What happened at EDSymposium13 does not stay at EDSymposium13!

There’s no way we’d let excellent chapter news and member experiences stay in Williamsburg. From chapter recognition to the highest honor SDA bestows, EDSymposium13 was meant to be shared.

In this special edition of Portico, we’re taking a look at what happened at EDS13, including chapter members’ awards; our chapter award; comments from Seattle member attendees Tena Martins, Cathy Comstock, Cass Salzwedel, Stacy Rowland, and Shannon Soady; and information from some of the educational seminars.

In addition, we have a noteworthy list of chapter history, starting with the 1970 convention.

Sit back, relax, and enjoy the experience of EDSymposium13.

Stacy Rowland: 2013 Lifetime Achievement Award

At the Saturday night banquet in Williamsburg, Seattle chapter member (and chapter president) Stacy Rowland received SDA’s highest honor, the prestigious Lifetime Achievement Award (LTA).

National SDA began honoring its members with the LTA in 1989 (originally called “Member of the Year”). Stacy is the 24th person to wear the coveted medal, which distinguishes the member who has made continued and significant contributions to the organization.

From the nomination package, the judges were impressed with Stacy’s strategic planning in helping SDA move forward, both at the local and national level [Stacy served as the 2004 national president]. According to Steve Shea, Stacy’s managing principal,

“She is highly dedicated to her profession, and is an extremely valued asset to Berger Partnership.”

If you ask Stacy, she would tell you that “all of my spare time outside of work and living my life has been dedicated to SDA and trying to increase the respect for administrators working in design firms.”

In addition to the medal, Stacy received complimentary national dues for 2014.

Congratulations Stacy!

Mark Your Calendars!

Chapter Planning Retreat
July 13, 9am to 4pm
Renae Howard’s home
All members welcome
RSVP by July 5 to stacyr@bergerpartnership.com

Chapter Summer Social
August 10
Cathy Comstock’s home

Chapter Program/Meeting
September 19
Topic and location TBD

Seattle Design Festival
September 13-22
www.designinpublic.org

PARK(ing) Day in Seattle
September 20
www.parkingday.org

EDSymposium14
May 14-17, 2014
Nashville, TN
Seattle Chapter’s STAR Member: Gretchen Renz, CDFA

National SDA honors those members who have provided significant contributions at the local or national level through participation in and support of its meetings and publications, fundraising, recruitment, or other contributions. In recognition of Gretchen’s work on co-authoring the “Office Administration” article in the upcoming Architect’s Handbook of Professional Practice, 15th Edition, the Seattle Chapter Board of Directors nominated Gretchen Renz for the 2013 Star Award.

Gretchen wasn’t able to receive the award in person, so her manager, Robert Wills, presented it to her at an all-staff meeting. Robert had high praise for our SDA colleague, “Gretchen came to Bernardo-Wills Architects in 1991, when we first opened our office. Presently we are a staff of 25, offering architectural, interior design, and landscape architectural services. Over the past 22 years, Gretchen has continually elevated her professional skills to the degree that she now performs the duties of Office Manager, Chief Financial Officer, Human Resource Manager, and Lead Marketing Director. Several years ago, without anyone’s knowledge, she took it upon herself to become a Certified Design Firm Administrator, as a personal goal, to again improve her professional skills. Due to her many valuable contributions to our firm, Gretchen is justly recognized as our most valuable employee.” And Gretchen’s reaction? She said, “I was very surprised and pleased to have been recognized by the Chapter—thank you so very much.”

Gretchen’s Star nomination states: The Seattle Chapter is pleased to nominate Gretchen Renz, CDFA, for the 2013 Star Award. We honor Gretchen for volunteering to serve as a co-author of the Office Administration article that is included in the Architect’s Handbook of Professional Practice, 15th Edition (expected publication 2013). Gretchen’s work experience has earned her the respect as a subject matter expert in architectural office administration. When the Handbook is published, her contribution will bring well-deserved recognition to the Society, which trickles down as a benefit to all members. Gretchen Renz is a shining star in the Seattle Chapter!

In addition to the Star Award, national SDA also recognized Gretchen with a Resolution, citing her “incredible leadership through her written contributions” to the Office Administration article in the upcoming AIA handbook.

Seattle Chapter Foundation Award

Seattle chapter members, give yourself a round of applause for earning a Gold Chapter Foundation Award!

It takes a tremendous amount of teamwork, commitment, and desire to focus on and grow the chapter in the areas of membership, governance, education/professional development, networking, sponsorships, communication, and leadership.

Maintaining a solid foundation enables us to set our sights on winning the next level, the Chapter Excellence Award.

Keep up the great work Seattle Chapter members, and help the chapter get closer to the next level by renewing your annual membership, attending chapter meetings and educational programs, and volunteering your time and expertise to the only organization dedicated to advancing education and best practices in management and professional standards of design firm administration.
Congratulations Carrie Thompson, on your 2012 Forum Award—Human Resources PEG!

The Forum Award was established in 2011 to encourage member participation in Forum discussions, and it recognizes members who have made significant contributions in any of the PEG (Professional Emphasis Group) Forum discussions (Administration, IT, HR, Finance, Marketing, Project Management).

The national Awards Committee determines the winners, looking for members that posted queries, generating significant discussion, as well as how often members responded to queries. Carrie readily shares knowledge, and has responded to various queries, such as PTO and holiday pay, and independent contractors.

Sharing the Memories

What you get out of attending an SDA EDSymposium often results from your purpose for attending, and of course, everyone has different reactions, impressions, and memories. First-time attendee Cass Salzwedel said, “It was so valuable hanging out with my [SDA] peers.” Shannon Soady, who has been to a number of EDSymposiums and knows the value of networking, stated “There were many sympathetic colleagues on the topic of delinquent timesheets. Everyone struggles with that and so far, no one seems to have a good solution.” Tena Martins, also a frequent attendee, has likely put her new-found knowledge to work since returning to the office, said “The Microsoft application workshops were amazing, and I am excited about mastering the shortcuts and tools I learned. EDS13 was a fun-filled week of education, camaraderie, and excitement as we witnessed Stacy Rowland accepting the Society’s highest honor, the “Lifetime Achievement Award.” Stacy summed up her total experience, “EDS13 was a superb conference. The educational seminars I attended all exceeded my expectations. And I loved the location! Colonial Williamsburg was a fun and educational place to visit.” Erin Flynn (San Diego) commented: “Leading through Influence” was another highlight that focused on determining the type of communicator you are and how to interact with other types (especially those conflicting

Profiles of Success Award

National SDA recognizes individual members with the Profiles of Success Award (PSA). Throughout the life of your membership, you earn points for participation in five categories: Membership, Leadership, Education/Professional Development, Events and Charitable Activities, and Certification.

Congratulations to our chapter’s PSA winners:

♦ Susi Vestal—Bronze
♦ Shannon Soady—Silver
♦ Stacy Rowland—Silver
♦ Judy Beebe—Gold

Whether you are a new SDA member or heading into your third year or more, be sure to download the PSA checklist [click here] to get started on your own profile of success.
Seattle Chapter Highlights from a National Perspective

In the early days, members attended the organization’s annual “national conventions.” It wasn’t until 2008 (Boston) that members began attending “EDSymposiums.” The name of the gathering doesn’t really matter. What matters (to the Seattle chapter if no other) is that Seattle members played a part in the history of the organization, and continues to do so. While the first national convention of the Architectural Secretaries Association (ASA) was held in New York City in 1967, it wasn’t until the 1968 convention (Portland, Oregon) that Erma Bolick and five others from Seattle attended (according to the SDA Story). Erma was elected vice president of ASA at the 1969 national convention in Chicago. Since then, Seattle members (former and current) have had significant national-level attention.

**Six served as national President:**
- 1970 Denver, Erma Bolick (acting)
- 1971 Detroit, Erma Bolick
  Convention theme: Establish National
- 1975 Atlanta, Virginia Hansen
  Convention theme: Education to Motivate
- 1990 Houston, Debbie Worth
  Convention theme: Desire + Commitment = Success
- 1993 Chicago, Robbie Ralkowski
  Convention theme: Teambuilding: SAA & AIA
- 1996 Minneapolis and 1997 New Orleans, Terry Bolender
  Convention theme: Partners in a Vision
- 2005 Las Vegas, Stacy Rowland
  Convention theme: Design Your Future

**Four were honored with the Lifetime Achievement Award (formerly known as Member of the Year):**
- 1991, Evelyn Root
- 1997, Barbara Whitney
- 2010, Judy Beebe
- 2013, Stacy Rowland

**One was bestowed national Honorary membership:**
- 2005, Terry Bolender

**Sharing the Memories** (continued from page 3)

with yours), as well as how to influence others. A lot of takeaways and new views were uncovered during this session.”

When asked which educational sessions the Seattle attendees felt offered the most value for them, two topics were the clear winners: Leading through Influence, and the Microsoft Office sessions (Excel Power Tools, Excel for Project Management, Plate Spinning in Outlook, and Office Apps Playing Together Nicely).
Bits and Pieces from the Educational Seminars

The seminar Social Media Hot Spots for the Workplace discussed SNOPA (Social Networking Online Protection Act), which is a proposed federal law that would prohibit employers from asking applicants and employees for their password to social networking sites; prohibit them from accessing employees' accounts and devices that are password-protected; and prohibit them from requiring employees to friend their manager. Presenter: Susan R. Blackman.

Best Practices for a Successful Design Firm identified indemnity dangers, such as language that creates liability not based on your fault (for example, “any claim that arises in connection with Design Professional’s services”), or that potentially eliminates benefit of the other party’s contribution to the cause of damage (for example, “claims caused by Design Professional’s negligence regardless of the negligence of the party being indemnified”). Presenter: Jeff Todd.

Building Profitable Relationships in Professional Service Companies—The Blues Brothers in the ‘Burg! talked about the six core marketing competencies: (1) market research, (2) marketing plan, (3) business development, (4) proposals, (5) promotion, and (6) management. Competitive intelligence techniques include: list serves, blogs, RSS feeds, social media, podcasts, and surveys. Presenters: J. Kevin Hebblethwaite and Ronald D. Worth.

Enhancing and Managing Your Reputation discussed the all-important branding, describing that as the single concept you own in the mind of the prospect, and the sum total of each person’s experience with your organization. Presenters: Scott D. Butcher and William R. Long.

Office Apps Playing Together Nicely demonstrated features of Microsoft Office programs that work well together. For example, Outlook and Word (mail merge), Word and Excel (mail merge), Excel and PowerPoint (charts and tables for presentations), Word and PowerPoint (start your presentation in Word), Access and Excel (spreadsheets as databases), Excel and Access (charts and Pivot Tables for Access data), PowerPoint and Word (handouts), and SharePoint with Outlook and Excel (offline documents and lists). Presenter: Melissa Esquibel.

Human Resources Toolkit for Success stressed the importance of enforcing any written policies. Auditors will compare your policies to your practices. Presenter: Barbara H. Irwin.

Excel for Project Management demonstrated a number of features to help you manage projects, such as using conditional formatting to show status, values, and assignments. Presenter: Melissa Esquibel.