

The SDA Story
2003 Update

The SDA Story

Preface

To preserve our SDA heritage, 1988 National President Wanda G. Holcombe, SDA/C, dreamed of tracing our roots and the aspirations of our founders from the beginning to the present. A committee chaired by Mildred Arnold, SDA/C (Dallas), accomplished this goal by publishing *The SAA Story* in 1989. Since that time our organization has evolved and the SDA Story has been updated to record those changes.

We wish to commend all our national presidents, who, since the beginning, have pulled together our assets and efforts, which have enabled us to move gracefully through "growth" pains to develop unity and direction, thus enhancing our image as design administrators, as well as contributing to the design profession.

We are deeply indebted to all AIA presidents, AIA staff members, and AIA liaisons for nurturing SDA, helping us set guidelines and providing

financial support, as well as being patient while we experienced many new challenges, and giving us the opportunity to attain our goals. It is, indeed, a special honor to be an affiliate of the American Institute of Architects.

Our story would not have been possible without the faithful dedication of our members who have collectively shared unstintingly of their time and multitude of talents. From this commitment we have enriched our lives with lasting friendships.

As we look to our future, may we have the wisdom to build from our past and be mindful that our purpose is for the growth and enrichment of each of our members as we contribute to the ever-changing design profession.



The SDA Story
Our Early Beginning
1959 - 1970

On an October evening in 1959, five secretaries in Miami, Florida, met to discuss the possibility of forming a group consisting solely of architectural secretaries which could benefit the architectural profession and the community. Each of the five secretaries subsequently contacted other architectural offices, and on October 21, 1959, the first meeting of The Architectural Secretaries Association, Inc. (ASA) was held.

While the Miami group was off to an enthusiastic start, like any new organization they encountered problems. Early opposition to the group came from some architects who felt they were trying to form a union, or that they might discuss confidential office matters at gatherings. It soon became apparent that the group would have to prove itself – to stand or fall on its own merit.

The economic strength of Miami also proved to be somewhat of a handicap. In the land of eternal sunshine, people tend to come and go, and the frequent turnover in many architectural offices limited the group's growth. However, it did not limit the group's enthusiasm, as 13 of the 18 people who attended the first meeting signed the charter in May 1961.

The first officers of the Miami chapter were installed in January 1960, and three months later, its constitution and bylaws were adopted. Then, in May 1961, the chapter was granted its charter by the Secretary of the State of Florida, thus becoming the first chartered organization of its kind in the United States.

Chapter colors were blue and white (*blueprint*) and its motto was amiability, sincerity and assiduity.

During the next five years, the chapter held regular monthly dinner meetings, featuring knowledgeable and influential speakers, and maintained an average membership attendance of

75%. And, in addition to holding an annual bosses' night banquet with selection of the "boss of the year," the chapter also undertook a community project each year in which proceeds were donated to a charitable organization. The chapter received the Miami News Community Service Award in April 1964 for its donation to the Florence Crittenton Home and Children's Hospital.

As a service to the architects, the Miami chapter developed a program to provide temporary secretarial help to offices during vacation time, heavy workload periods, and illness. In addition, an employment center was established to help architects find capable, available draftsmen.

ASA played a significant role in the 1963 AIA national convention in Miami Beach. Members mailed literature, staffed booths, sold tickets, and provided information during the convention.

Also during this time period, the Miami chapter established other ASA chapters: Baltimore (July 1965), Washington (August 1965), Minneapolis (1965), Chicago (October 1965), and Southern California (January 1967).

1967 - National Executive Committee Meeting

On February 20, 1967, the national Executive Committee met in Miami, Florida. The following members were present: Irene Miskiel, president; Patricia Younkins, vice president (Pittsburgh); Nancie Verkerke, corresponding secretary (Baltimore); Cynthia Albury, treasurer (Miami); Magda Kulhanjian (now Mrs. Herbert M. Johnson), director (Miami). There were six chapters at this time: Baltimore, Southern California, Minneapolis, New York City, Pittsburgh, and Miami.



1967 - National Convention (ASA's First) New York City, New York

It is recorded that the 1967 ASA convention in New York City, held concurrently with the national convention of The American Institute of Architects, had fifty-five attendees. Six chapters were represented: Baltimore, Miami, Minneapolis, New York City, Pittsburgh, and Southern California. Patricia Younkins from Miami was national president.

Renee Spodak, who is currently a member of the (reorganized) New York chapter, attended that first ASA convention. Helen Brewer from the Southern California chapter (now the Los Angeles chapter) also attended as a delegate. (Note: Helen Brewer went on to become national president of ASA in 1971-72.)

The original New York chapter was organized in 1966. One of its organizers was Jeanne Genge who served as president in 1966-67. Jeanette M. Jedrison, also a charter member, served as chapter vice president in 1966-67 and as president in 1968.

From the very beginning, New York chapter ASA members were asked to assist with the 1967 national AIA convention in New York City. Many members volunteered their services – Renee Spodak staffed one of the theatre reservation booths. For this much-appreciated help, AIA provided ASA members with tickets to a performance of The Royal Ballet at Lincoln Center in which Rudolf Nureyev and Margot Fonteyne appeared.

Unfortunately, after the convention many members lost interest in ASA and the New York chapter was finally dissolved in late 1968. (Note: Some 15 years passed before Renee Spodak again discovered ASA.)

1968 - National Convention Portland, Oregon

Both ASA and AIA held their national conventions in Portland, Oregon, from June 23-26, 1968, with Clara Christianson acting national

ASA president. A total of 24 people attended the ASA convention. Clara Christianson was chosen national president for the ensuing 1968-69 term. Each chapter was asked to elect an officer whose primary duty was to act as a liaison between her chapter and the national president. Records indicate that the meeting was very disorganized.

Erma Bolick from Seattle learned about the convention and attended along with five others from architectural offices in Seattle, Washington. There, they found two national officers (Clara Christianson from Minneapolis and Jeanne Genge from New York), along with a representative from Southern California, Audrey Dillman.

1969 - National Convention Chicago, Illinois

The 1969 convention was held in Chicago in conjunction with the AIA convention on June 25, 1969. Clara Christianson was re-elected president; Erma Bolick, vice president; and Dagmar Kociscak, secretary-treasurer.

March 11, 1970 - Clara Christianson Submitted Her Resignation

Clara Christianson advised all chapter presidents of the Architectural Secretaries Association, Inc., that due to her workload and other responsibilities she could no longer manage, and submitted her resignation. She stated, "I am confident that Erma Bolick (vice president) will be willing and able to assume this position, as she has already demonstrated she will be a good leader."



The SDA Story
Architectural Secretaries Association
1970 – 1983

During 1969 and 1970, Erma Bolick continued her search for documented information about the existing charter of Architectural Secretaries Association, Inc., that was incorporated in Florida. Her efforts resulted in the following:

Copy of the last annual corporation report, filed June 30, 1967, was obtained from the State of Florida. Officers of the Miami Chapter, ASA, filed this report.

State of Florida reported:

- nonprofit corporations are considered active until voluntarily dissolved
- charter may be updated by completing tax report
- procedures for amendments and dissolution

To keep Architectural Secretaries Association, Inc., active would require:

- retaining resident agent in Florida and filing annual report
- formulating bylaws; they cannot conflict with Articles of Incorporation which take precedence. These articles were extremely cumbersome, the most difficulty being the provision for amendment.

Erma Bolick, as acting president, reported to each chapter the activities for the year:

Chapter Handbook: A draft handbook was prepared with a minimum of original material, thanks to Denver, Southern California and Seattle who supplied sample material. The handbook was distributed to Seattle, Denver, Los Angeles, Hawaii, Minneapolis/St. Paul, Chicago, New York, Pittsburgh, Dallas, Sacramento, and the Octagon, and each chapter delegate was requested to bring their copy to convention.

ASA Information Brochure: A draft of the brochure was circulated to ASA and AIA chapters for comment and approval. The responses were

affirmative. Since Erma Bolick wrote that she had no direction on printing, she spoke to Terry Peck at the Octagon - Terry Peck advised that AIA would include the ASA brochure in their convention delegates' kits if we could have 3,500 copies in Washington, DC, by May 28. This was done at a printing cost of \$173.36, of which Denver and Seattle chapters contributed \$30.

ASA Pin: The Seattle chapter purchased a die for an ASA lapel pin, which was made available to other chapters wishing to have pins. Denver and Hawaii contributed to the cost of making the die.

Organization of "National"

After considerable study of all the facts and of alternative structures of organization for this group, Erma Bolick recommended: (1) ignore the existence of the ASA, Inc., organized in Miami, Florida, and form a new entity; or (2) petition for its dissolution. She mailed proposed documents for each chapter to review before attending the 1970 convention.

1970 – 1st National Convention Denver, Colorado

The annual convention of the National Architectural Secretaries Association was convened on June 12, 1970, with representatives from Minneapolis/St. Paul, Seattle, Colorado, Southern California, Hawaii members of ASA, Inc., and Dallas (not a member of this group). There were twenty-two attendees. Erma Bolick, acting president, stated that since ASA was not a legal organization at this point, she considered herself as chairman for the purposes of this meeting and asked the group to proceed to determine how it should be organized.

Considerable discussion followed as to whether it should be incorporated, the need for national officers, and the fact that there was still in



existence Articles of Incorporation allowing the Florida chapter to charter other chapters. It was suggested that the Florida corporation be dissolved, but it was felt by some that this might be unfair and that we need only concern ourselves with the national application of the Articles of Incorporation of the Florida chapter.

A motion was duly made, seconded and carried that the group in attendance at this meeting organize a national organization following the format of the constitution drawn up by Erma Bolick.

After due consideration, a motion was duly made, seconded, and carried that the constitution of the National Architectural Secretaries Association, as drafted in the meetings on June 12 and 13, 1970, be adopted. Southern California, Seattle, Colorado, Minneapolis/St. Paul, Hawaii, and Dallas cast a vote in favor.

Erma Bolick was elected president; Helen Brewer, vice president; Beverly Whaley, secretary, and Jo Haller, treasurer.

Dues were established at \$3 per member, plus a \$3 initiation fee to provide each member with a pin and handbook.

Establish National Structure was chosen for the national convention theme in Detroit the next year. Also, a concentrated effort was to be made to start a chapter in Detroit, the site for the next AIA convention.

1971 – 2nd National Convention Detroit, Michigan

The NASA convention was held concurrently with the AIA convention in Detroit, Michigan, June 19 through 21, 1971, and 12 chapters were represented. President Erma Bolick (Seattle) presided.

Work had already begun on developing a handbook for architectural secretaries. Erma Bolick had been working with Terry Peck at AIA headquarters in Washington, DC, to produce a

handbook that AIA might be interested in publishing. At the Detroit convention, a general outline was established and each ASA chapter was asked to author a chapter. Handbook chapters and their authors were:

The Construction Industry and the Role of the Architect – Minneapolis/St. Paul Chapter

Office Practice (Management) – Seattle and Hawaii Chapters

Accounting – Denver Chapter

Architectural Law – Chicago Chapter

Insurance – Columbus Chapter

Contract Documents – Dallas Chapter

Project Procedures – Southern California Chapter

All chapters were represented with the exception of Birmingham. Registration totaled 27, which included representatives from Chicago, Colorado, Columbus, Dallas, Hawaii, Seattle, Minneapolis/St. Paul, Southern California, and one interested person from Scranton, PA.

Before the close of convention, Helen Brewer (Southern California) was elected 1971-72 national president. Virginia DeMoen (Dallas) was vice president; Mildred Tobias (Chicago) was recording secretary; Margaret Johnson (Minneapolis/St. Paul) was corresponding secretary; and Nora Olsen (Seattle) was treasurer. (After ten months, Nora Olsen resigned due to her husband's health and Ruth Chilton (Southern California) completed her term as treasurer.)

1972 – 3rd National Convention Houston, Texas

In conjunction with the AIA national convention, ASA held its convention in Houston, Texas, May 6-9, 1972, with President Helen Brewer (Southern California) presiding. *ASA - Do Something, Be Somebody - The Professional Way* was the convention theme and included a professional development program for members and seminars/workshops on accounting and office



practices and procedures relating to the architectural office.

This convention recorded the largest attendance thus far in ASA history. Twelve chapters participated in defining objectives and future development of the organization. The bylaws were revised to allow admission of engineering secretaries and others from allied occupations as associate members.

President Brewer was successful in helping four new chapters join the national organization, developing the handbook on "How to Organize a New Chapter," and coordinating activities with AIA and planning this annual convention.

New officers elected for 1972-73 were: Virginia DeMoen (Dallas), president; Mildred Tobias (Chicago), vice president; Virginia Hansen (Seattle), recording secretary; Shirley Whitfield (Birmingham), corresponding secretary; and Ruth Chilton (Southern California), treasurer.

1973 – 4th National Convention San Francisco, California

Adventure in Service and Achievement - the Challenge is Yours! was the theme of the 1973 ASA convention held May 5-9 in San Francisco, California, at the same time as the AIA national convention. Sixty-one persons attended.

Although Virginia DeMoen (Dallas) was elected national president at the Houston convention, she was able to serve only six months of her term; therefore, Vice President Mildred Tobias (Chicago) completed her term of office, presiding at the San Francisco convention.

By this convention, there were 15 chapters across the United States, and the first issue of *The Architectural Secretary, Journal of the National Architectural Secretaries Association* was published by Editor Terry L. Peck, AIA/ASA liaison.

Mildred Tobias (Chicago) was elected 1973-74 national president. Other officers were: Vice

President Virginia Hansen (Seattle); Recording Secretary Shirley Whitfield (Birmingham); Corresponding Secretary Vicki Hutton (Southern California); and Treasurer Louise Anderson (Minneapolis/St. Paul).

1974 – 5th National Convention Washington, DC

Forty-five architectural secretaries, representing all eighteen chapters throughout the United States, including Alaska and Hawaii, met in Washington, DC, May 17-23, 1974, to develop the convention theme, *Planning for Progress*. President Mildred Tobias (Chicago) presided.

A special seminar for women who work was presented by Steve Klos, executive director of the Institute for Human Potential. The program was designed "to introduce you to an increasingly happier, more effective and successful person - YOU."

Another special convention workshop, led by Dr. Stuart Rose, assisted ASA in setting up a continuing education program for all architectural secretaries.

Virginia Hansen (Seattle) was elected 1974-75 president; Maryanne Damari (Colorado), president-elect; Carol Hitchcock (Houston), vice president; Rose Marie Baker (Southern California), recording secretary; Pat Cleveland (Dallas), corresponding secretary; and Mary Helen Gallagher (Columbus) treasurer.

1975 – 6th National Convention Atlanta, Georgia

In conjunction with the AIA national convention, ASA held its 1975 convention in Atlanta, May 17-21, with President Virginia Hansen (Seattle) presiding. *Educate to Motivate* was the convention theme.

Forty-six participated in this convention, representing twenty-two chapters.

This year's noteworthy achievements included initial work in developing an illustrated



architectural dictionary and the now-completed "first" Architectural Secretaries Handbook. Stated AIA/ASA Correspondent Terry L. Peck in the April 1975 issue of *The Architectural Secretary* of which she was editor: "After years of mighty effort on the part of a few, a little effort on the part of many, and a lot of moral support in general - ASA announces availability of an architectural secretaries handbook, to be available in April . . . fulfilling a dream that began when architectural secretaries first congregated."

Article of Incorporation of the National Architectural Secretaries Association, dated April 15, 1975, was filed with the Secretary of the State of Washington on April 23, 1975.

1975-76 officers were elected as follows: President Maryanne Damari (Colorado), President-Elect Gail (Jee) Gabriel (Northern California), Vice President Judy Young (Dallas), Recording Secretary Judy Schulke, CPS (Minneapolis/St. Paul), Corresponding Secretary Linda Parker (Birmingham), and Treasurer Ruth Chilton (Southern California).

1976 – 7th National Convention Philadelphia, Pennsylvania

President Maryanne (Damari) Miller (Colorado) presided during the 1976 ASA convention in Philadelphia, Pennsylvania, May 2-6.

Held concurrently with the national AIA convention during the 1776-1976 bicentennial celebration, ASA's theme was *Achieving Professionalism through Education, Communication & Opportunities*.

One of the major accomplishments for ASA during the year was approval of a plan by both AIA and ASA to allow the Architectural Secretaries Handbook to be marketed by AIA - ASA's handbook will be listed in AIA's publication catalog.

During the convention, Education Chair Virginia Hansen presented an initial two-phase concept of an ASA certification program and stated that more

information would be available at the next convention.

Officers elected for 1976-77 were: President Gail (Jee) Gabriel (Northern California); President-Elect Shirley Prysock (Hawaii); Vice President Patricia Ann Spenser (Mississippi); Recording Secretary Karren S. Braumiller (Columbus); Corresponding Secretary Judy Schulke, CPS (Minneapolis/St. Paul); and Treasurer Ruth Chilton (Southern California).

1977 – 8th National Convention San Diego, California

Held concurrently with the 1977 AIA convention, ASA's convention was held in San Diego, June 4-9; the theme was *Tomorrow/Visibility/Viability*.

President Gail (Jee) Gabriel (Northern California) presided; there were 25 chapters represented with a total attendance of 51 persons.

At the invitation of AIA, President (Jee) Gabriel appeared before the national AIA board of directors during this convention for the first time in the history of ASA. And, as ASA gained more visibility within the architectural profession, a task force was established to begin groundwork for formal affiliation between ASA and AIA.

During the San Diego convention, requirements for the first phase of ASA's certification program were explained as part of an all-day workshop conducted by the national education committee.

The most controversial issue facing the ASA board of directors in many years was the discussion of changing the name of the organization to reflect the engineering discipline and changing the membership status of engineering secretaries from affiliate members to corporate members. Both issues were defeated, and national dues were lowered for affiliate (engineering secretaries) members as a way to differentiate these two classes of ASA membership.

Shirley L. Prysock (relocated from Hawaii to



Little Rock, Arkansas) was elected 1977-78 national president. Other officers were: President-Elect Patsy L. Frost (Columbus); Vice President Lorraine C. Sweeny (San Diego); Recording Secretary Margrethe C. Sherwin (Seattle); Corresponding Secretary Eleanor Smith (Minneapolis/St. Paul); and Treasurer Sally (Dahlstrom) Phillips (Northern California).

1978 – 9th National Convention Dallas, Texas

Learning for Tomorrow was the theme of ASA's convention in Dallas, May 20-25, 1978. Seventy persons attended, representing twenty-seven chapters. President Shirley L. Prysock (Arkansas) presided.

The convention program included a workshop on the role of the office assistant in obtaining federal contracts and a workshop on ASA's certification program in which the requirements for certification were approved for program implementation. There was also an all-day workshop on AIA's Compensation Management Guidelines.

Again, at this convention, the issue of affiliate members having the same privileges as corporate members (in particular, the right to hold national office) came before the assembly, and, again, was defeated.

Two more "firsts" for ASA: an ASA representative (Gail Jee Gabriel) addressed the opening business session of the AIA national convention in Dallas. And, an ASA member (Virginia Hansen) became a consulting member to the national AIA Practice Management Committee.

1978-79 national officers were elected: Patsy L. Frost (Columbus), president; Lorraine C. Sweeny (San Diego), president-elect; Eleanor Smith (Minneapolis/St. Paul), vice president; Beverly R. Bolin (Southern California), recording secretary; Carol Fette (Omaha), corresponding secretary; and Sally (Dahlstrom) Phillips (Northern California), treasurer.

1979 – 10th National Convention Kansas City, Missouri

Eighty-three participants - the largest convention attendance ever (through 1987) - represented 33 chapters at the June 2-7, 1979, national ASA convention in Kansas City. President Patsy L. Frost (Columbus) presided; the theme *Education Jubilee* complemented AIA's *Celebration of Architecture*.

Perhaps the single most important achievement in ASA history culminated during 1978-79. President Patsy Frost, along with Gail (Jee) Gabriel (past president) and Terry Peck (AIA/ASA liaison), worked extensively with AIA President Elmer E. Botsai, FAIA, to draft an affiliation agreement between AIA and ASA. This grew out of the recognition that both organizations have parallel objectives to improve the architectural profession. On September 26, 1978, the ASA Executive Committee passed a resolution to officially continue discussions with the AIA, and, on November 16, President Botsai forwarded a memo on the proposed affiliation to the AIA board of directors. Then, at its December 1978 board meeting in Washington DC, the AIA board of directors unanimously approved the principle of the affiliation, subject to AIA legal review and approval by the ASA board of directors. Finally, as a result of extensive communication with chapters and a workshop at the Kansas City convention, at which AIA President Charles Schwing and Past President Elmer Botsai were present, the ASA board of directors approved the affiliation. The next step...finalizing the formal document and signing.

For the third consecutive year, the issue of affiliate members holding national office was an agenda item. However, due to the terms of the affiliation agreement with AIA that the ASA board of directors had approved earlier in the business session, this issue was defeated after minimal discussion.

Also, for the first time in ASA history, the Executive Committee was able to meet another time during the year (besides at the annual



convention) as a result of a special funding request submitted to the AIA Planning Committee by Terry Peck. The meeting was held in San Francisco in January 1979, which has set a precedent for future years. Also, at the suggestion of President Elmer Botsai shortly after the Kansas City convention, \$500 was appropriated from the AIA President's discretionary fund to aid ASA in increasing its membership and effectiveness.

At the close of this very successful year for ASA, the following officers were elected: President Lorraine C. Sweeny (San Diego); President-Elect Eleanor Smith (Minneapolis/ St. Paul); Vice President Sally Phillips (Northern California); Recording Secretary Jeanne McLain (Kansas City); Corresponding Secretary Iris T. Elkins (Baton Rouge); and Treasurer Kathleen M. Brady (Shreveport).

1980 – 11th National Convention Cincinnati, Ohio

President Lorraine C. Sweeny (relocated from San Diego to Baton Rouge) presided at the 1980 convention in Cincinnati, Ohio, June 1-4; the AIA national convention was also held at the same time. *New Directions* was the ASA convention theme.

The final step of the AIA/ASA affiliation ... signing the formal document. As the current national president, Lorraine Sweeny signed the official affiliation agreement during the AIA board of directors meeting in December 1979 - the agreement became effective January 1, 1980, marking a milestone in ASA history, and Robert E. Gramann, Ohio Regional AIA Director, was appointed as ASA's first AIA board liaison.

ASA Journal Editors Diane Bessette and Sally Remund of Washington, DC, published three issues - September 1979, February 1980, and June 1980 - of a national publication that included educational articles and noteworthy chapter programs, along with national and other news items. The format of the 24-page magazine was upgraded and good quality stock was used, making it a more professional-looking publication.

Then, in the fall of 1980, Micki Powell and Patsy Frost of Columbus, Ohio, assumed responsibility for producing the next three issues of the national magazine (Fall 1980, Winter 1981, and Spring 1981), making additional upgrades in format and content.

At this convention, the Northern California chapter proposed a bylaws amendment to change the name of the organization, to a name that would better reflect members' advancement into management positions. The suggested name of "Architectural Business Management Association" was offered; however, the proposal was soundly defeated.

In May, 1980, Kathy Davis, deputy administrator for marketing at AIA, informed ASA that AIA would cease selling the Architectural Secretaries Handbook as soon as the present supply was depleted. This action resulted from a need to update the handbook, which was originally developed in 1975.

The first four ASA members to receive Level I Certification were: Sydne Ferrara (Dallas), Erin Muths (Wyoming), Patricia A. Spenser (Mississippi), and Frances M. Riley (Dallas). Certificates were awarded at the Cincinnati convention.

Terry L. Peck was honored by a resolution during the closing convention ceremonies, citing her as being "a loyal supporter, friend, and co-worker of ASA," giving "so unselfishly of her time, energy and talent for many years," thereby "helping to make ASA what it is today." Terry was the first person to be made an Honorary ASA member.

1980-81 national elected officers: Eleanor Smith (Minneapolis/St. Paul), president; Sally Phillips (Northern California), president-elect; Helen Timm (Southwest Washington), vice president; Iris T. Elkins (Baton Rouge), recording secretary; Sydne Ferrara (Dallas), corresponding secretary; and Mariana Floyd (Oklahoma), treasurer.

1981 – 12th National Convention



St. Paul, Minnesota

Renewed Beginnings was the theme of the 1981 national ASA convention, May 15-21, in St. Paul, Minnesota, held in conjunction with the AIA convention. President Eleanor Smith (Minneapolis/St. Paul) presided.

ASA visibility continued . . . Robert Broshar, chairman of the 1981 national AIA convention, responded on behalf of the AIA executive board by inviting ASA to address the opening AIA business session and also the component officers session. Our long-range plan was presented and favorably received by AIA members.

Suzanne Waddill (Dallas) became the fifth member to qualify for Level I of the Certified Professional Architectural Secretary program.

After the convention, Kathleen L. Knepp was appointed ASA's new AIA staff liaison who, along with Robert Gramann, AIA board liaison, worked with ASA for the betterment of the architectural profession.

ASA Journal issues - Autumn 1981, Winter 1982, and Spring 1982 - were published by Editor Patsy L. Frost and Assistant Editors Micki Powell and Debi Dugan.

Work was begun to update the Architectural Secretaries Handbook since it went out-of-print the previous summer. Inasmuch as 2,000+ copies had been sold to date, the decision was made to retain the existing handbook format, and, while working out arrangements with AIA to publish and market the revised handbook, three supplements were issued to existing subscribers.

Elmer E. Botsai, FAIA, was bestowed Honorary ASA membership for his pioneering role in helping to bring about the AIA/ASA affiliation.

The following were elected national officers for 1981-82: President Sally Phillips (Northern California), President-Elect Helen Timm (Southwest Washington), Vice President Mariana Floyd (Oklahoma), Recording Secretary Micki Powell (Columbus), Corresponding Secretary Piccola G. Randolph (Florida North Central), and

Treasurer Erin Muths (Wyoming).

1982 – 13th National Convention Honolulu, Hawaii

Reaching Beyond was truly an appropriate convention theme for the national ASA convention in Honolulu, June 5-10, 1982, held in conjunction with the AIA convention. Seventy persons participated; President Sally Phillips (Northern California) presided.

For the first time, ASA sponsored and underwrote one of the professional development programs offered at the AIA convention: "Human Energy: Our Most Important Resource," presented by George Schrohe, president of Management Design, San Francisco.

"Developing an Office Manual," a three-hour seminar, was presented by the Dallas chapter. It had been written and presented as a seminar in Dallas in 1983. The Denver chapter/AIA's Office Practice Committee requested a copy for use in their research for writing an office policy manual tailored to individual firms.

A Name Change Task Force, consisting of Robert Gramann, AIA (ASA's AIA board liaison), Kathleen Knepp (ASA's AIA staff liaison), and Sandra Stickney (executive director of East Bay/AIA), was established, and the name recommended to the AIA board was: "The Society of Architectural Administrators." The AIA board approved the recommended name at its March 1982 meeting; however, the ASA board of directors voted against the name change at the Hawaii convention. (Note: Subsequently, the name change was approved by ASA in New Orleans the following year [1983]; since AIA had already approved the name, the affiliation agreement was automatically changed to reflect the new name of the organization.)

Previously under AIA's Component Affairs department structure, ASA was moved to the Practice Commission and Robert J. von Dohlen, AIA, and William Hooper, Practice Commission director, were appointed AIA board and AIA staff



liaisons, respectively.

During the year, Virginia Hansen (Seattle), who had been Education Committee chair since 1975, resigned in November 1981, to return to her teaching career. Mildred Arnold (Dallas) became Education Committee chair, and it was during this time that AIA suggested that the handbook be rewritten, in a new format.

The ASA/AIA liaison program was developed and published by the Executive Committee, and the first five-year plan was developed and presented to the AIA Planning Commission. ASA was commended by the AIA board for its efforts in developing this plan, and, as a result, AIA increased its grant to ASA with an additional \$2,000 for the year. Also during the year, new national campaign rules and procedures were implemented.

Virginia Hansen was honored for her many years of service to ASA by being made an Honorary ASA member. Two members received Level I certification at the Hawaii convention: Patsy L. Frost (Columbus) and Piccola G. Randolph (Florida North Central).

Elected for 1982-83 were: Helen Timm (Southwest Washington), president; Micki Powell (Columbus), president-elect; Erin Muths (Wyoming), vice president; Piccola G. Randolph (Florida North Central), recording secretary; Pat Jacobson (Oklahoma), corresponding secretary; and Suzanne Waddill (Dallas), treasurer.

1983 – 14th National Convention New Orleans, Louisiana

President Helen Timm (Southwest Washington) presided at ASA's national convention in New Orleans, Louisiana, at which the membership voted to change the name of the organization to *The Society of Architectural Administrators* - the name change won by one vote! (Before voting on this issue, and with the approval of the ASA board of directors, President Elect Micki Powell was directed to the room of an ill delegate to obtain her vote in writing . . . who could have realized, then,

the impact that person made with her vote.)

The purpose of a name change was to encourage *all* architectural support personnel to join the professional organization, thus eliminating the feeling that only "secretaries" could/ should belong.

Challenge to Excellence was the theme of the New Orleans convention, held May 21-25, 1983.

Another member was awarded Level I Certification at this convention: Ardis Williams (Northern California).

The national Education Committee - with Mildred Arnold (Dallas) as chair; Francis Riley (Dallas) as assistant chair; Sydne Ferrara (Dallas), certification; Jennie Leon-Guerrero (Hawaii), handbook; Barbara Wymer and Patsy Frost (Columbus), programs; Jolaine Szymkowiak (Oklahoma City), seminars - created new format and text for rewriting the ASA handbook, presented Level II requirements for certification, designed the program planning binder with programs, completed basic research and draft on "Overview of Office Practice" and "Basic Accounting." The committee also published "Everything You Would Want to Know About Seminars, But Were Afraid to Ask" and recommended that a Publications Centrum be established.

Editor Marci Miskinnis and Assistant Editor Catherine Schoen (Southern California) published one issue of the *ASA Journal* magazine, Fall/Winter 1982/83; Sandra K. Bolek (Cleveland) published the post convention issue of the *ASA Journal* titled "Challenge to Excellence," and, in late summer 1983, started work on a Spring 1984 issue (this issue was completed, with a Phoenix convention insert, by Convention Chair Patsy Frost). In order to help improve timely national communications, from July 1982 through April 1984, Dorothy Johnson (Northern Illinois) published 16 issues of *Postscripts*, a monthly newsletter sent to chapter presidents.

1983-84 elected officers: President Micki Powell



(Columbus); President-Elect Erin Muths (Wyoming); Vice President Ardis Williams (Northern California); Recording Secretary Patricia A. Manfre (New York); Corresponding Secretary Donna D. Chatterton (Connecticut); and Treasurer B. J. Chumbler (Atlanta).



The SDA Story
Society of Architectural Administrators
1984 – 1994

1984 – 15th National Convention
Phoenix, Arizona

Putting the Practice into Perspective was the theme of the 1984 convention, May 5-10, in Phoenix, Arizona, the Valley of the Sun. Sixty-eight persons attended as President Micki Powell (Columbus) had the distinction of presiding as the leader of an "old" organization with a "new" name.

Sally Phillips (Northern California) served as Education Chair and, during the year, the updated SAA handbook was reinstated for sale by AIA. The "Overview of Office Practice" seminar and the "Basic Accounting Seminar" were completed, and "A Training Seminar" was developed. In addition, work was started on the development of a project management seminar.

SAA was invited to address a delegation of Australian architects during their visit to the United States on a study tour. President Micki Powell spoke about SAA at a meeting in AIA headquarters on August 26, 1983.

Combining the need for a timely national publication and a communication vehicle with individual members, the *SAA News Journal* was initiated. The four-page publication was developed by Editor Patsy L. Frost, CAA, and mailed to members monthly from a mailing list generated, gratis, by the Association Administrators & Consultants, Inc., Irvine, California.

1984-85 elected officers were: President Erin A. Muths, CAA (relocated from Wyoming to Virginia); President-Elect Ardis Williams (Northern California); Vice President Patricia Manfre (New York); Recording Secretary Donna D. Chatterton (Connecticut); Corresponding Secretary Wanda G. Holcombe (Dallas); and Treasurer Janet Whitfield (Colorado).

1985 – 16th National Convention
San Francisco, California

President Erin A. Muths, CAA (Virginia) presided at the SAA convention in San Francisco, June 8-13. *Building on Basics* was her convention theme.

A new SAA logo was adopted as a result of the 1983 name change.

Vice President Patricia A. Manfre (New York) was responsible for starting seven new SAA chapters during the year - the most in any year in SAA history.

Terry Bolender (Seattle) became Education Chair, also in charge of the handbook, while Marie McAllister (Connecticut) chaired the seminars subcommittee and Charmaine Kenzer (Southern California) was programs subcommittee chair.

SAA purchased an attractive display unit for use at national conventions and for loan to chapters at local events. The new red display unit, with headstrip lights and new SAA logo, was unveiled at the San Francisco convention.

A new gold-filled lapel pin, cast in the shape of SAA's new logo, was made available to members.

A. Notley Alford, AIA, and Richard Rush became SAA's new AIA board liaison and AIA staff liaison, respectively, and AIA President R. Bruce Patty, FAIA, addressed the SAA convention in San Francisco.

Wanda G. Holcombe (Dallas) became a Certified Architectural Administrator, with the right to use "CAA" after her name.

1985-86 national officers: President Ardis Williams (Northern California); President-Elect Patricia A. Manfre (New York); Vice President



Donna D. Chatterton (Connecticut); Recording Secretary Wanda G. Holcombe, CAA (Dallas); Corresponding Secretary Madi Shiffrin (New Jersey); and Treasurer Janet M. Whitfield (Colorado).

1986 – 17th National Convention San Antonio, Texas

Bridge to the Future was President Ardis Williams' theme for the 1986 national convention, June 5-10, held concurrently with the AIA convention in San Antonio. This SAA convention was the first "weekend" convention, as professional development seminars and workshops were scheduled on Saturday and Sunday to encourage those persons to attend who were only able to spend a limited amount of time away from their offices.

The certification program was revised, eliminating the envisioned written examination portion (Level II). In place of the written examination, the committee established the oral Certification Review Board procedure for those applying for certification.

Revisions to both the SAA handbook and the promotional slide show were completed, and work was started on a records management seminar.

As a result of a professional marketing/publicity program implementation, a new two-color SAA brochure was developed - the new "red" logo enhanced SAA's image with all of its publications.

Making their debut at the San Antonio convention were new SAA banners for the lecterns, and the first convention newspaper, *SAA News Update* (with red logo), published by Patsy L. Frost, CAA.

Four more members became Certified Architectural Administrators (CAAs): Patricia A. Manfre (New York), Timothy A. Mulvenon (Northern California), Tina Welton (Shreveport), and Janet M. Whitfield (Colorado).

Kenneth D. Wheeler, FAIA, and James R.

Franklin, AIA, became SAA's new AIA board liaison and AIA staff liaison, respectively.

1986-87 national officers: President Patricia A. Manfre, CAA (New York); President-Elect Wanda G. Holcombe, CAA (Dallas); Vice President Timothy A. Mulvenon, CAA (Northern California); Recording Secretary Madeline Shiffrin (New Jersey); Corresponding Secretary Robin J. Cero, CPS (Chicago); and Treasurer Barbara Comstock (Mid Florida).

1987 – 18th National Convention Orlando, Florida

Over 72 attended the 1987 national SAA convention, June 18-23, in Orlando, with President Patricia A. Manfre, CAA (New York) presiding. *Careers in Perspective* was the convention theme.

For the first time in SAA history, the *AIA MEMO* published the SAA president's report to the board, which had been presented in December 1986.

During the year, SAA continued to make great progress in visibility and public relations with its members, as well as with the AIA.

Pat Cropper (Tidewater) earned distinction by becoming a Certified Architectural Administrator at the Orlando convention.

SAA bestowed honorary SAA membership on Ketchie Brassel, Hon. AIA, for her invaluable assistance through the years in coordinating SAA's convention activities with AIA's.

The "Records Management Seminar" was finalized, becoming available through SAA's Publication Centrum, June 1, 1987, and a survey was started to collect data on all administrative job descriptions within the design profession.

1987-88 national officers: President Wanda G. Holcombe, CAA (Dallas); President-Elect Madeline S. Shiffrin (New Jersey); Vice President Deborah Worth (Seattle); Recording Secretary Tena L. Martins (Boston); Corresponding Secretary Pat Cropper, CAA (Tidewater); and



Treasurer Edwina L. Rivas (San Antonio).

1988 – 19th National Convention

New York, New York

President Wanda G. Holcombe, CAA (Dallas), presided during the May 13-16, convention in New York City - the theme: *Professional Quest*.

Following are 1987-88 accomplishments:

- President Holcombe developed "The Five Year Vision," SAA's five-year strategic plan in conjunction with the Board of Directors and planning events with SAA members across the nation.
- A "New Member Packet" of information, along with a membership card, was developed for issue to each new SAA member. The membership card is to be issued each year to renewing members.
- Two cassette taped messages were sent to all chapter presidents concerning the SAA/AIA Liaison program and the 1988 national convention.
- President Holcombe presented, at the end of her report, five major considerations for AIA in order for SAA to make bold moves in the next five years:
 - SAA participation in AIA Vision 2000 Planning Conference
 - SAA participation in AIA Practice Commission
 - SAA representation on the AIA Board
 - Space at AIA headquarters for SAA desk and files
 - SAA to begin working toward a full-time Executive Director.
- SAA's first leadership conference was held in Washington DC, at the AIA headquarters in the AIA Board Room with 50 in attendance, held during the AIA Grassroots meetings.
- Project Management Seminar finalized and prepared for printing.
- Marketing section created for SAA Handbook.
- Architectural Administration *Positions: Descriptions of Duties and Responsibilities*

was completed, printed, and promotional flyer was created for marketing purposes.

- SAA booth hosted at the A/E/C Systems Show in Washington, DC, and the AEC Expo in New York City.
- First draft of SAA national Networking Directory created.
- Seven members became Certified Architectural Administrators (CAA).
- Invited and represented at three AIA national committee meetings:
 - Practice Committee:* Wanda G. Holcombe, CAA, President
 - IDP Committee:* Patricia A. Manfre, CAA, Past President/Director
 - Historic Committee:* Erin A. Muths, CAA, Past President.
- SAA invited to attend Practice Commission and present formal proposal for SAA to attend Practice Commission and AIA Board meetings. President Holcombe presented proposal which was approved on a one-year experimental basis.
- An SAA Executive Director Task Force was established to research funding opportunities and job description.
- The great story and history of SAA was written and published in fine style by Mildred Arnold, CAA, Committee Chair, and Patsy L. Frost, CAA, Past SAA President, in correspondence and work with chapter presidents and past national presidents.

1989 – 20th National Convention

St. Louis, Missouri

President Madeline S. Shiffrin (New Jersey) presided during the May 5-8 convention in St. Louis - the theme: *Broaden Horizons*.

1988-89 accomplishments:

- Educational: Publication of new seminar/reference guide, "Project Management for the A/E firm," revised Program Planning Guide, and publication of new marketing section for SAA handbook.
- Revision of SAA slide show and introduction of new SAA video.



- Second annual SAA Leadership Conference held in Washington, DC, 46 attendees.
- Development of "Member of the Year" award with Patsy L. Frost, CAA, being the first recipient.
- Four chapters received newly created Charter Membership Certificates at annual convention.
- Certification Committee conferred the CAA designation on 13 applicants at the annual convention (largest number at one time, to date).
- National AIA committee participation continued:
IDP Committee: Renee Payne, CAA
Historic Preservation Committee: Erin Muths, CAA
- Strengthening of SAA/AIA liaison by attendance at Practice Commission and AIA Board Meetings by President Madeline Shiffirin and President Elect Deborah Worth.
- \$10,000 grant from AIA received, as well as an additional \$4,300 toward attendance at Practice Commission and AIA Board Meetings.
- SAA display booth being used by chapters at local conventions and conferences, as well as at A/E/C Systems Show.
- Chapter networking was conducted by Networking Coordinator, as well as by Executive Committee on a regular basis.
- SAA was represented at the AIA Vision 2000 conference held in Alexandria, Virginia. The conference focused on the planning for the profession of architecture in the year 2000. 1989 SAA convention attendees also participated in an "AdministratiVision 2000" seminar.
- SAA Relocation Bureau introduced at annual convention - to establish a data base of available jobs across the nation to assist members to remain in the profession while making a location change.
- Speakers/Seminar Bureau - Past President Wanda Holcombe, CAA, presented a seminar at the Southwest Builds '89 in Phoenix, Arizona, on "The Architect Can't Go It Alone - Building an Effective Team."
- Streamlining of membership categories was voted on at annual meeting - membership

categories now are: corporate, affiliate, honorary, and new associate. A dues increase was passed by the membership and all categories will pay the same amount of national dues.

- Term of office for national officers was changed to reflect the calendar year in lieu of convention-to-convention year. This will coincide with AIA's term of office and will simplify accounting procedures.

1990 – 21st National Convention Houston, Texas

President Deborah L. Worth, CAA (Seattle) presided during the May 17-22 convention in Houston, Texas - the theme: *Desire + Commitment = Success.*

- The term of service for national officers was changed to a January through December calendar year to coincide with national AIA's fiscal year. To accomplish this, all officers elected in May 1989 served an 18-month term.
- As an invited, fully-funded guest, President Worth attended all AIA national Board and Professional Excellence Commission meetings throughout 1989 and 1990. Quarterly reports were submitted to AIA providing information on SAA activities, accomplishments and future goals.
- In lieu of an Executive Director, AIA provided administrative staff support to SAA for such tasks as: new membership packet distribution, maintaining the Relocation Bureau, assistance with coordinating convention and leadership conference plans, stationery and business card distribution, and coordination of the display booth.
- The AIA yearly grant was increased to \$12,000.
- The third annual leadership conference was held in Washington, DC, February 17 and 18, with 60 in attendance. As this event occurs in conjunction with the AIA Grassroots, ten SAA members were invited to attend the first "Accent on Architecture" gala. Along with many distinguished politicians and movie stars, His Royal Highness The Prince of Wales was the special guest speaker.



- There was a strong increase in membership, with the addition of nearly 200 members and 14 new chapters: Baltimore MD; Roanoke VA; Charles SC; Greenville SC; Dayton OH; Eastern Iowa; Eastern New York; East Tennessee; Indiana; New Hampshire; Pittsburgh PA; Charlotte NC; Las Vegas NV; and Miami FL.
- The Education Committee continued its work on the development of the "Marketing in the Design Office" seminar and completed the first draft of a "Human Resources" section for the SAA Handbook. This committee was contacted by AIA for the purpose of collaborating in a joint effort to publish a document or produce a seminar dealing with human resources.
- Strong SAA participation on the national AIA Historic Resources and IDP Committees continued throughout 1990. A special section on IDP was added to the SAA Handbook.
- The Public Relations Committee produced the first "membership benefits" pamphlet, a new PR/press packet, and several media articles.
- To strengthen the governing body of SAA, a Past Presidents Council was developed. The purpose of this council will be to serve the Executive Committee in an advisory position.
- The Architectural Administrators College Curriculum was initiated with surveys sent to all members for their input. The task force included SAA members, AIA members, and various architectural school deans.
- A long-awaited dream became a reality on September 8, 1990: the National AIA Board of Directors voted - unanimously - to grant SAA a permanent "guest" seat on the AIA Board, with full funding. The AIA/SAA affiliation agreement was revised, outlining the commitment of both organizations to continue their work together in promoting the value of the architectural profession.

1991 – 22nd National Convention Washington, DC

Piccola G. Randolph, CAA (Florida North Central) presided during the May 16-21 convention in Washington, DC - the theme:

Administration by Design. Under the leadership of President Randolph, eight goals were established and throughout 1991, all SAA activities including those at the local, state, and regional levels, centered around the national theme. The accomplishments are:

Goal 1: Academics and Updating SAA Educational Programs

- College Curriculum: funded two consultants to work on developing the College Curriculum; developed a roster of national foundations for submitting research proposals, received over \$9,000 in donations and made plans to form the national Advisory Committee for the College Curriculum project.
- Five-Year Strategic Plan: completed for implementation at 1992 Leadership Conference.
- SAA Handbook: published chapters on Human Resources, IDP Program, Office Automation; completed an outline on "Outreach - How to Market SAA and Your Chapter."
- Educational Seminars: over 40 seminars/courses for professional development were conducted by national and the local chapters; 16 hours of education were offered at the 1991 convention.

Goal 2: Fundraising

- Reviewed the AIA "Green Book" and other foundation materials for research funding.
- Secured \$1,450 in donations for the national SAA convention.
- Submitted a research proposal to the AIA College of Fellows for the College Curriculum.
- Local chapter fundraising activities included seminars, community projects, auctions, wine tasting, tour of homes, and joint financial projects with local AIA.

Goal 3: Membership

- Initiated a Minority Resource Committee to create an interest in the College Curriculum and to promote SAA to other related associations.



- Chartered two new chapters during 1991 - Wyoming and Los Angeles.
- Initiated the development of a membership policy manual.
- SAA chapters maintained members through professional development and recruiting programs.

Goal 4: Leadership Conference

- Forty-three persons attended the February 8-10, 1991, SAA Leadership Conference held at the Grand Hyatt in Washington, DC.

Goal 5: Marketing SAA and Individual Professional Development

- Designed and produced the "Speakers Bureau" pamphlet, marketing SAA members and their expertise; also produced the first SAA Networking Directory.
- Two public seminars - "Team Building" and "The Architect Can't Go It Alone" - were presented by Janet Whitfield, CAA (Denver Chapter) at the Idaho Regional AIA Conference.
- Articles published: *Florida Architect*, "Viewpoint - The Education of the Manager/Administrator in the Architecture Practice" (Nov.-Dec. 1991 issue by Enn Ots, Diane Greer, and Piccola G. Randolph); *Institute of Administrative Management Report Newsletter*, "How to Get the Most Out of Your Administrator in the Architecture Practice" (Sept. 1991 issued by Kneeland Godfrey, editor); *Harper/Shuman Newsletter*, "The Society of Architectural Administrators" (Dec. 1991 issue by Carol Monahan, New York Chapter); *Chicago Public Defender* newspaper, "First Minority President of SAA" (by Piccola G. Randolph, CAA).
- Submitted article for CACE newsletter; Past President Madi Shiffirin, CAA, represented SAA at the CACE luncheon.
- Completed negotiations for presenting the first SAA seminar at the 1992 AIA convention: "Bridging the Gap Between Project Management and Accounting," by Suzanne Warner-Raboy (New York Chapter).
- Completed plans for the first joint SAA/AIA grassroots conference.

- SAA *News Journal* published bimonthly.
- Conferences held by Enn Ots, AIA, and Dr. James McCue on the development of the College Curriculum.
- The Public Relations Committee expanded its PR packet and developed the mentor program.
- Chapters participated in community, service, and outreach programs; several chapters awarded scholarships to deserving students.
- Carol Klincko, CAA (Mid Florida Chapter) gave a presentation on "Professional Service Support" at the International Reprographic Association 1991 convention.
- SAA participated in research conducted by the University of New Brunswick, resulting in SAA's inclusion in a directory of association-sponsored certification programs in the U.S. for use by libraries, guidance counselors, and individuals looking for career alternatives.
- Eight SAA members were certified at the 1991 national convention; two members renewed their certification.
- Three SAA members became associates in their firms during 1991.
- SAA participated in the Office Automation Survey sponsored by the Office Automation Training Systems by Karen Moss, an educator in automated systems education.

Goal 6: Awards and Recognition

- Awards for "First Convention Registrant," "Chapter with Most Convention Registrants," and "Chapter Growth" were presented at the 1991 national convention.
- Service Awards, Resolutions, and Certificates of Appreciation were given for outstanding service to SAA.
- Piccola G. Randolph, CAA, received the AIA Richard Upjohn Fellowship for her contribution to the profession of architecture.

Goal 7: Organizational Changes Due to SAA's Transition

- The dates of the 1992 national SAA convention were set for Thursday, June 17, through Sunday, June 21, to allow more people to participate.
- National officers will be installed at the Leadership Conference, beginning with the



1993 administration.

- A standard format (to include goals, objectives, and accomplishments) was approved for submission of national reports.
- A procedures manual was prepared to assist future officers with their duties and create continuity of SAA operations.

Goal 8: SAA Representation at Meetings

- Attended the Orientation Session of the AIA Board of Directors.
- Attended AIA Board meetings in Washington, DC; Monterey, CA; Charlottesville, VA; and Phoenix, AZ.
- Attended the Midwest Regional SAA conference (Chicago) and the Eastern States Regional Conference (New York).
- Attended SAA meetings of the Columbus Chapter and the Florida Central Chapter.
- Attended College Curriculum fundraising meetings in Columbus, Ohio, and New York City.

The theme - "*Administration by Design*" - inspired the entire SAA membership to maintain the high standards of The Society of Architectural Administrators.

**1992 – 23rd National Convention
Boston, Massachusetts**

Patricia J. Daugherty, CAA (Cincinnati), presided during the June 17-21 convention in Boston, MA - the theme: *Cornerstone for Success - Perception/Purpose/Participation*.

The following are notable accomplishments for 1992:

- Began implementation of the updated five-year plan.
- President Daugherty attended national AIA Board meetings throughout 1992 as a funded guest. Requested SAA reports were submitted to the Board for inclusion in the report volumes distributed to AIA Board members.
- The annual AIA grant remained at \$12,000 for 1992 and the same dollar value was negotiated for 1993.
- David Hoffman, FAIA, served as SAA's AIA

Board liaison.

- President Daugherty was conferred a Richard Upjohn Fellow by AIA.
- President Daugherty attended the annual CACE meeting Lexington, KY, at the invitation of CACE President Eleanor McNamara.
- Discussions and negotiations with AIA regarding SAA members joining AIA as Associate Members were conducted in Boston, Washington DC, and Vancouver. President Daugherty chaired the task force.
- A national SAA survey was conducted on the possibility of associate membership in AIA.
- President Daugherty assisted AIA in the development of a CACE survey regarding SAA's possible AIA associate membership.
- SAA assisted the AIA Foundation in the sale and promotion of the book, *The White House: The History of an American Idea*.
- SAA had representation on AIA's IDP Committee and Historic Preservation Committee.
- The Education Committee joined AIA's committee as a corresponding member and provided data for the AIA On-Line database.
- The College Curriculum Committee accomplished several key goals - one was the development of a brochure depicting the proposed project for marketing to institutions of higher learning. Three potential schools (Pratt Institute, Boston Architecture Center, and City College in San Francisco) were secured during 1992. SAA received a firm commitment from Pratt Institute to implement the program in the Fall of 1993.
- President Daugherty and the College Curriculum chair and consultant met with representatives of AIA, ACSA, and NAAB in Washington, DC, about the college curriculum program.
- The Traveling Seminar subcommittee of the College Curriculum Committee conducted a workshop at *Grassroots 92*.
- The economic climate of 1992, for the most part, was poor, making budgets and funding a challenge. SAA experienced approximately a 10 percent decrease in membership. Two



national membership drives were initiated in 1992 having monetary reward for chapters.

- President Daugherty attended a membership recruitment and retention seminar in Detroit, MI. As a result, the 1992 Executive Committee secured the services of Mark Levin of BAI, Inc., to present the seminar at the 1993 Leadership Conference.
- The Education Committee began reviewing publications for updating. An EdComm Bulletin was added to the *News Journal*, providing timely information related to design administrators and office procedures.
- A \$5 dues increase was adopted at the convention during the annual business meeting.
- A new membership category of Emerita/Emeritus was adopted at the annual business meeting.
- Recommended by the Past Presidents Council, Enn Ots, AIA, College Curriculum Consultant, was named an SAA Honorary Member at the national convention.
- An Advisory Council to the College Curriculum was formed and met officially in Boston.
- Suzanne Warner-Raboy (New York Chapter) presented a seminar for AIA at the convention.
- The national awards program was revamped by using outside judges and enhancing the presentation format.
- The installation of new national officers was moved from a convention event to a Leadership Conference event, commencing in 1993, to coincide with the calendar year change.
- Cheri Van Over (New York Chapter) received the "Member of the Year" award.
- Approximately 12 percent of SAA's membership attended the Boston convention.
- Marketing the Boston Convention outside SAA's general membership was introduced by providing chapters with convention marketing materials for dissemination at the local level.
- The Boston convention provided additional SAA operating revenue (approximately \$4,500).
- A *Convention Planning Guide* was developed

by the 1992 Convention Committee.

- The "Sister Chapter" program was formed during Executive Committee meetings in Boston to assist chapters with additional networking opportunities.
- Recertification of previously certified architectural administrators now under the associate membership category was resolved.
- A task force on "Professional Image" was formed to update SAA's graphic image, but was then put on hold due to issues such as a possible name change and membership within AIA.
- The Public Relations Committee developed a database and published an article on the College Curriculum in the *Memo*. The committee started work on developing a testimonial document (What SAA Means to Me), and an SAA "Mission Statement" (this was put on hold due to a possible name change and membership within AIA).
- President Daugherty, with the assistance of Patsy Frost, CAA, Hon. AIA, produced a president's *Communique* to augment communication among the Executive Committee, national committee chairs, and chapter presidents. The new publication was well received and, hopefully, will continue.
- An outside fundraising chair was named.
- SAA established a banking relationship for accepting charge card payments for registration fees, publications, dues, etc.
- Responsibility for processing new member packets was returned to the Membership Committee.
- A new three-part (NCR) dues transmittal form was produced for use by chapters.
- Two SAA chapters were chartered: Portland and Nashville.
- Three regional SAA conferences were held in 1992: Eastern States, Hampton Roads, VA; Western States, Las Vegas, NV; and Ohio Regional, Columbus, OH.

1993 – 24th National Convention Chicago, Illinois

The theme for the 1993 year was *Teambuilding: SAA & AIA*, chosen in part because of the high



level of interaction with the two organizations as they examined the issue of joining forces and operating as one.

In keeping with our calendar year change adopted the prior year, installation was held in Washington, DC concurrent with the AIA Grassroots conference in January. Richard Hobbs, FAIA, was the installing officer and the event was an installation breakfast instead of the traditional installation banquet held at the spring convention. Mr. Hobbs installed the 1993 Board: Robbie Ralkowski, CAA (Seattle), President; Diane Breman, CAA (Chicago), President-Elect; Patricia Polen, CAA (Hampton Roads), Vice President; Renate Walker, CAA (Long Island), Recording Secretary; Linda T. Smith, CAA, (Denver), Corresponding Secretary; Rose Kamages Hunter (Boston), Treasurer; and Patricia Daugherty, CAA (Cincinnati), Past President/Director.

Richard Hobbs had been our liaison at the AIA and seemed an obvious choice to install the 1993 Board, as he had worked very hard within the AIA and with the SAA Executive Committee to promote our becoming a Professional Interest Area (PIA) of the AIA. The issue of becoming a PIA was to then occupy an enormous amount of time and energy during the year. In the end we elected to not make that significant change in our structure. Doing so would have put the management of SAA into the hands of the AIA, raising our dues by a very significant amount and allowing SAA to become virtually a "committee," of sorts, of the AIA. Being primarily a group of very strong-willed and independent women, we elected to maintain the status quo, a decision which in retrospect, to this day seems to have been the right choice.

The year 1993 was the last year of significant AIA Board participation. We maintained our guest seat on the Board and the President attended AIA Orientation and Board meetings in Washington, DC in November and December of 1992; AIA Board meetings in Miami, Florida and again in Washington, DC in December 1993. Considerable networking was

accomplished at those meetings and the AIA pledged on-going monetary support for SAA.

1993 was in some respects a year of "almost-but-not-quite" making some huge changes within the organization. We almost changed our name. We didn't have quite the right name selected and the vote at the Annual Meeting fell just short of passing. We initiated the open forum format of discussion prior to the actual meeting, and the major issues of the convention have been discussed in that setting ever since it was initiated in 1993. We almost decided to join the AIA as a PIA, and in the end voted to maintain our independence.

One of our main goals for the year was to provide quality membership and to increase membership by 20 percent. If we didn't quite make it, we all most did! The establishment of the Toronto Chapter and their 14 charter members (our first international chapter), brought our total to 101 new members from January 1, which represented 16 percent increase for the calendar year by convention.

We had a very successful convention at the historic Knickerbocker Hotel in Chicago. We provided over 18 hours of seminars that qualified for certification points. Not only successful in terms of attendance and quality of seminars, but we also were very successful financially and turned over profits of over \$11,000, largely due to direct requests for contribution to the event.

The Erma Bolick scholarship fund was established in 1993. President Ralkowski had worked with Erma (our first national president) very early in her career and so the establishment of the scholarship, at Erma's request, was particularly a particularly meaningful accomplishment.

Member of the year was Piccola Randolph, CAA (Florida North Central).

Three members were certified: Patsy K. Dowd, (Dallas); Patricia Polen, (Hampton Roads); and



Patricia Strigel, (Minneapolis/St. Paul).

1994 – 25th National Convention Los Angeles, California

The year of "Success Through Change" began at the Leadership Conference and Installation Ceremony of the 1994 Executive Committee: Diane Breman, SDA/C (Chicago), President; Patricia Polen, SDA/C (Hampton Roads), President-Elect; Renate Walker, SDA/C (Long Island), Vice President; Terry Bolender, SDA/C (Seattle), Corresponding Secretary; Debra Massop-Mitchell, SDA/C (Denver), Recording Secretary; Rose Kamages Hunter (Boston), Treasurer; Robbie Ralkowski, SDA/C (Seattle), Past President/Director.

The main focus for the year was to change the name of the organization, which was accomplished at the Convention in May. By selecting a new name it was felt that we could create a broader base for membership growth and enhance our fund raising efforts. Effective January, 1995, we would be known as the Society of Design Administration (SDA). This change came after considerable discussion among the members, chapter, Board of Directors and Executive Committee. A new direction was encouraged by the AIA and was necessary in order for the Society to establish its presence with other professional organizations and the industry as a whole.

A task force was created to produce an image update/graphics program and new logo. Other issues on ExCom's plate included: building an on-going relationship with AIA, creating a working relationship with the National Society of Professional Engineers, working on value membership, investigating alternate sources of revenue, securing a national reprographics vendor, creating a fund raising task force/committee, establishing an Education Foundation, and revising the *SDA Handbook for Design Administration*.

Five SAA members became "Certified Architectural Administrators:" Linda Flynn

(Seattle), Frances Gose (James River), Carol Monahan (New York), Connie Sheer (Orange County), and Marie Sporny (Chicago). Six members met the requirements for re-certification: Judy Beebe (Seattle), Kay Boller (Iowa), Francine LaRose (Northern California), Diane Monroe (Atlanta), Joanne Neely (Hilton Head Island), and Linda Smith (Denver).

SAA National Award Winners included: *Contribution to SAA/AIA* -- Columbus, Hilton Head Island, and New York; *Community Service* - - New York, Denver, and Orange County; *Monthly Newsletter Content & Graphics* -- Dallas and Northern California; *Monthly Newsletter Best Overall Presentation* -- Columbus; *Bi-Monthly Newsletter Best Overall Presentation* -- New York; *PR Raising Awareness with SAA/AIA* -- New York; *PR Raising Awareness within General Community* -- Denver. Francine LaRose, SDA/C (Northern California), was named *1994 Member of the Year*.



The SDA Story

Society Of Design Administration

1994 – 4225

A New Identity

During June 1994, a task force was established to develop a new logo and identity package for the Society. With the new name set to take effect on January 1, 1995, time was of the essence. Members were given the opportunity to submit suggestions and concepts, and these were reviewed by the Executive Committee and National Committee Chairs at their fall meeting in Portsmouth, New Hampshire. After careful consideration, the decision was made to hire an outside graphic designer to help develop and kick off SDA's new image. James Clark Design Images of Seattle, Washington, was selected to develop the logo and graphics package, and Terry Bolender and Robbie Ralkowski (members of the Executive Committee also from Seattle) were assigned the task of working with James Clark.

In meeting with Mr. Clark, considerable time was spent discussing the Society of Design Administration and its members. It was explained that SDA represents many sizes and types of architectural, engineering, interiors, and related design firms. It was also explained that SDA represents individuals holding many different positions within those firms (office managers, bookkeepers, receptionists, business managers, marketing coordinators, librarians, administrative assistants, document processors, project coordinators, secretaries, etc.). In spite of those differences, however, members hold three things in common. First, we are all working toward the same end (i.e. the finished project). Second, we hold a strong sense of respect and passion for the design professions and the built environment. Third, no matter the size or nature of our firms, the members of SDA are often considered the glue or mortar that holds their firms together and keeps them running smoothly. Members are indispensable to their firms.

Mr. Clark also learned about the goals and benefits of SDA: networking, continuing education, networking, professionalism, networking.

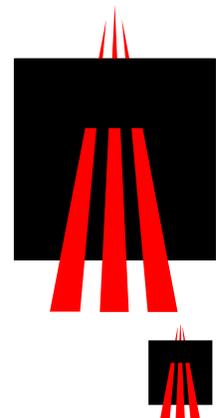
In creating the new image for SDA, Mr. Clark was instructed to consider all the above, but there were additional conditions. The image had to be simple enough to reproduce well in black and white. The image had to be simple enough to reproduce well at a small scale. And the image had to carry us forward into the next century.

The following are notes from James Clark regarding the image:

". . . This design represents who is the membership: Architecture, Engineering, Interiors, etc. Inside these different types of firms each administrator has to manage multiple tasks, multiple projects, and apply many different skill sets to achieve their job. It is from this wide base of activities that the three tower points come from and narrow to a point showing the focus and precision that is needed."

The color combination of red on black was selected for three reasons. First, red and black are equally strong. The strength of the three points (the disciplines) does not override the strength of the base (the administrator) or vice versa. Second, red and black are considered classic and are not trendy. Third, the red image adds an element of consistency from our prior SAA graphic.

The new logo was unveiled at the National Leadership Conference in Dallas, Texas, on January 11, 1995.



1995 – 26th National Convention Atlanta, Georgia

The 1995 National Executive Committee consisted of President Pat Polen, SDA/C (Hampton Roads), Vice President Renate Walker, SDA/C (Long Island), Recording Secretary Debra Massop-Mitchell, SDA/C (Denver), Corresponding Secretary Terry Bolender, SDA/C (Seattle), Treasurer Gay Kennedy, SDA/C (Las Vegas), and Immediate Past President/Director Diane Breman, SDA/C (Chicago).

Dallas, Texas, was the site of the 1995 National Leadership Conference and the installation of President Pat Polen, SDA/C (Hampton Roads). Due to a serious illness, Rose Kamages-Hunter (Northern California), who had been elected as the National President-Elect in May 1994, regrettably resigned just prior to the installation of officers. As a result, the 1995 Executive Committee was composed of only six members. Carole Steadham, SDA/C (Dallas) served as the conference coordinator.

Members who attended the Leadership Conference applauded the new SDA logo and were introduced to the new mission statement developed by the Executive Committee: **"To promote the exchange of ideas and to educate its members in the related disciplines of design firm administration."** Because of the new logo and name, President Polen chose not to have a theme for her presidential term.

During 1995, all national committees were charged with the responsibility of updating existing materials and creating new materials to help promote our new name.

The SDA Education Foundation, Inc., was established as a 501(c)3 organization. This action was taken to better allow us to expand our fundraising efforts and pursue grants available only to 501(c)3 organizations. These funds would be used to support educational efforts by the Society and others, including but not limited

to the Academic Curriculum Task Force, the Education Committee, and the Certification Committee. Dues revenues received by SDA could then be used to hire an Executive Director.

Through the Foundation, SDA began the Erma Bolick Professional Development. This scholarship, named after SDA's first national president, is designed to provide members with registration money to attend SDA's national convention. The fund was started with seed money donated by Erma Bolick.

Atlanta, Georgia, was the site of the 26th National Convention. Carolyn Pursell, SDA/C, of the Hampton Roads Chapter served as the convention coordinator.

At the annual business meeting, an important bylaw amendment was adopted that provided the Executive Committee with the authority to pursue the hiring of an Executive Director as soon as it was economically possible.

Due to the questionable continuation of the annual financial grant from the AIA, members also approved a five-year phased dues increase.

In the fall of 1995, the National Education Committee, under the leadership of Deborah Gill, CPA, SDA/C (Hampton Roads) finished the updated version of the Handbook, and renamed it the "Handbook for Design Office Administration."

Georgette Patterson (Portland) took over editorship of SDA's National Publication. During 1995, the publication was elevated to a magazine format with technical articles. Publication was changed to a quarterly schedule.

The Academic Curriculum Task Force, chaired by Piccola Randolph, SDA/C (Florida North Central), successfully implemented a degree program at City College of San Francisco.

Other major standing committee chairs included Cheri (Van Over) Melillo (New York), Public Relations Committee; Patsy Frost, Hon. AIA, SDA/C (Columbus), Awards Committee; and



Renee Spodak, SDA/C (New York), Certification Committee.

1996 – 27th National Convention Minneapolis, Minnesota



1996 National Executive Committee: left to right – Treasurer Gay Kennedy, SDA/C, (Las Vegas); Recording Secretary Debra Massop-Mitchell, (Denver); Corresponding Secretary Brenda Richards, SDA/C, (New Hampshire); President Terry Bolender, SDA/C, (Seattle); President-Elect Renate Walker, SDA/C, (Long Island); and Vice President Carole Steadham, SDA/C, (Dallas). Not pictured is Immediate Past President/Director Pat Polen, SDA/C, (Hampton Roads).

SDA began 1996 with the National Leadership Conference in Las Vegas, Nevada. Francine LaRose, SDA/C (Northern California) served as conference coordinator.

Partners in a Vision was selected as the theme by President Bolender. This theme and its related graphic were selected as representing the administrators' roles in creating the vision of their firms and the society, as well as SDA's partnership with other professional organizations.

The former "Officers Guide" was redeveloped into the "Leadership Guide" and was provided in binder form to all conference participants and chapter presidents.

Minneapolis, Minnesota, was the site for the 27th National Convention chaired by Evelyn Root of the Seattle Chapter. The conference was held at the Radisson Plaza Hotel Minneapolis and was attended by 90 members.

During the annual meeting, the Board of Directors passed two important amendments to the National Bylaws. The first amendment reinstated the convention-to-convention term of office. This

amendment recognized that the calendar year term, instituted in 1989, had not met the needs of the Society as hoped. 1996 Executive Committee members agreed to serve until Convention 1997. Those elected to office at the 1996 Convention agreed to wait until Convention 1997 for installation (as opposed to Leadership 1997).



Terry Bolender, SDA/C, National President; and Lynn Tranter-Moise, president of SDA Canada, sign the Agreement of International Affiliation at SDA's National Convention in Minneapolis.

The second important amendment allowed the creation of "International Affiliates." Since its creation in 1993, the Toronto, Ontario Chapter of SDA had expressed ongoing concerns regarding such international issues as currency exchange rates, differing laws (as represented in educational material), and a different relationship with the Canadian architects. Establishment of SDA Canada allowed them to continue to use the name and logo, participate in SDA events, but would limit communications to SDA Canada's Executive Committee. The agreement also allowed SDA Canada the right to expand in other Canadian provinces and form a National organization and with local chapters. An annual fee is charged to SDA Canada in order to maintain the agreement, which is visited every two years.

Georgette Patterson continued as editor of SDA's National Publication through the summer of 1996, at which time she resigned and was succeeded by Molly Cowan (Portland).



In 1996, a National service project was kicked off. *CANSTRUCTION*[®], a design/build competition using canned goods to benefit local food banks was originally started by Past National President Deborah (Worth) Ashcraft, SDA/C, in the Seattle Chapter in 1993. This project was subsequently undertaken by the New York chapter, who had turned it into a significant design industry event. Cheri Melillo was appointed chair of a task force to make *CANSTRUCTION*[®] a national event by SDA chapters.



Renee Spodak, SDA/C, of the New York Chapter was named National Member of the Year.

Other national committee chairs for 1996 included: Piccola Randolph, SDA/C (Florida North Central), Academic Curriculum Committee; Elaine Kalinowski (San Antonio), Public Relations Committee; and Mary Boyd (Northern California), Education Committee.

New chapters started in 1997 included Southern Arizona (Tucson), Central Texas (Austin), and reinstatement of the Chicago Chapter.

SDA's Executive Committee was represented at the National AIA Board of Directors' meeting in December 1997 by Vice President Carole Steadham. Although SDA no longer held an official seat on the Board, we were welcome guests.

1997 – 28th National Convention New Orleans, Louisiana

Leadership Conference 1997 was held in Seattle, Washington, with Linda Flynn, SDA/C (Seattle) chairing the event. The theme "Partners in a Vision" continued until the installation of the new president in May.

1997 was the first year that SDA worked without a grant from The American Institute of Architects.

In early 1997, negotiations were started and successfully completed with John Wiley & Sons to professionally publish SDA's "Handbook for Design Office Administration."

The 28th National Convention, chaired by Pat Polen, SDA/C (Hampton Roads), was held in New Orleans, Louisiana. Renate Walker, SDA/C, Long Island, was installed as the Society's National President where she kicked off her theme *Excellence Through Education*.

Barbara Whitney, SDA/C, of the Seattle Chapter was selected as National Member of the Year. A special "vision" award was presented by outgoing president Terry Bolender, SDA/C, to Cheri Melillo for her efforts in making the first National *CANSTRUCTION*[®] Competition a success.



1997-1998 National Executive Committee: left to right – Corresponding Secretary Elaine Kalinowski, SDA/C, (San Antonio); Vice President Carole Steadham, SDA/C, (Dallas); President-Elect Brenda Richards, SDA/C, (New Hampshire); President Renate Walker, SDA/C, (Long Island); Immediate Past President/Director Terry Bolender, SDA/C, (Seattle); Recording Secretary Linda Flynn, SDA/C, (Seattle); and Treasurer Betty Connell, SDA/C, (San Diego).



During the 1997 annual business meeting, a decision was made to change the name of the Foundation to the "Design Firm Management Education Foundation, Inc." This change was required to create a distinction between the Foundation and SDA – an area of significant confusion by sponsors and donors.

1998 – 29th National Convention San Francisco, California

Leadership Conference 1998 was held in Orlando Florida, with Anna Maria Scheiner, SDA/C, (Orlando), chairing the event. The theme was *Excellence through Education – Back to the Basics 2*. Seminars, Roundtables, and Networking focused on educating chapter leaders on the why, what, and how to's of running a successful chapter. The event was very successful and had record-breaking attendance.

In 1998 we saw the first royalty check from John Wiley and Sons, the professional publisher for the "Handbook of Design Office Administration."

The Design Firm Management Curriculum was presented to San Antonio Community College, and San Francisco City College added the curriculum to its course offerings. Curriculum presentation was produced on CD Rom. Distant Learning Survey was completed.

A revised Chapter Development Guide was introduced and used quite successfully by Carole Steadham, SDA/C, National Vice President, chartering chapters in Columbia, Missouri; Raleigh, North Carolina; and New Mexico.

Carole Steadham, SDA/C, again represented SDA's Executive Committee at the National AIA Board of Directors meetings in December (Washington DC) and May (Monterey, CA).

Formal conversations were begun with AIA to explore a reinstatement of the AIA/SDA Affiliation Agreement.

Renate Walker, SDA/C, presided over the 29th National Convention, chaired by Barbe Shaffer,

SDA/C, (James River), and held in San Francisco, California. Brenda Richards, SDA/C, (New Hampshire), was installed at the Society's National President under the theme *Excellence through Education – Advancement through Leadership*.

Bylaw amendment was proposed for the CANSTRUCTION[®] Task Force to become a 503(c)3 non-profit organization under the Society of Design Administration. This bylaw was accepted in July and CANSTRUCTION[®] Inc. was born. Another important bylaw amendment was passed that transferred the Academic Curriculum Committee to the Design Firm Management Education Foundation, Inc.

Debra Massop, SDA/C, (Denver) was selected as National Member of the Year. Outgoing president, Renate Walker, SDA/C, was presented with a plaque for her service to the Society.

1999 – 30th National Convention Dallas, Texas

President Richards' theme *Excellence through Education, Advancement through Leadership* was introduced as a continuation of the strong focus on education promoted by Past President Renate Walker, SDA/C, and as an introduction of a renewed focus on Leadership.

During the 1998 annual business meeting it was voted that the Board of Directors would review the proposal made by the CANSTRUCTION[®] Task Force to dissolve the task force and incorporate the entity into a 501(c)3 corporation. The purpose being that the CANSTRUCTION[®] would be able to develop a fund raising campaign as a non-profit event. Following convention, a vote was taken by mail and the motion passed. CANSTRUCTION[®] Inc. held its first annual meeting in Dallas. Cheri Melillo; Deborah Gill, SDA/C; and Michelle Brown are members of the Board of Directors for CANSTRUCTION[®] Inc.

In June, President Richards opened discussions with Olson Management of Raleigh, North Carolina, regarding association management services. After reviewing resumes of several



individual candidates, discussing the pros and cons of the SDA becoming an employer, and following a visit to Olson Management in Raleigh in October, the Executive Committee decided to enter into a 15-month contract for association management services. Olson Management assigned Penney De Pas, CAE, as the SDA Executive Director, and Kristine Fote as SDA Member Services Director. The SDA headquarters were moved to Raleigh, North Carolina.



1998-1999 National Executive Committee: left to right - Vice President Elaine Kalinowski, SDA/C, (San Antonio); President-Elect Carole Steadham, SDA/C, (Dallas); Recording Secretary Linda Flynn, SDA/C, (Seattle); President Brenda Richards, SDA/C, (New Hampshire); Corresponding Secretary Barbe Shaffer, SDA/C, (James River); Treasurer Betty Connell, SDA/C, (San Diego); and Immediate Past President/Director Renate Walker, SDA/C, (Long Island).

Work continued with John Wiley & Son for the publication of the Handbook. The first hard bound edition was ready for distribution in October and international sales are now underway.

During the 1998-99 term of office there were many opportunities for the President and members of the Executive Committee to meet with allied organizations and supporting services leaders to promote the Society. President Richards met with Boston Architectural Center staff to promote a class in Design Firm Administration based on the SDA Handbook; attended the Professional Services Management Association Conference in Nashville, TN; met with Sherrye Henry, Editor, Institute of Management and Administration (IOMA), publishers of the Design Firm Management Report; met with Jack Ford, President of Charrette Corporation in Boston, MA; and visited FMI Corporation in Raleigh, NC, to

discuss a half-day presentation by Hank Harris for the 1999 annual convention.

In October, Vice President Elaine Kalinowski, SDA/C, and President Richards traveled to St. Louis to attend the AIA Practice Management Conference and also to meet with St. Louis administrators to promote the development of a new chapter. St. Louis chapter, along with Little Rock, Mid-Missouri, Santa Fe, and Lower Rio Grande Valley were all chartered in 1998-99.

Concurrent with SDA Western States Conference in

Las Vegas, NV, President Richards was asked to address the AIA Western Mountain Region Conference. With 500 AIA members in attendance, this was a key opportunity to build enthusiasm and respect for involvement in the SDA throughout the Western Mountain Region.

Leadership 1999 was ably chaired by Joyce Pedersen of the Southern Arizona chapter. Her committee and chapter members provided strong support to produce an energetic conference focused on *Leading with Purpose*. Following a nationwide challenge from President-Elect Steadham, all but three chapters were represented—a significant "best showing" from our leaders. Michael Stanton, FAIA, National AIA President, honored us by making time to address our attendees and to meet with President-Elect Steadham and President Richards to discuss the reinstatement of the AIA/SDA affiliation agreement.

Sponsorship Chair, Debbora Beattie, SDA/C, (Seattle) successfully negotiated a three-year commitment of support with Deltek/Harper & Shuman for sponsorship of the Society's educational programs.

The 30th National Convention took place in May, 1999, in Dallas, TX, at Le Meridien Hotel. Chair Shirley Kraskiewicz (Dallas), coordinated a three and one-half day experience that was a mix of education, networking, and fun for all. Beyond the excellent seminars and tour of the city, further highlights of the event were a 30th anniversary luncheon accentuating the contributions of our



past national presidents, a chapter awards luncheon, the awarding of Honorary AIA on President Richards by the Institute, and the annual SDA installation celebration on Saturday evening.

Mildred Arnold, SDA/C, was named 1999 National Member of the Year. As a long time member of the Dallas chapter, it was particularly exciting for Mildred to receive this truly deserved honor in her hometown surrounded by family and friends.



1999-2000 National Executive Committee: left to right – Past President Brenda L. Richards, SDA/C, Hon. AIA, (New Hampshire); Secretary Deborah Rusnock, SDA/C, (Orlando); Vice President Judy Ferguson, (Atlanta); President B. Carole Steadham, SDA/C, (Dallas); President-Elect Elaine Kalinowski, SDA/C, (San Antonio); and Treasurer Connie Ables, SDA/C, (Portland).

President Steadham's theme for her term is *Focus on the Future-2000 and Beyond*.

2000 – 31st National Convention Philadelphia, Pennsylvania

Leadership Conference 2000 was held in Washington, D.C., chaired by Kay Boller, SDA/C, Iowa chapter.

Major accomplishments during President Steadham's term included the following items: new web site including member ID option for membership incentive; List serv for member networking; and on-line resources, including white papers.

Value membership was emphasized, along with initiation of the Chapter Assistance Program and a Member at Large marketing campaign.

Education was a major focus, with the

restructuring of the Education Committee to include Education Services and methods of delivery; development of the Education Strategic Plan, including mission and vision statements; and the scheduling of the first Education Symposium to be held at the 2001 Convention.

Behind the Design was given a new format including local and national news.

The initiation of the Professional Emphasis Groups, and assigning of Regional Directors occurred during Carole's administration.

Of special note is the renewal of the American Institute of Architects (AIA) affiliation, and partnering with the AIA Practice Management Professional Interest Area (PIA). Partnering with the Council of Architectural Component Executives (CACE) was also promoted.

Jennifer Greene (New York) was named 2000 National Member of the Year.

Finally, Carole was very pleased to initiate a new award: the National President and Past President medals, which were presented to all past presidents in attendance, as well as to Elaine Kalinowski, SDA/C, current National President.



2000-2001 National Executive Committee: left to right - Treasurer Connie Ables, SDA/C (Portland); Secretary Betty Connell, SDA/C (San Diego); Vice President Dee Broz (Nebraska), SDA/C; President Elaine Kalinowski, SDA/C;(San Antonio) President-Elect Deborah Rusnock, SDA/C (Orlando) and Past President Carole Steadham SDA/C (Dallas)

2001 – 32nd National Convention Denver, Colorado



Step Up to the Challenge was President Kalinowski, SDA/C's theme. This theme was selected to encourage members to "Step Up" and become active members of their chapters and the association.

The Fall Retreat was held at a Bridgeport, Texas lakehouse belonging to Carole Steadham's friend, Paul Pedigo, AIA. During our planning we agreed to tighten the budget to be prepared for the challenges we felt we were to face this year.

Discussions began about replacing our current headquarters OMG. Several firms were researched, references checked and President-Elect Deborah Rusnock, SDA/C, made a site visit. GSS, Inc. of Chicago was selected and would be SDA's new headquarters. GSS would be a team of Executive Directors, but Kim Miggenburg would be our contact. An email vote of confidence was made by the Board of Directors.

"Step Up to the Challenge and Attain your Vision" was our Leadership Conference in St Louis, Missouri. Chair Cindy Petzoldt planned a successful "early bird" seminar presented by Deborah Gill, CPA, SDA/C for not only the attendees of Leadership, but design professionals from St. Louis. The funds from this seminar were used as sponsorship for the conference and for use of the local chapter.

Upon return from the Leadership Conference the membership was polled to research the possibilities of eliminating the 2002 Leadership Conference by adding one or two days prior to Convention. The purpose of this poll was to see if attendance would be greater if chapters/members only had the expense of one trip. It was decided that we would use 2002 as a test to see how this works.

Denver, Colorado was the site for the 32nd Annual Convention, which was chaired by Sally DiSciullo, SDA/C. The SDA Headquarter Hotel was "The Oxford" and was attended by a record-breaking 135 participants. Sally was able to show a profit for the Convention.

An important amendment to the National Bylaws was passed during the business session to have Headquarters invoice and collect dues. A Code of Ethics was accepted to be an attachment to the National Bylaws.

Four Erma Bolick Professional Development Grants were given to members: Jeannine Alexander (Ouilette) (Seattle), Nickie Kearny (Raleigh), Anne Greenawalt (Orange County). One was given with contributions from members in the name of President Kalinowski's deceased sister, Charlotte Lee to Mary Truss (Fort Worth).

Two Academic Curriculum programs were started during this time: one in the Cleveland Chapter, and one in Minneapolis/St Paul Chapter.



Certified members (L-R) *Back Row:* Linda Smith, SDA/C (Denver); Judy Beebe, SDA/C (Seattle); Pat Potts, SDA/C (Denver); Stacy Rowland, SDA/C (Seattle); Patricia Sauer, SDA/C (Southern Arizona). *Front Row:* Connie McKenna, SDA/C (Orange County), Diane Monroe, SDA/C (Atlanta); Francine LaRose, SDA/C (Northern California); Mildred Arnold, SDA/C (Dallas); Adela Popp, SDA/C (San Antonio) and Cheri Melillo, SDA/C (New York).

Awards Chair Kim Wolthausen (Dorris) presented Deborah Gill, CPA, SDA/C as Member of the Year with "Who Wants to be Member of the Year" during our Awards Luncheon.

A task force was put into place to review the current national brochure. From this task force the Postcard Membership Campaign was formed.



Other committee chairs included: Karen Morris (Greater Houston) Bylaws; Betsy Nickless, SDA/C (Orange County) Certification; Karenlee Oreo, SDA/C (Hampton Roads) Education Services; Mildred Arnold, SDA/C (Dallas) Historical; Patsy Frost, SDA/C (Columbus) IDP, Nominating and Past President Council; Jamie Achrazoglou, SDA/C (Eastern Iowa) Public Relations; and Susan Vestal, SDA/C (Seattle) SDA Story.

SDA's Executive Committee was again represented at the National AIA Board of Director's meeting in Denver and Washington, D.C. by Past President Carole Steadham, SDA/C.

2002 – 33rd National Convention Charlotte, North Carolina

This was the first year that a combined Leadership Conference and Annual Convention was presented to the membership. This was also the year that gave the entire nation pause. This was the year that the world focus turned to security and subsequent healing. September 11, 2001 will be one of those defining moments that we will remember.

The Society of Design Administration saw significant growth from a renewed sense of purpose following the impact of those events. Our membership grew closer. We reached out to those directly affected by the tragedy and we looked to each other to help our industry sustain itself in tough economic times.



2002-2003 National Executive Committee: left to right – Treasurer Stacy Rowland, SDA/C (Seattle); President-Elect Betty

Connell SDA/C (San Diego); Immediate Past President Elaine Kalinowski, SDA/C (San Antonio); President Deborah Rusnock, SDA/C (Orlando); Vice President Sally DiSciullo, SDA/C (Denver); and Secretary Connie Ables, SDA/C (Portland).

President Rusnock, the Executive Committee, and the National Committee Chairs and Members continued to highlight education and more returned value to members and firms as the primary objectives to enhance membership in the Society.

Attain Your Vision was the focus of members looking to achieve both personal and professional goals through membership in SDA – a provider of possibilities. President Rusnock, along with the rest of the Executive Committee, focused on a more open, communicative membership.

A defined Scope of Service, along with a new contract, was negotiated with the Society's management company, GSS, Inc. Emphasis was placed on a financial re-alignment, tying our financial growth to the costs of managing the Society with more professional services outsourced, allowing for the leadership of the Society to focus on education and value to our members.

The web site was redesigned to become the common source for information on all the Society's activities. This was the first year that Convention information was dispersed primarily by the Internet with a record 142 people attending the Convention in Charlotte. Convention Coordinator Judy Amick provided the first convention program where all five Professional Emphasis Groups offered intermediate to advanced levels of seminars distinctive to each discipline, as well as three open forum opportunities for members to have input into the future of the Society. Certification Chair Betsy Nickless, SDA/C and Education Services Chair Karenlee Oreo, SDA/C reviewed all seminars for content assuring attendees a well-rounded program and the ability to earn credits toward certification.

The on-line interactive database was launched in



May 2002 allowing members easy access to demographic information of the entire membership, as well as the secure ability to change personal information in the national database. Certification credits for all Regional and National events are logged and accessible for each member in each member's profile. On-line Resources continued to provide excellent BTD White Papers quarterly under the expert guidance of Judy Beebe, SDA/C. Ginger Castillo enhanced the list serv program by creating and administrating a searchable database to review list serv summaries of recent discussion topics. A National JobBank was introduced, as well as the SDA Viewpoint, an instant survey with a new topic each week. An FTP site was provided for members to share information on seminars, presentations, and photos for ease of communication.

The Society signed a new book contract with John C. Wiley & Sons for a reference book on forms and letters specific to the design industry to be published in 2003. Past National President Brenda Richards, SDA/C, Hon. AIA, and agreed to coordinate the book on the Society's behalf.

A renewed agreement with SDA Canada was signed by David Church, President of SDA Canada, and President Rusnock establishing a more open communication policy with SDA Canada.

Several firsts for the Society were also noted: Canstruct a Member, a membership campaign directly linking *CANSTRUCTION*[®] and the Society in a coordinated effort, the use of a professional court stenographer in our Annual Business Meetings, a funded Education Services Committee retreat in Las Vegas, and the option of funded conferencing calls for National Committees.

Members honored in 2002 for service to SDA and other affiliated organizations were Carole Steadham, SDA/C, (Dallas) Past President of SDA, receiving her Honorary AIA award and Audrey Platnick, (New York) receiving the SDA Member of the Year.

2003 – 34th National Convention San Diego, California

President Betty Connell, SDA/C chose *Possibilities Unlimited* as this year's theme, reminding members of the numerous educational opportunities available through SDA and encouraging members to take advantage of all that SDA has to offer.

Her goals were to continually increase communication between the Executive Committee, chapter presidents, and the membership as a whole; to explore avenues to increase public awareness of SDA; to strengthen the affiliation between SDA and AIA and pursue affiliations with other professional organizations in the design industry.

Chicago was chosen as the site of the Fall Retreat, the time for planning for the upcoming year, including, reviewing goals, updating the Strategic Plan, and developing the budget for 2003. Since Chicago is the home of SDA Headquarters, Pati Mangano, SDA's Executive Director, coordinated accommodations and meeting space for the retreat. The Executive Committee was even treated to a gourmet meal at the home of Kim Miggenburg, owner of GSS. Deborah Carlson, Chicago Chapter President, also invited ExCom to hold a meeting at her office. For the first time, the Fall Retreat included a joint meeting with the Education Services Committee (ESC), chaired by Past President Elaine Kalinowski, SDA/C, and included Chairs of the Professional Emphasis Groups: Office Administration Debra Ellis, SDA/C; Marketing Dee Broz, SDA/C; Finance Deborah Gill, SDA/C; Human Resources Colleen Holifield; Project Management Barbe Shaffer, SDA/C and Certification Carole Sanderson, SDA/C.

Under the leadership of Deborah Rusnock, SDA/C, Publication Chair, the web site continued to be developed into a powerful communication tool for members and prospective members alike.



SDA and CANSTRUCTION® joined forces to increase membership by implementing “CANSTRUCT A MEMBER” – offering a free one-year membership to one member of any firm participating in a CANSTRUCTION® competition. Many new members took advantage of this offer.

As a member of the San Diego Chapter, President Connell had the rare opportunity of being in the host city for SDA’s 34th Convention. She chose Convention Co-chairs from the San Diego Chapter, Julie King and Sher Prince. Headquarters was the historic Horton Grand Hotel, located in the heart of San Diego’s “Gaslamp District.” The Convention opened on May 6, with a day set aside for Leadership, chaired by Karenlee Oreo, SDA/C, and was followed by three days of seminars, roundtables, interactive forums, and tours. The convention was profitable, with an attendance of 153, which included four members from SDA Canada.

The hotel was in close proximity to the site of the AIA Convention, and members were afforded the opportunity, thanks to Michael Tardif, AIA, to attend AIA seminars, exhibits, and opening night festivities at no cost. SDA and CANSTRUCTION® shared a space near the entrance to the Expo that included “*Sponge Bob Spam Pants*”, winner of San Diego’s 2003 CANSTRUCTION® competition.

ExCom met with the Education Service Committee, National Committee Chairs, the officers of CANSTRUCTION® and the Design Firm Management Education Foundation, and officers of SDA Canada.

Honorary SDA memberships were awarded to Michael Tardif, AIA, and Helene Dreiling, AIA, for long-time support of SDA. The highlight of the Convention was the signing of a five-year Affiliation Agreement by AIA President Thom Penney and President Connell, the culmination of the efforts of SDA Affiliate Chair, Carole Steadham, SDA, Hon. AIA.

Awards Chair Kim Dorris presented chapter awards for Newsletter, Public Awareness-Networking, and Chapter Website at the Awards Luncheon. Cheri Melillo, SDA, presented CANSTRUCTION® awards to Chapters and awards of appreciation for special service.

Andria Brody (Denver) served as Credential Chair for the Annual Business Meeting, reporting 47 eligible voters present at both sessions. Karen Morris (Greater Houston) presented one new amendment regarding the duties of the Education Services Committee (ESC) (formerly stated as the “Education” Committee in the bylaws). The bylaw was passed to revise the name of the committee only. The duties remained the same. There were no others new amendments presented.

Pam Loomis, SDA, presented the Nominating Committee Report on behalf of Chairperson Piccola Randolph. The following officers were elected for the 2003-2004 term: Stacey Rowland, SDA/C, President-Elect; Janet Caprario, SDA/C, Vice President; Cynthia Wait, SDA, Secretary; and Deborah Gill, SDA/C, CPA, Treasurer. Sally DiSciullo, SDA/C, assumed the office of President. The Teller’s Committee consisted of Mary Beth Parker (Dallas), Chair; Marybeth Torgerson (Seattle), and Valerie Smith (Member-at-Large).

Stephanie Kirschner, SDA, Secretary of the Design Firm Management Education Foundation, announced the Erma Bolick Professional Development Grant winners: Ginger Castillo, SDA (Orange County), Jennifer Greene, SDA (New York), and Jamie Achrazoglou, SDA/C (Eastern Iowa).

Scholarships recipients were: Judy Beebe, SDA/C (Seattle) - McGraw Hill and Theresa Vettore, SDA (Southern Arizona) - Wind2.

The Awards Banquet started with a tribute to Past President Piccola Randolph for her years of dedicated service to SDA. National CANSTRUCTION® winners were announced



and included entries from competitions in the United States and Canada, as well. Sandy Beckel (Minneapolis/St. Paul), Janet Bucholdt (Minneapolis/St. Paul), Kim Dorris (Portland), Pamela Loomis (Denver), Judy Mouritsen (Minneapolis/St. Paul), and Wendy Woolsey (Orange County) received SDA Certification. Louanne Madsen (Eastern Iowa); Barbara Shaffer (James River), and Carole Steadham (Dallas) were re-certified and Betsy Nickless (Orange County), Carolyn Pursell (Hampton Roads), and Carole Sanderson (Cleveland) completed their third and final re-certification.

South Coast); Public Relations Carole Steadham, SDA/C , Hon AIA (Dallas); Sponsorship-Stacy Rowland, SDA/C (Seattle).

Deborah Rusnock, SDA/C, presented Resolutions to the following: Sharon Carson, SDA/C, Project Management PEG Chair; Connie Ables, SDA/C, National Secretary; Cynthia Wait, SDA, BTB News Editor; Karenlee Oreo, SDA/C, Leadership Chair; Judy Merrill, SDA/C, Western States Regional Conference Chair; Julie King, SDA, 2003 Convention Co-Chair; Sher Prince, SDA, 2003 Convention Co-Chair; Nebraska Chapter, Tri-Chapter Conference Hosts; Carole Steadham, SDA/C, Hon. AIA, Affiliation Chair; Deborah Gill, SDA/C, CPA, Finance PEG Chair; Alice Templeton, SDA, Human Resource PEG Chair; and Ginger Castillo, SDA, ListServ Coordinator.

Member of the Year was presented to Past President Carole Steadham, SDA/C, Hon. AIA. Carole has served for many years as Affiliation Chair and has represented SDA at AIA Board meetings in Washington, D.C. in December and at the AIA Convention annually.

Committee Chairs serving in 2002-03 included: Awards-Kim Dorris, SDA/C (Portland); Bylaws-Karen Morris (Greater Houston); Certification-Diane Monroe, SDA/C (Atlanta); Convention-Julie King and Sher Prince (San Diego); Education Services-Elaine Kalinowski, SDA/C (San Antonio); Historical-Helen Stewart (Dallas); Leadership- Karenlee Oreo, SDA/C (Hampton Roads); Membership-Janet Caprario, SDA/C (Orange County); National Publications-Deborah Rusnock, SDA/C (Orlando); Nominating Piccola Randolph SDA/C (Florida



The SDA Story

Important Dates In SDA History

- 1959 First meeting of the Architectural Secretaries Association, Inc., in Miami FL.
- 1961 First chartered organization of its kind in the United States.
- 1970 Constitution of the National Architectural Secretaries Association was adopted.
Development of NASA structures was begun.
- 1973 First Journal of NASA published.
- 1975 Articles of Incorporation adopted for ASA.
- 1975 First publication of Architectural Secretaries Handbook.
- 1979 AIA/ASA Affiliation adopted.
- 1980 First four members receive Level I Certification.
- 1982 ASA/AIA Liaison Program developed.
- 1983 Name changed to Society of Architectural Administrators.
- 1984 First *SAA News Journal* published.
- 1985 New SAA logo and PR material created.
- 1985 Display booth purchased.
- 1986 SAA Handbook completed revised and newly published; sold through AIA.
- 1988 First SAA Leadership Conference held in Washington, D.C.
SAA invited to attend AIA Board meetings and meetings of Practice Commission.
Commitment made to developing College Curriculum for design administrators.
- 1992 First international chapter chartered in Ontario, Canada.
- 1994 Name changed to Society of Design Administration (to be effective 1/1/95).
- 1995 New SDA logo and printed materials introduced.
Official launch of SDA Education Foundation, Inc.
First "SDA National Publication" published.
"Handbook for Design Office Administration" (former SAA Handbook) revised and published.
- 1996 Establishment of International Affiliates with chartering of SDA Canada (Ontario Chapter becomes SDA Canada).
Establishment of "Members at Large."
First National *CANSTRUCTION*TM competition.
- 1997 Foundation name changed to Design Firm Management Education Foundation, Inc.
National Publication changes name to "Behind the Design."
- 1998 First royalty check received from professional publisher of "Handbook for Design Office Administration" from John Wiley & Sons



- Academic Curriculum Committee transferred to DFMEF Inc.
- 1998 (cont'd) San Francisco City College added Design Firm Management Curriculum to its course offering.
- CANSTRUCTION*[™] Task Force becomes *CANSTRUCTION*[™] Inc., a 503C/3 non-profit organization under SDA
- 1999 First Executive Director and Member Services Directors hired through Olson Management
- 3 Year Sponsorship of SDA educational programs negotiated with Deltek/Harper & Shuman
- 30th Anniversary Celebration Luncheon honoring past National Presidents held during Dallas Convention
- New SDA Web Site established
- Establishment of Professional Emphasis Groups and Regional Directors
- 2000 Renewed AIA affiliation
- 2001 Decision made to expand Convention by one or two days for Leadership Conference, beginning with 2002, in lieu of separate meeting
- Headquarters to invoice and collect dues
- Code of Ethics was accepted to be attached to National Bylaws
- Two new Academic Curriculum programs begun: through Cleveland Chapter and Minneapolis/St. Paul Chapter
- Postcard membership campaign formed
- 2002 Contract signed with John Wiley & Sons for new book on Forms and Letters in the Design Industry
- New Affiliation Agreement with SDA Canada signed
- On-line interactive database for members includes tracking of SDA National and Regional certification credits
- Launch of National Job Bank on-line
- First combined Leadership/Convention held in Charlotte
- 2003 First joint meeting between ExCom and Education Services Committee at Fall Retreat
- Launch of *CANSTRUCT-A-MEMBER* campaign to increase membership through *CANSTRUCTION*^(™)
- SDA members able to attend seminars at AIA National Convention at no cost
- Honorary SDA memberships were awarded to Michael Tardif, AIA, and Helene Dreiling, AIA, for long-time support of SDA
- 5 year Affiliation Agreement between SDA and AIA signed





SDA National Past Presidents

| Number | Date | Convention Site | National President |
|---------------|-------------|----------------------------|----------------------------------|
| 1 | 1970 | Denver, Colorado | Erma H. Bolick (acting) |
| 2 | 1971 | Detroit, Michigan | Erma H. Bolick |
| 3 | 1972 | Houston, Texas | Helen Brewer |
| 4 | 1973 | San Francisco, California | Virginia DeMoen (6 mos) |
| | | Washington, D.C. | Mildred Tobias (deceased) |
| 5 | 1974 | Washington, D.C. | Mildred Tobias (deceased) |
| 6 | 1975 | Atlanta, Georgia | Virginia M. Hansen |
| 7 | 1976 | Philadelphia, Pennsylvania | Maryanne (Damari) Miller |
| 8 | 1977 | San Diego, California | Gail (Jee) Gabriel |
| 9 | 1978 | Dallas, Texas | Shirley L. Prysock (deceased) |
| 10 | 1979 | Kansas City, Missouri | Patsy L. Frost, Hon. AIA, SDA/C |
| 11 | 1980 | Cincinnati, Ohio | Lorraine C. Sweeny |
| 12 | 1981 | St. Paul, Minnesota | Eleanor (Smith) McNamara |
| 13 | 1982 | Honolulu, Hawaii | Sally (Dahlstrom) Phillips |
| 14 | 1983 | New Orleans, Louisiana | Helen Timm |
| 15 | 1984 | Phoenix, Arizona | Micki (Powell) Aufdenberg, SDA/C |
| 16 | 1985 | San Francisco, California | Erin (Muths) Morgan, SDA/C |
| 17 | 1986 | San Antonio, Texas | Ardis Williams, CAA |
| 18 | 1987 | Orlando, Florida | Patricia A. Manfre-Staab, SDA/C |
| 19 | 1988 | New York, New York | Wanda G. Holcombe, SDA/C |
| 20 | 1989 | St. Louis, Missouri | Madeline S. Shiffrin, SDA/C |
| 21 | 1990 | Houston, Texas | Debbie (Worth) Ashcraft, SDA/C |
| 22 | 1991 | Washington, D.C. | Piccola Randolph, SDA/C |
| 23 | 1992 | Boston, Massachusetts | Pat Daugherty, SDA/C |
| 24 | 1993 | Chicago, Illinois | Robbie Ralkowski, SDA/C |
| 25 | 1994 | Los Angeles, California | Diane Breman, SDA/C |
| 26 | 1995 | Atlanta, Georgia | Pat Polen, SDA/C |
| 27 | 1996 | Minneapolis, Minnesota | Terry Bolender, SDA/C |
| 28 | 1997 | New Orleans, Louisiana | Terry Bolender, SDA/C |
| 29 | 1998 | San Francisco, California | Renate Walker, CDFA |
| 30 | 1999 | Dallas, Texas | Brenda Richards, Hon AIA, SDA/C |
| 31 | 2000 | Philadelphia, Pennsylvania | B. Carole Steadham, SDA/C |
| 32 | 2001 | Denver, Colorado | Elaine Kalinowski, CDFA |
| 33 | 2002 | Charlotte, North Carolina | Deborah Rusnock, SDA/C |
| 34 | 2003 | San Diego, California | Betty Connell, CDFA |
| 35 | 2004 | Chicago, Illinois | Sally DiSciullo, SDA/C |
| 36 | 2005 | Las Vegas, Nevada | Stacy Rowland, SDA/C |
| 37 | 2006 | Los Angeles, California | Janet Caprario, CDFA |
| 38 | 2007 | San Antonio, Texas | Deborah Gill, CDFA |
| 39 | 2008 | Boston, Massachusetts | Debra Ellis, CDFA |
| 40 | 2009 | Houston, Online Meeting | Stephanie Kirschner, CDFA |
| 41 | 2010 | Las Vegas, Nevada | J. Melodee Futch |
| 42 | 2011 | Charleston, South Carolina | Karen Roman, CDFA, LEED AP |