 Par. 2.2. In the end, the mediator felt that the architect violated this clause.
- Key Lessons from the claim: Be consistent in contracts, follow the contract, include a collaborative response clause, practice candid and transparent "good faith" in all contracts with the client and subconsultants
- Do NOT include prevailing attorney fees in dispute clauses
- The "Waterfall" solution: Communicate regularly or at key milestones in writing
- Mediation
- Always have a signature on the contract

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# Lunch Seminars

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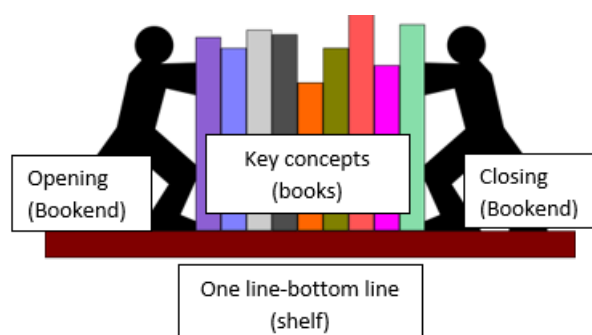
## May Lunch Seminar: EDSymposium18 Recap (Continued)

**Michelle O'Brien - *Break out of the Pack: Craft and Deliver the Best Speech of your Life*; speaker Katherine Eitel Belt, Lionspeak**

Construct your presentation ahead of time using a "Bookshelf Construction Model"

- Opening (Bookend): Grab audiences attention and foreshadow what's coming
- Key concepts (books): Pick what points to expand on
- Closing (bookend): Review, action and end with hope and inspiration
- One line-bottom line (shelf): Forces clarity by creating a bottom line message

Structure Model:



**Michelle O'Brien - *Mega-Trends in the Design & Construction Industry*; speaker Scott Butcher and Michael Geary, SMPS Society for Marketing Professional Services**

- New residential subdivisions are driving the A/E/C industry
- Slow by substantial growth since recession
- P3-Public Private Partnerships
- IPD-Integrative Project Delivery/Development
- Lean Construction methodology
- Prefabrication and Modularization
- Speeds of projects increasing
- Decrease in LEED production
- Climate Change
- Talent War
- Utility players
- Millennials in the workforce
- Women in A/E/C Industry
- Ownership
- Project Quantum
- Advanced technology in the field



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# Lunch Seminars

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## May Lunch Seminar: EDSymposium18 Recap (Continued)

**Betsy Nickless - Navigating the Win-Win: From Herding Cats to Productive Collaboration; speaker Dean Lincoln Hyers**

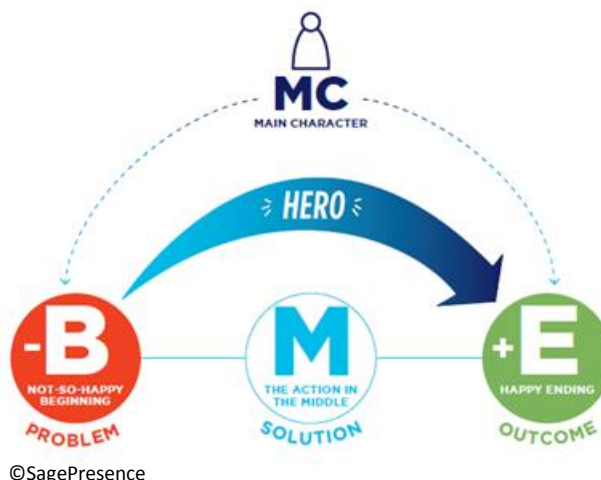
The key to a win-win, is to create a story structure. Story is a tool that everyone understands and communicates meaning. The story should include:

- Beginning – describes a situation that is not ideal, where the main character experiences emotion
- End – describes a better situation (the happy ending) experienced by the main character
- The Middle – the action that builds a bridge to the happy ending
- The Main Character – the person who is in the “not-so-happy place,” someone who is cared about
- The Hero – builds the bridge between the beginning and the end. We want to be the hero, not the main character.

In the win-win story, you (or your company, or your team) is the Hero who gets the Main Character (your client, your co-worker, etc.) to the better situation. This turns an “us vs. them” story into a “we story,” which wins for everyone.

Check out: Winning A/E/C Interviews by Dean Hyers and Pete Machalek, [www.SagePresence.com](http://www.SagePresence.com)

Story Structure Model:



### Upcoming Lunch Seminars

July 19, 2018:	<i>Estate Planning for Business Professionals,</i> Darlynn Morgan, Attorney, Morgan Law Group
Oct. 18, 2018:	TBD
Nov. 15, 2018:	Roundtable/Annual Business Meeting

**All lunch seminars are held from 11:30 a.m. - 1:00 p.m.  
at the Lutron Design Center  
2458 Dupont Drive  
Irvine, CA 92612**

### Evening Seminar

September 27, 2018  
*Human Resources for Architects*  
Speakers: Mike Murtaugh and  
Helen Fabian, Murtaugh Treglia Stern  
& Deily LLP

**Registration is at 3:30 p.m.  
Seminar is from 4:00 p.m. to 6:00 p.m.  
at Murtaugh Treglia Stern & Deily LLP  
2603 Main Street  
Penthouse  
Irvine, CA 92614**

# Recent Event

## SDA/OC June Painting Social

The SDA/OC enjoys getting together and getting creative too, so on June 21<sup>st</sup> we had a 'Paint Night' where members, co-workers, sponsors, family and friends all came to mingle, have fun, and go home with our own personal artwork.



### List of 2018 Events

Aug. 16, 2018, 5:30-7:30 p.m.  
SDA OC 35th Anniversary, Membership Drive,  
Networking Social & Wine Tasting  
At Orange Coast Winery in Newport Beach

Dec. 9, 2018, 10 a.m.-1 p.m.  
Holiday Potluck & Installation of Officers  
At the home of Cheryl and Mike Champagne

## Upcoming Event Highlights

### SDA/OC 35th Anniversary, Membership Drive, Networking Social & Wine Tasting

Come celebrate SDA/OC's 35th Anniversary during our Membership Drive, Networking Social & Wine Tasting event! Six wines will be tasted, and appetizers and dessert will be provided. A free one-year SDA/OC membership will be raffled.

This is a free event! Please invite your co-workers, past SDA members, prospective SDA members, and industry partners. Another email will be sent out where you and your guest or guests can register. We hope to see you there!

#### SAVE THE DATE!

**WHEN: Thursday, August 16, 2018 from 5:30 PM to 7:30 PM PDT**

**WHERE: Orange Coast Winery, 869 W 16th St,  
Newport Beach, CA 92663**



### Canstruction OC Can-Do Awards Celebration

**WHEN: Tuesday, September 11, 2018, from 5:30 PM to 7:30 PM PDT**

**WHERE: Design Within Reach at SOCO in Costa Mesa, CA**

The Canstruction® annual event was initiated by the SDA (Society for Design Administration) in 1992 and 1993. The events are now held in cities all over the world. Canstruction Orange County combines the fun of a design-build competition with an ingenious way to help feed hungry people. Local prominent architectural, engineering, planning, and design firms, and students mentored by these professionals, create phenomenal structures built entirely out of canned food. The structures go on view to the public at South Coast Plaza (in conjunction with the Festival of Children), John Wayne Airport, and ARTIC each year throughout the month of September. Judging occurs in categories such as Best Use of Labels, Structural Ingenuity, Best Meal, and Best Design, and awards are presented at an annual fundraising CAN-DO Awards Celebration.

At the close of the exhibition all of the canned food used in these structures is donated to the OC Food Bank, for distribution to shelters, soup kitchens and other emergency feeding programs. With over 400,000 Orange County residents who are food insecure, your support at this year's Orange County Canstruction event will help put an end to hunger.

**The Canstruction "Can-Do" Celebration/Awards Committee is looking for raffle and silent-auction items. This is a great supplemental source of income, and EVERY DOLLAR raised through raffles and silent auction goes directly to the O.C. Food Bank (receipts will be provided on request). Volunteers are needed to staff the check-in table and to sell raffle tickets. If you would like to donate or volunteer, please contact Karen Henderson at [karen.henderson31@gmail.com](mailto:karen.henderson31@gmail.com)**

For more information about Canstruction Orange County, please visit their website [www.canstructionoc.org](http://www.canstructionoc.org)



# Member Profile

## SDA/OC Member Profile: Spotlight on Candace Hough

By Natalie Newman, Director

I'd like to introduce Candace Hough, Contracts Administrator at Pacific Aquascape International, Inc.

Ms. Hough reviews all contracts and creates all subcontracts. She procures all documents associated with the contract, such as insurance certificates, safety documents, preliminary information, takeoff numbers, etc. In addition, she assists the estimating department by reviewing all bid invitations to see if the project is something they can work on (water features) and send out proposals.

When asked what's on her desk right now, she replied, "Sooooo much paperwork. Currently: An order form for items from Staples, a budget to enter for a new job, 20-Day Prelim notices to file for two jobs, listing of open invoices and a list of open change orders, quotes for modular offices, quotes on apartments and Airbnb's for a project in Florida, my notary book that needs a signature, two bid folders that need to be filed, an invoice for an insurance certificate, a superintendent's manual for a new project, Operation & Maintenance manuals for a few projects that need to be mailed, minutes from last week's project status meeting, and an invoice log that I need to update the forecast with. I wasn't kidding!"

Candace joined SDA in September of 2017 and has already attended a few monthly seminars, board meetings, and is now serving on the chapter's Membership Committee. When asked what her favorite thing is about the A/E/C industry, she said, "I love that the industry is always changing; nothing is the same from day to day."



### LET'S GET PERSONAL...

**Tell us about your husband.** Bart Middleton. He's a software/electrical engineer for Boeing in El Segundo and we've been together for over 12 years.

**What is your favorite family tradition?** Custard pies for birthdays.

**If you weren't doing this, what would you be doing?** I used to work in television news, so I would be working in the production department, floor directing newscasts, or operating cameras.

**Do you have any goals you'd like to accomplish this year?** Yes, I'd like to advance in the Business Development side of my company, visit home (Michigan), and the obvious one for everyone, to get healthier!

**What's the best advice you have ever received?** Don't sweat the small things, because they are small things, and chances are they won't matter tomorrow.

**Do you have a bucket list?** Travel to Australia for sure, but I don't have a bucket list otherwise!

**If you could have any one superpower, which would you choose?** Flying.

**What do you do when you're not at work?** I enjoy socializing and drinking wine.

**What is your favorite quote?** It's back from my sorority days, "Once a Phi Sig, Always a Phi Sig."

**Where is your favorite place in the world?** Downtown Detroit, right on Woodward Ave.

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# Spotlight on Candace Hough

Continued from Page 11

**What is the best concert you ever attended?** Either Blink 182/Good Charlotte or Brand New/Dashboard Confessional.

**What is the last book you read?** *Crazy Rich Asians* by Kevin Kwan.

**What's your secret talent that no one knows about?** I am an excellent organizer! I get enjoyment out of organizing and cleaning.

**If you were a crayon, what color would you be?** Fuchsia

**Have you ever met anyone famous?** I used to work for the ABC Television Group, so I worked with celebrities who came into the studio for interviews/segments. I can't even count the number of people I've met and interacted with.

**Favorite music?** I love Blink 182 and other alternative rock bands.

**Television Shows?** *Grey's Anatomy*, *Suits*, *Vanderpump Rules*, *Real Housewives of Orange County*, and *How to Get Away with Murder*.

**Radio Station?** I still listen to my radio station, WRIF 101.5, back in Detroit.

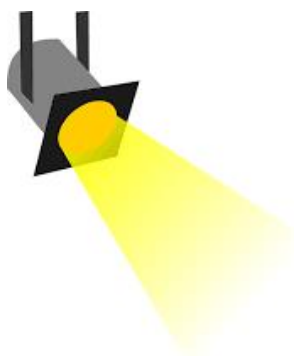
**Magazine/Newspaper/Blog?** *Orange County Register*, *Bustle*, *Huffington Post*.

**Website?** *TMZ* or *Facebook*

**Who do you follow on social media?** Andrea Huffington, a bunch of dog-related groups, *Bustle*, *TMZ*, Jim Harbaugh.

**Any other interesting tidbits that you'd like to share?** Yes, I volunteer for several different groups and organizations, such as National Kidney Foundation, National Alliance on Mental Illness, Expo 4 Life, and Habitat for Humanity (Women's Build Group).

Thanks for the interview, Candace. Looks like we have a few things in common, and I look forward to delving deeper into some of these Q&As next time we meet... like do you put your secret talent to work for other people? I have a guest room that has turned into a storage room that I'd love to purge and organize!



## SDA/OC Member Profile

SDA/OC values all of its members and would like to add your profile in the next newsletter!

If you are interested or need more information, please contact Natalie Newman at [nnewman@ecorpconsulting.com](mailto:nnewman@ecorpconsulting.com)

**Now is your time to shine!**

# Community Event & Reminders



SDA/OC has registered for the NAMI Walks 5K walk at the Angels Stadium in Anaheim on Saturday, September 29, 2018. Our team name is SDA Orange County. There is no registration fee, just donation/fundraising. We are walking to raise awareness of mental illness and raise funds for the important work of NAMI, the National Alliance on Mental Illness.

Please JOIN OUR TEAM and walk with us, or support our team by making a donation to a team member listed on our roster. Donations on the page are fast, secure and easy. All funds raised support the mission of NAMI to provide support, education and advocacy to individuals and families right here in our region. Family, friends and co-workers are welcome to join our team.

If you would like to participate by walking or fundraising, please enter the following in your browser:

<https://www.namiwalks.org/index.cfm?fuseaction=donordrive.team&teamID=23465>

Click on "Join Our Team" or if you want to donate, click on "Support Us".

If you have any questions, please contact our Team Captain, Anna Kordik at [anna.kordik10@gmail.com](mailto:anna.kordik10@gmail.com)

## Orange County Member Anniversaries This Quarter:

Paul Blanchard - 3 Years  
Yun Day - 4 Years  
Melissa Dilks - 3 Years  
Elke Escher - 1 Year  
Jeannine Greenslade - 2 Years  
Candace Hough - 1 Year  
Anna Kordik - 4 Years  
Loren Kortizija - 3 Years  
Connie Mckenna, CDFA - 28 Years  
Penny Nelson, CDFA - 8 Years  
Natalie Newman - 15 Years  
Michelle Penrice - 1 Year  
Danny Sciupac - 4 Years  
Elly Smith - 1 Year  
Loretta Steele - 3 Years

Happy Anniversary!!!

Thank you for your years of dedication and service.

We appreciate your continued support.

## CERTIFIED DESIGN FIRM ADMINISTRATOR (CDFA) CERTIFICATION



Are you ready for an opportunity to advance your knowledge in the A/E/C industry? If so, then sign up for the CDFA program.

This SDA voluntary program lets your employers know that you are committed to excellence and advancing your career.

The accreditation will boost and challenge your knowledge in: Office Administration, Technology, Finance, Human Resource, Marketing and Project Management.

For more information on the program, eligibility and study groups, please visit our SDA OC website.

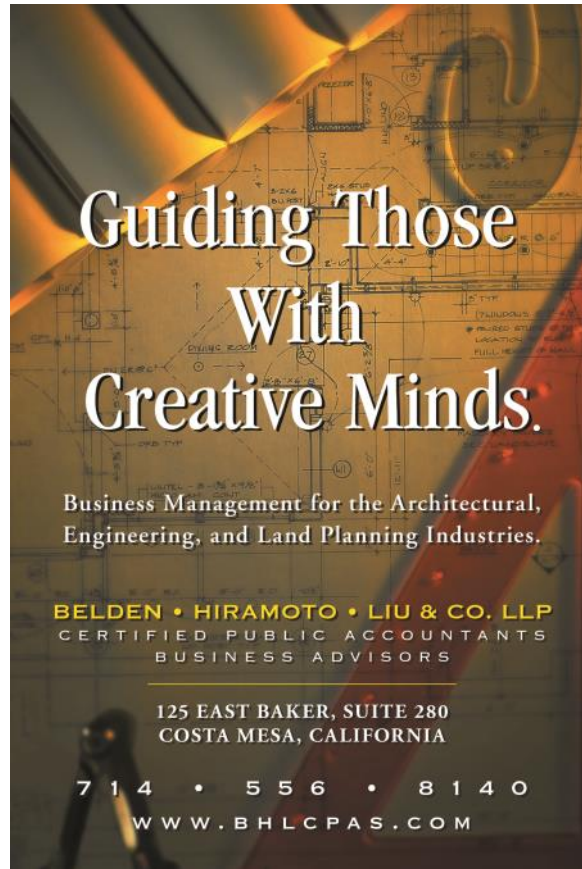
## JOB BOARD

Did you know that SDA maintains a job board? Our board includes current job listings in the A/E industry, as well as qualified personnel looking for a position. As the AIA maintains its own job board for licensed architectural staff, our board includes administrative positions.

If your firm is looking for a person with certain qualifications, or if you know of someone who is looking for a position in an A/E firm, please contact Betsy Nickless by email at [betsyn@msa-arch.com](mailto:betsyn@msa-arch.com)

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## Sponsors

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### Platinum Level



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## Sponsors

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For information regarding sponsorship, please visit our website at [www.sdaoc.org](http://www.sdaoc.org) or contact Cheryl Champagne at [CChampagne@tk1sc.com](mailto:CChampagne@tk1sc.com)



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### Past President: In Memoriam

Judy Mitchell

### Directors

Nancy Burt  
Karen Henderson  
Connie McKenna, CDFA  
Penny Nelson, CDFA  
Natalie Newman  
Wendy Woolsey

### Honorary Members

Carl Irwin, AIA  
Geri Eckner  
Mark Lowry  
Judy Merrill

## Chapter Business Meetings

**August 2, 2018, 5:30 p.m.**

Location: Douglas Pancake Architects  
RSVP to Penny Nelson at  
[PennyN@pancakearchitects.com](mailto:PennyN@pancakearchitects.com)

**September 6, 2018, 5:30 p.m.**

Location: pjhm architects  
RSVP to Dee Dee Jackson at  
[deedee@pjhm.com](mailto:deedee@pjhm.com)

**October 4, 2018, 5:30 p.m.**

Location: ECorp Consulting, Inc.  
RSVP to Natalie Newman at  
[nnewman@ecorpconsulting.com](mailto:nnewman@ecorpconsulting.com)

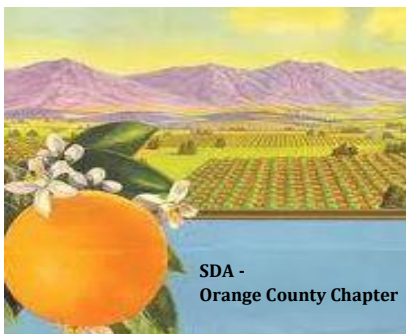
**November 1, 2018, 5:30 p.m.**

Location: Douglas Pancake Architects  
RSVP to Penny Nelson at  
[PennyN@pancakearchitects.com](mailto:PennyN@pancakearchitects.com)

**No Chapter Business Meeting in December 2018**

All SDA/OC members are welcome to attend and a light dinner will be served. There is no fee to attend, but please RSVP.

We hope to see you there!



## THE COMMENTARY

Published quarterly by the  
Society for Design Administration  
Orange County Chapter  
[www.sdaoc.org](http://www.sdaoc.org)

Do you have a great idea for an article and would like to see it featured in our next newsletter?  
If so, contact Anna Kordik at [anna.kordik10@gmail.com](mailto:anna.kordik10@gmail.com)