

Inside this
issue:

Upcoming Lunch Seminar Schedule	2
SDA National Convention: A Written Synopsis from both Chapter Scholarship Winners	3
April Seminar: CyberSecurity Awareness Training	4
May Seminar: EDSymposium19 Overview	5
June Seminar: Roundtable Discussions	6
When to Use a Comma: 10 Rules and Examples	9
The Reading Nook	11
Sponsor Appreciation	13
SDA National News & Press	15

President's Corner

By Dee Dee Jackson



Orange County Chapter



Happy Summertime!

One of the biggest goals on our to-do list this year was to update and redesign our website. I am happy to report that the site is up and running and looks fantastic. The timing couldn't be more perfect, as it includes SDA's newly designed logo. Thank you, everyone, for making that happen! Please check it out at www.sdaoc.org.

Our annual EDSymposium conference, held in Spokane this year, was a great success. Five of our chapter members attended and then presented their experiences, notes, and handouts at our May seminar. Some of the topics included Risk Management, Resilience in the Real World, Top Mistakes in Employee Handbooks, Best Practices, Fat-Free Writing, A New Way of Doing Business and, Phishing Trends.

We're looking forward to the 2020 EDSymposium in Asheville, North Carolina. If you have never attended EDSymposium, you're missing out on some great education, networking, and meeting other SDA members from North America, not to mention lots of fun evenings after days filled with education.

An email was sent out to all of our chapter members on June 20, 2019, regarding Backpack for Success Fundraiser – asking members and their firms to participate in a local fundraising event coordinated by the Community Action Partnership of Orange County (CAP-OC). CAP-OC is the parent organization that oversees the OC Food Bank, the beneficiary of ConstructionOC. I hope you were able to participate in the school supply collection fundraiser.

We're having a paint night! I hope you can make it on Thursday, July 25. For more information, please visit our website or feel free to contact me directly. I hope to see you there!

Lastly, but never least, I would like to thank our sponsors:

- Belden, Hiramoto, Liu & Co., LLP
- Crisp Imaging
- Dealy Renton & Associates
- IOA Insurance Services
- ProData Imaging Solutions, Inc.
- Murtaugh Treglia Stern & Deily LLP
- Welsh Advisors, and the
- Lutron Experience Center for allowing us the use of the conference space every month. Their generosity helps keep our chapter running smoothly.

Sincerely,

Dee Dee Jackson
SDA/OC Chapter President

Celebrating Michelle O'Brien who passed her CDFA Exam!



By earning her CDFA, Michelle has demonstrated her dedication and expertise in key areas of administration, finance, marketing, human resources, information technology, and project management. Passing this test shows her employers, SDA, and the A/E/C community her dedication not only to the industry, but to her own personal and professional development.

Michelle signed up right after becoming eligible, studied for three months, and took the test at EdSymposium19 in Spokane, WA. She was recognized at the awards banquet alongside a group of 13 others who had also passed throughout the year.

SDA/OC is proud to have another certified member and we congratulate Michelle for all of her hard work and accomplishments!

If you have any questions or want advice about taking the test, don't hesitate to contact Michelle at michelleo@pancakearchitects.com



2019 SDA STAR AWARD RECIPIENT

The SDA Orange County Chapter nominated Natalie Newman for the annual national Star Award, given for her significant contributions to our Chapter.

Besides managing our social media accounts and being editor of our chapter newsletter, Natalie, Marketing Coordinator at ECorp Consulting, Inc., an environmental consulting firm in Santa Ana, has worked tirelessly over the past year to get our chapter website re-designed with a new look and brand-new content. She also spearheaded and spent many hours on the chapter's 2019 Chapter Excellence Award submittal. Though we didn't win this year, the jury was very impressed with the presentation of our chapter's vision, goals and path for continued success and future growth.

This award is well deserved and was presented to Natalie at the SDA National Convention, EDSymposium19, Awards Banquet in Spokane, Washington on May 18, 2019.



Upcoming Events

- ♦ **July 25, 2019 - Paint Night**
Social, Networking & Having Fun
Creating a Personal Masterpiece at
Brushstrokes in Tustin
5:30—9:00pm
- ♦ **August 15, 2019**
Emergency Preparedness
presented by Irvine Police Dept.
- ♦ **August 31—September 29, 2019**
ConstructionOC
Structures are on view at South
Coast Plaza, ARTIC and John
Wayne Airport
- ♦ **September 17, 2019**
ConstructionOC Can-Do Awards
at Design Within Reach @ SOCO
6:00—9:00pm
- ♦ **September 19, 2019**
TBD
- ♦ **October 17, 2019**
Principal Appreciation and Seminar
TBD
- ♦ **October 22 - 24, 2019**
EDConnect19 - Three-Day Virtual
Conference
- ♦ **November 21, 2019**
Roundtable Discussion and a brief
Annual Business Meeting
- ♦ **December 8, 2019**
Annual Holiday Potluck and 2020
Officer Installation. 10am—2pm

Watch for email notifications or check out our
webpage calendar for updates www.sdaoc.org

Lunch seminars are held each month from
11:30am—1:00pm
at the Lutron Experience Center

SDA National Convention—EDSymposium19

Chapter Scholarship Recipients: Natalie Newman and Betsy Nickless

By: Natalie Newman, SDA Past National President
ECORP Consulting, Inc.

I've never been to the state of Washington, but from the moment of landing in beautiful Spokane, I felt an instant connection to the Pacific Northwest. My wearing jeans, a plaid shirt and Uggs for the Welcome Reception fit in perfectly! The Seattle Chapter, celebrating their 50th year, hosted the fantastic welcome party at Bernardo | Willis Architects. The food, decorations, and raffle prizes, plus reconnecting with other members and meeting first-time attendees was a perfect night to start off the convention.

Some of my favorite educational sessions were the Keynote Speaker; Beth Hanishewski with Mindset Coaching. She was hilarious as she presented on *Resiliency in the Real World*. She was very engaging as she provided simple solutions to handle challenging business and life problems.

Another favorite was with Judy Straaslaud with Graceworks, Inc. She taught us the importance of cutting the fluff from emails, letters, proposals and reports in her *Fat-Free-Gracewriting: Putting Your Writing on a Diet!* seminar. Since returning from Spokane, I have noticed this bad habit of writing and used her examples to just get to the point!

In Steve Burns' seminar, *Breaking the Addiction: A New Way of Doing Business*, we learned how to run your firm easily from one platform. He easily demonstrated on his mobile phone that by talking (Artificial Intelligence) to his Google Assistant (Cloud) and asking who his Top 3 Employees are (Business Intelligence), in seconds his Google Assistant's Voice gave him all the requested information. Pretty soon we won't be sitting at our desks all day long. We'll be out getting things done!

The lunch presentation and walking tour of Riverfront Park was led by Guy Michaelson, Principal with Berger Partnership. Guy was a funny guy as he shared his design strategies and experiences working on and reshaping Riverfront Park. We walked for miles through this beautiful park, rode the 1909 Loeff Carrousel, slid down the giant Red Wagon, fed trash to the garbage-eating goat, all while enjoying the sounds of the Spokane Falls and River.

But I think my favorite moments at every national convention I've attended are the Installation of new Officers and the Awards Banquet. It's always fantastic when we celebrate all the achievements of the newly Certified Design Firm Administrators, the Chapter Excellence Award Winner, all the Star Award Winners, the Lifetime Achievement Award Winner and the new Fellows recipient(s).

And this year as we celebrated SDA's Diamond Anniversary and 60 Years of SDA History, Sabrina Heard, National Past President, changed up what used to be resolutions with the new GEM Awards (Guiding Every Member) to recognize significant contributions to the organization.



When you attend an SDA convention... what you get out of it is personal. What you bring back to your office and your chapter is invaluable!

I'd like to thank the Orange County Chapter for offering a scholarship every year to attend the SDA National Convention. I'm so glad that I applied and was one of the recipients to attend EDS19. I hope that more chapter members will take advantage of this fantastic opportunity next year because you won't be disappointed!

- Continued on page 7 -



April 2019 Lunch Seminar

CyberSecurity Awareness Training

The question of the day was, "WHAT DOES CYBERSECURITY MEAN TO YOU?"

This Cyber Awareness Training seminar was presented by Paul Wartenberg, Dave Collins and Samantha Keller with Darkhound SecOps, a cybersecurity risk management firm specializing in security audits, in-depth network defense, and security awareness training. They have 30 years of combined security experience and have provided services to leading companies such as Microsoft, Novell, HP Cisco, Intuit, Act and other leading business in Southern California.

So, what does cybersecurity mean to me, my firm, to my family and friends, coworkers and even contacts on LinkedIn? I ask because everyone you contact through email, social media and even on your cell phone can be hacked. From a business standpoint, or on a personal level, we need to be vigilant when it comes to protecting our valuable data from theft. As we learned, the first word you should know is **Ransomware**. Ransomware is malicious software or malware designed to access your computer, then encrypt and lock access to all your data. It exploits your system and makes your files obsolete until a ransom is paid in the **Bitcoin** cryptocurrency.



Who could target you and why?

Hacktivists: use computer network exploitation to advance their political or social causes.

Crime Groups: criminal enterprises that steal and extort for financial gains.

Insider Threats: disgruntled employees steal information for personal, financial and ideological reasons.

Espionage: Nation-State computer intrusions to steal sensitive state secrets and proprietary information from private companies.

Terrorism: terrorist groups sabotage the use of computers to cause severe disruption or widespread fear in society.

Warfare: to sabotage military and critical infrastructure systems to gain an advantage in the event of conflict.

What should we be doing for Ransomware Protection?

1. Have a Business Continuity and Disaster Recovery Solution Plan in place to ensure you'll never have to pay the ransom. Make sure you have back-up of all your files in an offsite facility so you can access them immediately and get back to work.
2. Employee training. Employee testing. More employee training, more employee testing. This can also be listed as number one on what you should be doing to protect your system.
3. Patch Management. This involves acquiring, testing, and installing multiple patches (code changes) to an administered computer system. The objective of software patches is to fix an issue that is noted during the release of the software.
4. Antivirus. Helps shield your computer from malware and cybercriminals.
5. Unified Threat Management. A platform that protects businesses from security threats in a simplified way by combining and integrating multiple security services and features.

How do adversaries/hackers (or Bad Actors) get in?

Their top delivery method is **Phishing** emails. Email, Email, Email and more email. Phishing relies on external links that point the victim to a malicious website.

Attackers love **Social Media** too. They create fake accounts to impersonate an individual or customer, thereby making the victim (who feel more laid back on their Facebook, Twitter or other accounts) more likely to share information and click malicious links. Did you know, **End User Error** (human error) accounts for nearly two-thirds of security compromise. Employees represent a possible weak link in security for many organizations. CyberSecurity vulnerabilities include: lack of end-user cybersecurity training, poor user practices/gullibility, and weak passwords.

Passwords. Why are we still so stupid about passwords? Password reuse (or slightly modified passwords) across multiple sites creates major security risk. Employees using the same passwords at home and at work put the entire enterprise at risk. Avoid password reuse or modified variations and create secure passwords.

What should firms be doing to ensure their employees don't compromise their system?

1. Have IT/Security assessment performed.
2. Create a comprehensive technology plan. "You don't know what you don't know!"
3. Provide ongoing security training.

There was so much more information presented in this seminar that we went over our time. This seminar was super interesting especially when they were talking about how you give away your information without even knowing it.

Remember, no one is immune: anybody can be a victim of a cyberattack.

May 2019 Lunch Seminar

EDSymposium19 Overview

SDA/OC Chapter members spent four days in Spokane, Washington for SDA's Annual National Convention, EDSymposium19. They recapped highlights from many of the seminars. Seminar recaps included Thursday's Pre-Conference Workshop—Risk Management & You; Contracts, Communication, Collaboration, which included topics such as:

Everything You Should Know About Design Professional Agreements, Document Management /Retention, How Owners and Contractors are Forcing Change on Project Risk and Insurance: What You Need to Know, Project Communication Involves The Entire Team—Case Study, and Training Your Team for Success. The Workshop Presenters included David Ericksen, Esq., with Severson & Werson, Micheal Edmonds, Account Executive and Management Liability Practice Director with Parker, Smith & Feek, and Diane Mika, Vice President & Director of Risk Management Education with Berkley Design.

Friday and Saturday brought topics that covered Human Resources, Office Administration, Marketing, Project Management and IT:

Top Mistakes in Employee Handbooks, presented by Bradley T. Adler with Freeman, Mathis & Gary, LLP

There were 10 employee handbook mistakes that were discussed, but here are the Top 5 you should be aware of:

- #1 – An introductory section with unrealistic objectives and missions.
- #2 – Not including the proper protected categories in your EEO policies.
- #3 – Not clearly documenting your employee complaint procedure.
- #4 – Not documenting the requirements and benefits of the FMLA.
- #5 – Not including language emphasizing the options for discipline.

Phishing Trends & Cyber Attacks, presented by Heather Stratford with Stronger International

Participants developed skills to spot different types of attacks and how to better understand how attacks and breaches happen. We also developed critical skills for detecting phishing and spear-phishing and how and why to teach these skills to your firms.

Resiliency in the Real World, presented by Beth Hanishewski with Mindset Coaching, Inc.

In a world where we all experience both sides of life—the great and the not-so-great moments, there is one quality above all others that determines our success in life: Resiliency; the capacity to recover quickly from difficulties; toughness. In this presentation, Beth had us laughing and engaged while arming us with tools needed to decrease the toxicity of the relationships that surround you at home and at work. Your power lies in your attitude, your happiness, your beliefs, decisions, reactions and results. You're going to be unhappy if you live in denial, escape or blame others. So find some YOU time, show gratitude and be kind everyday.

Fat-Free Gracewriting: Put Your Writing on a Diet!, presented by Judy Straaslaud, Graceworks, Inc.

In today's lightning-fast business environment, no one has time to read wordy emails, letters or reports. It's just good business to write succinctly and correctly, creating energized documents that connect with the reader. And it all comes down to respecting the client's time... so **Cut the Fluff** and get to the point.

Breaking the Addiction: A New Way of Doing Business, presented by Steven Burns, FAIA with BQE Software

In this session we learned how to run your firm profitably and easily from one platform and how new trends like Artificial Intelligence and Business Intelligence can improve your firm today. As Steven demonstrated on his mobile phone, he was able to talk (AI) to his Google drive (Cloud), ask who his Top 3 Employees are (BI), and in seconds, he had his information. TIP: Have your website readable and mobile friendly for every visitor (no flash plugin, available to view in any web browser, etc.)

Best Practices Panel: How Employee Development and Growth Work for Employee Retention and Recruitment

This session explored how three winning firms of the SDA Fellows' Best Practices Competition (VIA Architects, WSP and Bernardo | Willis Architects) address growing, educating and celebrating their employees to improve employee retention. We learned how giving employees a true purpose and goal in their professional development and then keeping them first and foremost can benefit not only the individuals, but their firms too.

June 2019 Lunch Seminar

Roundtable Discussion

Back by popular demand, June's program continued the discussion that was begun at our May 2019 EDS19 Roundtable and other added topics.

The luncheon program began with Penny challenging everyone to a CDFA "Jeopardy" game created by the Dallas Chapter. The "answers" were similar to the questions on the CDFA exam. During the game she talked about the benefits and honor of becoming CDFA certified and encouraged attendees to begin their certification journey.

A state law that took effect early this year requires employers with five or more employees to provide qualified **Sexual Harassment Prevention Training** no later than Jan. 1, 2020. The training should be updated every two (2) years. A discussion followed about who to contact or where to obtain training. The two most popular recommendations were CalChamber at \$25 per person for a two-year certificate or contacting your business insurance company who may set up training free of charge. The training consists of a one-hour session for non-supervisory employees a two hours for all supervisors. It was discussed and agreed that the two-hour session should not be attended by all employees.

Betsy discussed the **Phishing Trends** seminar that she attended at EDS19. The biggest take-aways were to use a password management software program such as LastPass and to remind employees to not open or click on unknown links or attachments. The most common breaches of company data comes from employees clicking on links that expose the company to malware and viruses. Some companies use an outside "testing" consultant to send tempting emails to your staff to see how savvy they are. One company mentioned was Full Sail Partners, which is a Deltek partner who implements software solutions.

Member Alicia Igram, with IOA Insurance Services, discussed the **Benefits of Cyber-Liability Insurance** and mentioned that about 46% of U.S. companies purchase it. With the increase in ransomware attacks, cyber-liability insurance can help your company with some of the costs to restore your company's data and lost revenue from down-time.

Ajera on the Cloud – is it good or bad? There was a general consensus that the cloud version is good but pricey; speed in accessing files depends on your company's internet connection. The option of being able to purchase one license at a time was advantageous rather than other options of purchasing licenses in bundles of five. Nonetheless, those who are currently on locally hosted Ajera indicated they probably would stay with their current setup.

Summertime Hours – a few companies have switched to summertime hours i.e. ½ day Fridays or completely closing the office every other Friday. California state laws made for a non-smooth transition but the reward of having happy employees made it worthwhile. Some firms are transitioning slowly with closing just a couple hours early on Friday,

The benefit of perusing the **SDA Forums and Blogs** was discussed. SDA's national website has a lot of valuable information and resources. Attendees were encouraged to sign up for forums in their areas of interest and to post questions and set up a daily digest.



By: Betsy Nickless, FSDA, SDA Past National President
Steven Langford Architects, Inc.

Every year I attend EDSymposium, I know there are some things I can always expect, and I also know there will be some unexpected surprises, usually good!

As the recipient of this year's SDA/OC EDSymposium Scholarship (thank you!!), I wanted to share some of my experiences in hopes that you will be inspired to attend next year (It will be Asheville, NC, and my guess is that the annual chapter scholarship will be available).

The Expected

- Reconnecting with old friends. Over the years, I've made friends with SDA members nationwide (and in Canada!). It is always exciting to see them each year and catch up on our lives and our jobs. Upon arrival at the hotel no matter what time, there is usually a familiar face.
- Meet New Friends. There are always first-time attendees at each EDSymposium, with special nametag ribbons (which I'm sure make them quite self-conscious...), but it gives the rest of us the opportunity to welcome them to their first convention and include them in conversation, activities, and meals.
- The Education. No matter how many times you've attended EDSymposium, there's always something new to learn. Even after 35+ years as an SDA member, I still come away with inspiration to change something, to share knowledge, or to re-visit an office challenge.
- The Lobby Bar. Seems the gathering place throughout EDSymposium is the lobby bar in the headquarters hotel. Everyone gathers there at the end of the day, so there's always someone to visit with, new friends, to be made, and lots of stories to share.
- The Evenings. After a long day of seminars, everyone looks forward to leaving the hotel and stretching their legs. Groups of people form (some formally, some organically) and head out for dinner. Some of the best conversations happen during these times, and we get the opportunity to compare notes on the seminars we've attended during the day.
- The Banquet. The banquet the last evening of the convention is a celebration of all that's been accomplished over the past year, those who deserve some special recognition, installing the new national leaders for the next year (ExCom), and a way to say farewell to old and new friends until we meet again.



National Past Presidents

The Unexpected

- There's a new convention city each year, so it's always exciting to visit a place I've never been, or to re-visit a town with a fresh perspective. Spokane was no exception. What a fun city with a river-front view, a very walkable downtown, and lots to see.
- The Welcome Reception. The theme changes every year, and sometimes there's a local chapter to host (this year, it was Seattle, and even though they are nearly 300 miles away, there are some Seattle Chapter members from Spokane). Members from a local firm hosted us for a fun evening to "channel the flannel" with a camping theme. Great food, door prizes, photo booth, and swag – it was SO fun!!

Thank you SO much for the scholarship and the opportunity to attend EDS19.



SDA's Fellows



SDA
EDSymposium19



SDA
EDSymposium19



When to Use a Comma: 10 Rules and Examples

Commas can be a particularly tricky punctuation mark. There are some cases where you *know* you should use a comma – such as when separating items in a list – but there are other times when you might be unsure whether or not a comma is needed.

While there's some degree of flexibility in how commas are used, it's important to have a clear grasp of the rules.

Seven Places Where You **SHOULD** Use Commas

Rule #1: Use Commas to Separate Items in a List

This probably the first use of commas you learned in school: separating items in a list of three or more things. Here's an example:

The cake mix requires flour, sugar, eggs, and butter.

Note that some style guides would not add the comma after the word "eggs". For more on this, see Rule #8.

Rule #2: Use a Comma After an Introductory Word or Phrase

When a word or phrase forms an introduction to a sentence, you should follow it with a comma, as recommended by Purdue OWL. Here are some examples:

However, she didn't love him back.

On the other hand, it might be best to wait until next week.

Rule #3: Use a Comma Before a Quotation

You should always put a comma immediately before a quotation:

He said, "It's warm today."

John Smith told us, "You can't come in after ten o'clock."

Rule #4: Use a Comma to Separate a Dependent Clause That Comes BEFORE the Independent Clause

A dependent clause, or subordinate clause, is one that can't stand alone as a whole sentence. It should be separated from the independent clause that follows it using a comma:

If you can't make it, please call me.

After the race, John was exhausted.

However, it's normally *not* necessary to use a comma if the independent clause comes first:

Please call me if you can't make it.

John was exhausted after the race.

Rule #5: Use a Comma to Join Two Long Independent Clauses

Normally, you should put a comma between two complete sentences that are joined with a coordinating conjunction (and, or, but, for, nor, so, yet) that creates a single sentence with two independent clauses:

Sue didn't know whether she had enough money in her account to pay for the groceries, so she went to an ATM to check her balance.

John was determined to get the unicorn slime his daughter wanted, but all the shops had sold out.

You don't need a comma if both the independent clauses are relatively short and similar in meaning:

Sue went to the shops and John went home.

Rule #6: Use Commas to Set Off a Nonessential Element within a Sentence

Sometimes, you might want to include extra information within a sentence that isn't essential to its meaning. You should set this information off using a comma before *and* a comma after it:

*John went for a jog, **which took half an hour**, before having a long hot shower.*

*Writing a book, **if I haven't put you off already**, is one of the most rewarding things you can do.*

The sections in bold could be removed from the sentences completely and it would still make perfectly good sense. You could also use dashes in this context:

*John went for a jog – **which took half an hour** – before having a long hot shower.*

Dashes are useful if you want to imply a longer pause, or draw more attention to the nonessential element of the sentence. They're also useful if you have several other commas in the sentence, to help avoid confusion.

Rule #7: Use Commas to Separate Coordinate Adjectives

When you're describing something with two or more adjectives, you can use a comma between them *if* those adjectives are coordinating. (They're coordinating if you could place "and" between them.) You shouldn't put a comma after the final adjective. For example:

He's a cheerful, kind boy.

A comma is used here, because it would also make sense to say, "He's a cheerful and kind boy".

There's a blue bath towel on your bed.

Here, "bath" is acting as an adjective to modify "towel", but it's not coordinate with "blue". It wouldn't make sense to say, "There's a blue and bath towel," so no comma is used.

Rule #8: If You Use a Serial Comma, Use it Consistently

A list of items can be punctuated like this:

We need bread, milk, cheese, and eggs.

Or like this:

We need bread, milk, cheese and eggs.

In the first case, the "serial comma" or "Oxford comma" is used after the penultimate item in the list. In the second case, that comma is omitted.

Some writers have very strong feelings for and against the serial comma. In general, it's more commonly used in American English than in British English, but you'll find that opinions vary on both sides of the Atlantic.

Ultimately, it's up to you (and your editor!) whether or not you use it. The only rule here is to be consistent throughout your piece of writing.

Two Places Where You *Shouldn't* Use Commas

Sometimes, writers end up inserting unnecessary commas or using commas incorrectly. Here are two common issues to watch out for in your writing.

Rule #9: Don't Use a Comma Between Two Independent Clauses (Without a Conjunction)

If you have two independent clauses, you can't just use a comma to join them. You can use a semi-colon, or you can use a conjunction plus a comma.

Incorrect: *There were no clouds in the sky, I went for a jog.*

Correct: *There were no clouds in the sky; I went for a jog.*

Correct: *There were no clouds in the sky, so I went for a jog.*

The incorrect version is called a "comma splice".

Rule #10: Don't Separate a Compound Subject or Compound Object With Commas

If you have a compound subject or a compound object in a sentence that consists of two nouns, you shouldn't separate the parts of it using commas.

For instance:

Incorrect: *The rain poured down on John, and Sue.*

Correct: *The rain poured down on John and Sue.*

Incorrect: *The rain, and the wind battered the house.*

Correct: *The rain and the wind battered the house.*

I hope this helps you make more sense of commas. They're a tricky punctuation mark because they're used in so many different contexts. Many writers do struggle with them, so don't feel bad if you find them hard to get to grips with.

If you're finding commas particularly tricky, though, you might want to use an app like ProWritingAid (reviewed here) to help check your writing. As well as helping you ensure your writing is correct, this will make you more aware of when you're not using commas correctly.



CHAPTER BUSINESS MEETING SCHEDULE

August 8, 2019 5:30pm
at pjhm architects

September 5, 2019 5:30pm
at tk1sc

October 3, 2019 5:30pm
at ECORP Consulting, Inc.

November 7, 2019 5:30pm
at pjhm architects

Watch for email notifications or check out our webpage at www.sdaoc.org for updates.

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

The Reading Nook

Getting Things Done: The Art of Stress-Free Productivity

By David Allen

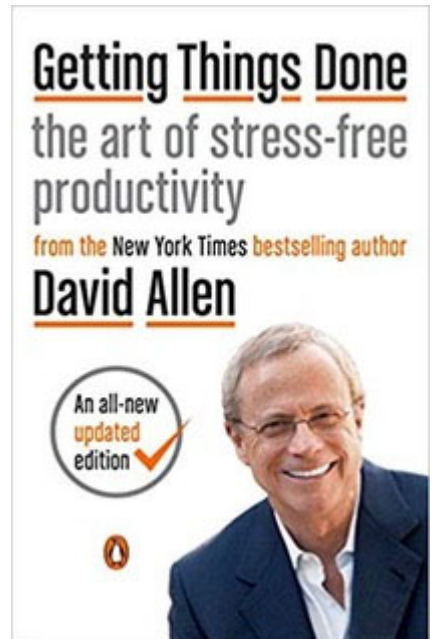
Penguin Books, 2015

David Allen is widely recognized as the world's leading expert on personal and organizational productivity. His thirty-year pioneering research and coaching to corporate managers and CEOs of some of America's most prestigious corporations and institutions has earned him Forbes' recognition as one of the top five executive coaches in the U.S. and Business 2.0 magazine's inclusion in their 2006 list of the "50 Who Matter Now." Time Magazine called his flagship book, "Getting Things Done", "the definitive business self-help book of the decade." Fast Company Magazine called David "one of the world's most influential thinkers" in the arena of personal productivity, for his outstanding programs and writing on time and stress management, the power of aligned focus and vision, and his groundbreaking methodologies in management and executive peak performance.

David is the international best-selling author of *Getting Things Done: the Art of Stress-Free Productivity*; *Ready for Anything: 52 Productivity Principles for Work and Life*; and *Making It All Work: Winning at the Game of Work and the Business of Life*.

He is the engineer of GTD®, the popular Getting Things Done® methodology that has shown millions how to transform a fast-paced, overwhelming, overcommitted life into one that is balanced, integrated, relaxed, and has more successful outcomes. GTD's broad appeal is based on the fact that it is applicable from the boardroom to the living room to the class room. It is hailed as "life changing" by students, busy parents, entrepreneurs and corporate executives. David is the founder and chairman of the David Allen Company, whose inspirational seminars, coaching, educational materials and practical products present individuals and organizations with a new model for "Winning at the Game of Work and Business of Life." He continues to write articles and essays that address today's ever-changing issues about living and working in a fast-paced world while sustaining balance, control, and meaningful focus.

"I read Getting Things Done several years ago, and I still follow his organization system for incoming email. This system includes folders for actionable items, reading, reference, and deferred items. It helps to quickly organize incoming mail. His idea that if an action will take less than two minutes to complete it should be done right then, has helped me to clear the dreaded 'to-do' list of mundane things." - Penny Nelson, CDFA, Chief Financial Officer with Douglas Pancake Architects.



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 and management 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 at betsy@sladesign.com





SDA/OC MEMBER ANNIVERSARIES

Connie McKenna - 29 Years

Natalie Newman - 17 Years

Penny Nelson - 9 Years

Anna Kordik - 5 Years

Loren Kortizija - 4 Years

Megan Ajamian - 3 Years

Elke Escher - 2 Years

Michelle Penrice - 2 Years

Candace Hough - 2 Years

The achievements of an organization
are the results of the combined efforts
of every individual.

Congratulations on another successful
year in your career and Happy Anniversary!

SDA/OC Member Profiles

**SDA/OC values all of its members
and would like to spotlight you in an
upcoming newsletter!**

If you are interested or need more information,
please contact Natalie Newman at
nnewman@ecorpconsulting.com

It's your time to shine!

**Now looking for
Book Recommendations
too!**



CERTIFIED DESIGN FIRM ADMINISTRATOR (CDFA) CERTIFICATION

SDA Certification meets a rigorous standard of experience and expertise in design firm management and administration. It adheres to the ethics and responsibilities of the profession as outlined in the SDA Code of Ethics. Certified administrators have enhanced marketability. This is often shown in increased earnings, career security, and respect.

- Are you ready for an opportunity to advance your knowledge in the A/E/C industry?
- Would you like to make yourself more valuable to your employer?
- Are you interested in continuous learning and growth?

If so, then sign up today to earn the CDFA (Certified Design Firm Administrator), SDA's credential demonstrating your expertise in key areas of office administration, finance, marketing, human resources and project administration and management. This voluntary CDFA program shows employers that you are dedicated to the industry and to your own personal and professional development.

The very best part is that our chapter has a **scholarship** for those who earn their CDFA. You will be reimbursed for the cost of the CDFA program upon earning this important credential.

For any questions about this CDFA scholarship, eligibility, study groups, or for more information, contact :
Penny Nelson, CDFA, SDA National Certification Committee Chair: pennyn@pancakearchitects.com

Sponsors

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

Thanks for being such an important influence on our organization, and we truly appreciate having you as a sponsor. With your help, we have been able to host great seminars and provide educational scholarship opportunities for our members, which keep these design firm administrators and managers at the forefront of new ideas and changes that the industry faces.

SUPPORT YOUR LOCAL CHAPTER AND BECOME A SPONSOR

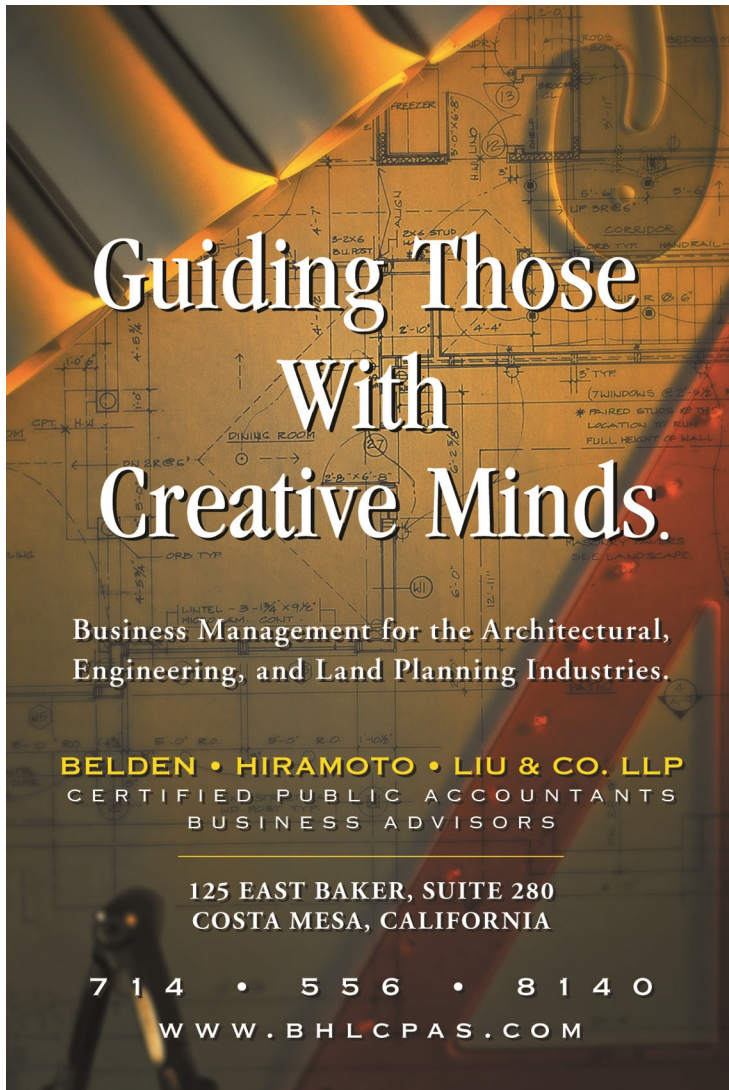
For information regarding sponsorship, please visit our website at www.sdaoc.org
or contact Cheryl Champagne at cchampagne@tk1sc.com



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SDA NATIONAL

News & Press

SDA Branding

Before the Installation of 2019-2020 national officers at the SDA national convention, Susan Lankey, National Past President, revealed the new SDA Branding, which includes a new brand messaging, brand photography, brand icons, brand graphics, brand logos, a new color palette, pattern, and typography. For access to the SDA Brand Guidelines, contact Stephanie Kirschner, SDA Executive Director at admin@sdanational.org

2020 Conference Location:

During the Awards Banquet at the SDA National Convention, (EDSymposium19), incoming SDA National President, Brooke Simcik, CDFA revealed our 2020 Conference Location:
Asheville, North Carolina - Spring 2020

Call for Speakers—EDConnect19

SDA is pleased to present EDConnect, a virtual three-day conference that brings presenters to the forefront to further the educational opportunities for SDA's membership and other practice managers in the design community. Are you an innovator, future thinker, change maker? Do you have a unique experience that should be shared to everyone in the A/E/C community? We need to hear from you now! Knowledgeable and eloquent individuals willing to share their expertise and real-world experiences are invited to submit presentation proposals for our 5th Annual EDConnect which will be held October 22-24, 2019.

Congratulations to our 2019 Lifetime Achievement Award Winner
Patricia Leyden, CDFA from the SDA New York Chapter



Webinars & Virtual Meetings

To register for upcoming webinar/meetings, please visit the SDA National website: www.sdanational.org/events

Did you know... You can listen to recordings from previous webinars?

If you missed out on one of the many webinars that the SDA has hosted, order the recording(s) today!

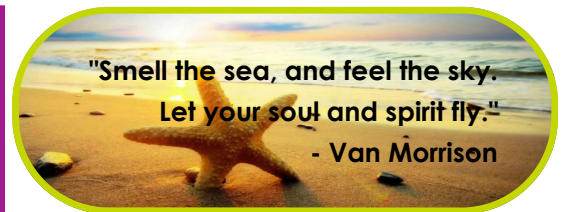
SDA's webinars target every level of design firms. These programs will enhance your performance, expand your knowledge, and allow you to build a strong community of peers. You can brush up on your own knowledge or train your entire staff. You can find them in the SDA Store under Webinar Recordings.

YOUR SEMINAR TOPIC SUGGESTIONS ARE WELCOME!

Are there business topics or computer programs you would like to suggest for an upcoming seminar? Are you interested in holding a presentation, or do you know a business professional in the A/E/C industry who would be interested?

Please send your suggestions to Paul Blanchard at paul@pjhm.com

All suggestions, topics, programs and presenters are subject to review by the SDA/OC Board.



DON'T FORGET TO FOLLOW US ON



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Do you have a great idea for an article and would like to see it featured in our next newsletter?

If so, contact our Editor Natalie Newman

c/o ECORP Consulting, Inc. at nnewman@ecorpconsulting.com.