



**Resolution:  
Get Certified  
in 2016!**

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## Focus on: Certification

Resolve to ramp up your career this year with a certification. Of course, we recommend the CDFA certification from SDA, but there are many other certifications to choose from, a few of which we discuss in this issue.

On page 5, read a testimonial from SDA Seattle's own Carrie Thompson about how SDA has made a difference for her.

Also included throughout this edition are our usual features—Tech Transfer, Quick Tips, and Program Recap.

## Get Certified: 4 Keys to Achieving a Professional Certification

by Julie Perrine, CAPOM, MBTI Certified of [allthingsadmin.com](http://allthingsadmin.com)

Earning an admin specific certification is one of the more valuable things you can do for your admin career. It shows your dedication to your work and professional development. And it can even increase your earning potential by several thousand dollars! Yet tackling a certification isn't something to take lightly. It requires thought, research, preparation and dedication. If you're considering a certification to enhance your admin career, here's what you need to do to get yourself ready.

1. Map out plan of action. What do you want to pursue or achieve with your certification? Does the certification require an application? What resources – time, money, supplies, etc. – will you need to complete it? Before you dive into a certification, you need to map out a plan of action and research what goes into getting it. Look for information online, download and review the application, find out the cost for the test, as well as the study materials. Ask other admins what certifications they have and how they've helped their careers. By figuring out all of these things first, you'll know what to expect before, during and after your certification, which can save you a lot of unneeded stress.
2. Create a study strategy. Figure out how, when, and where you'll study for your certification before you actually crack open a book. Then schedule it on your calendar and keep the appointment with yourself. When I did the Certified Administrative Professional (CAP) exam, I put together a local study group, and we met once a week at the public library. The accountability helped keep us all on track. If you know other admins who are studying for the same certification as you, consider forming your own group. You can also go online and join a virtual group. Either way, the extra level of accountability can go a long way in helping you prepare for your exam.
3. Know what to expect during the exam. Don't wait until test day to find out what the exam process is like. Know in advance how long the test is, where it's administered, and what kind of materials you'll need. For example, the CAP exam takes most of the day, while the Myers Briggs certification exam only takes about an hour. If you know what you're getting into before you show up for the exam, you're less likely to encounter surprises. You'll also be able to mirror the test conditions during your preparation.
4. Celebrate your success! Regardless of whether you pass your certification exam on the first try or you have to retake it, be proud of the time and effort you put into it. It's important to recognize your achievement and, if needed, figure out what you have to do to pass it the next time.

Professional certifications are a must for any admin who is serious about his or her career. And the benefits are well worth the effort it takes to prepare and take an exam!

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*Julie Perrine, CAPOM, is the founder and CEO of All Things Admin, providing training, mentoring and resources for administrative professionals worldwide. Julie applies her administrative expertise and passion for lifelong learning to serving as an enthusiastic mentor, speaker and author who educates admins around the world on how to be more effective every day. Learn more about Julie's new book – *The Innovative Admin: Unleash the Power of Innovation in Your Administrative Career* – and request your free copy of our special report "From Reactive to Proactive: Creating Your Strategic Administrative Career Plan" at [www.AllThingsAdmin.com](http://www.AllThingsAdmin.com).*

If the plan doesn't work, change the plan  
but never the goal.

~ Unknown

## Overview of the SDA Certification Program (CDFA)

taken from [sdanational.org](http://sdanational.org)

Those who have been architectural/engineering/construction (A/E/C) administrators for some time regularly reflect on the changes in the profession over the years. The past two decades have brought astounding changes to the A/E/C industry; not only that minor technology shift into computerized design called AutoCad, but also Design-Build, Green Buildings, 401(k)s, Project Management and Profitability issues. With the multi-generational differences, A/E/C firms find themselves hiring employees with varying expectations of how the firms they work for are run from a business aspect. Firms have to make changes in how they manage people, and the A/E/C administrator has been at the forefront of those changes. It is up to the administrator to develop competency, demonstrate the capability, and seize the opportunity to come of age as a business leader and part of the management team.

Successful administrators have skills and knowledge that center on finance, communication, organization and management in general, as well as the ability to delegate and recognize the appropriate level for decision-making. Principal administrators must take charge and make things happen. This requires developing themselves in order to rise the next level. SDA has developed a certification program that provides professionals an opportunity to acquire and apply the necessary skills, and offers firms an "assurance of practice management proficiency." This certification provides the A/E/C industry (employers and clients) of the expertise of certified individuals in the key areas of administration, finance, marketing, human resources, information technology and project administration/management.

### What is CDFA?

The Society for Design Administration, the recognized leader in education for best practices in the A/E/C industry, offers a credential that recognizes your achieved administrative and management expertise, the Certified Design Firm Administrator (CDFA) designation. The CDFA credential is a voluntary certification designed to elevate the professional standards in design firm management and administration and contribute to the firm's organizational growth and maturity through better practices in firm management. The credential conferred by the SDA's Certification Program distinguishes and supports the roles performed by the spectrum of administrators and managers in the A/E/C firm. Furthermore, enhanced marketability and increased earning potential are just two of the many benefits CDFA certification provides.

CDFA certification recognizes an individual who has met a rigorous standard of experience and expertise in design firm management and administration and who has demonstrated their knowledge of the practice and related disciplines through a thorough examination of management and administrative competencies. This individual further adheres to the ethics and responsibilities of the profession as outlined in the SDA Code of Ethics.

### Requirements for Certification

When you apply for the CDFA examination, you are taking your first step toward joining a distinguished group of professionals who have made a commitment to professional excellence, career advancement, and an ongoing pursuit of knowledge.

Eligibility requirements for this certification process include:

1. Written exam
2. Formal education
3. Design firm experience
4. Adherence to a code of ethics

Successful accomplishment of these requirements will result in earning the Certified Design Firm Administrator (CDFA) credential.

Ready to get started? Visit [sdanational.org](http://sdanational.org) and select "Certify" for more information and to download the application.

### 'Sign, sign, everybody sign!'

What's the office manager's toughest task? Hiring? Budgeting? No, it's merely getting the whole staff to sign, date and return a simple document of acknowledgment or policy change. Some tricks to try:

- Lead off the accompanying email's subject line with DUE BY: to get their attention. Always good for a scare.
- Tier the email itself in this order: (1) the instructions they need to follow, including due date; (2) the explanation of the document; (3) the reason why returning it late or incorrectly will create a problem for everyone. Make each of these points in a single sentence—no more.
- That due date? Fudge it in your favor. Make it a couple of days before you truly need the document returned.
- A few well-placed fliers remind people what needs to be done—but don't bother unless it features a large, striking image to grab the eye. Leave the humor out for this one; staff should know you mean business and need the task done now.
- If people still have time to comply but you don't want their obligation to slip their minds, lead off a reminder email with the word COUNTDOWN to haunt them with the image of a ticking clock.



**President's Message**

*Editors Note: Shannon submitted her President's Message to meet a publishing deadline of late November and I did not have her update it when the deadline was extended.*



Happy holidays! Thanksgiving is in the rear window, and every store I visit has Christmas music playing. The weather is alternately rainy and sunny, and the ski resorts are anxious. And before we close the door on 2015, I'd like to share with you a few recent chapter highlights.

As I write this, we're basking in the glow of our holiday social at the Edgewater Hotel in downtown Seattle, two of our members are exploring another educational event for our chapter, our Portico editor is pulling material together for this issue, and our treasurer is polishing her presentation on onboarding & employee handbooks. We've mailed out informational postcards to about 200 potential member firms in eastern Washington, and we welcome new members Suzanne Odgers from Bassetti Architects, Lydia Claxton from ZGF Architects, and Tanya Jimale from Jimale Technical Services. All that on top of the two national webinars, November monthly business practice breakfast, and quarterly Java Jumpstart in just the last few weeks!

Continually providing networking, educational and social opportunities to our members and potential members takes voluntary effort at which our members excel. We want SDA members to get their money's worth! If you're interested in helping shape next year's programs and initiatives, consider running for the Board of Directors. If you're wondering what is involved in being a chapter officer, don't miss National's January webinar series on the different positions. You'll find info on our website. The chapter call for the nominating committee, and then Board candidates, will go out in February. I hope you'll seriously consider giving some of your time and talents to SDA as a Board or committee member. Your perspective is valuable in keeping us relevant and moving forward.

We have lots more on tap. Look to SDA to give you the learning units you need, and invite your colleagues, administrative and others, to earn credits they need also with the wide breadth of AEC topics SDA offers.

I hope the holidays brought peace and joy to you and yours, and I look forward to working with all of you in 2016.

*Shannon Soady, CDFA*

**Upcoming Events**

JANUARY						
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31						

- January 7, noon to 1:00p: Board of Directors Meeting via Conference Call.
- January 12, noon to 1:00p: Business Practice Brown-bag - Are You Exposed? Safe Computing Tactics to Keep Data Secure, BHC Consultants. See [sda-seattle.org](http://sda-seattle.org) for more information and to register.
- January 15, noon to 1:00p: Roundtable - Beyond the First Day of Employee Orientation: Developing an Onboarding Program and Revamping Your Employee Handbook, SR Investment. See [sda-seattle.org](http://sda-seattle.org) for more information and to register.
- January 19, noon to 1:00p: Quarterly Town Hall Conference Call. No cost event for SDA Members only. See [sda-seattle.org](http://sda-seattle.org) for more information and to register.
- January 21, 11:00am to 11:30am: Webinar - Chapter Officer Training: Treasurer. See [sdanational.org](http://sdanational.org) for more information and to register.
- January 21, noon to 12:30p: Webinar - Chapter Office Training: Secretary. See [sdanational.org](http://sdanational.org) for more information and to register.
- January 21, 5:30p to 7:00p: Business Practice Dinner - Construction Photos-Avoid Putting Your Selfie in the Cross Hairs. Crowne Plaza Seattle. See [sda-seattle.org](http://sda-seattle.org) for more information and to register.
- January 26, 11:00am to 11:30am: Webinar - Chapter Officer Training: Vice President. See [sdanational.org](http://sdanational.org) for more information and to register.
- January 26, noon to 12:30p: Webinar - Chapter Office Training: Education Committee/Program Chairperson. See [sdanational.org](http://sdanational.org) for more information and to register.
- January 28, 11:00 am to 11:30am: Webinar - Chapter Officer Training: President-Elect. See [sdanational.org](http://sdanational.org) for more information and to register.
- January 28, noon to 12:30p: Webinar - Chapter Office Training: President. See [sdanational.org](http://sdanational.org) for more information and to register.

FEBRUARY						
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- February 2, noon to 1:00p: Board of Directors Meeting via Conference Call.
- February 18, 5:30p to 8:30p: Business Practice Event: Working with WSDOT. Details to follow at [sda-seattle.org](http://sda-seattle.org).

## Quick Tips

- **When you plan projects, include time for interruptions.** This will prevent you from feeling overwhelmed and pressed for time when employees come by with questions or need clarity.
- **“What would you do if I weren’t here?”** When employees come to you with problems to solve, resist offering them a solution. Instead ask, “How would you handle this if I weren’t here today?” Often you’ll hear that the employee could solve the problem after all. And at the very least, their answers will give you a glimpse into their creativity thinking process, or lack thereof.
- **Get more out of your mouse scroll wheel.** Zoom in and out on a Web page, Word document, Excel spread-sheet, etc. by holding down the Ctrl key and scrolling up to zoom in and down to zoom out.
- **Ban the ringtones, not the phones.** It’s not that you mind the cellphone use, it’s that reggae loop coming from Jen’s unattended phone. An outright ban on cellphone use in the office will likely torpedo employee morale. The next best thing: Cut the obnoxious ringtones that inevitably annoy co-workers by instituting a vibrate-only rule.

## A Testimonial for SDA and Certification

I stepped into the A&E industry back in 1998 as a young mother with only three years’ experience as an office manager. I enjoyed running things and helping others to do their jobs, but at the time I had no idea that I was settling into a career path – it was simply a job that sounded challenging with people I liked during the interview. I was busy raising a family, and a career was not on my mind.

It didn’t take me long, however, to realize that I had found my calling. My company was going through a lot of changes: increasing staff, adding ownership, taking on new clients and project types. It was exciting, and I did my part to make the office run smoothly. It didn’t matter what I was working on, I knew it was important because I could see the relief in the Principals’ eyes when I told them the invoices were taken care of, or that I had handled all of the computer upgrades. I learned how to do the invoicing, establish leases, negotiate credit terms, and train administrative staff.

As time passed and my children grew up, I decided to shift my energies to my own career development and see where it could take me. For years I had watched our architects pursue learning credits, attend seminars, and go on project tours, often wishing for the same kind of professional support. I had heard of SDA but didn’t fully understand what they did; eventually I joined the Seattle Chapter as a way to ‘up my game’ a bit as I headed towards a more senior position in my firm.

Little did I know how much I would gain from the SDA – far more than Excel tricks (though those have been helpful!), I have felt a real kinship developing with my fellow SDA members over the past three years. These are people in the same positions as me, and in positions I either used to do or aspire towards. These are people with the same challenges, in the same industry, often for the same clients. When I looked into the CDFA certification, I knew I had to have that as well. I had to prove that I wasn’t just performing a job, I really do know how to run an office. With almost forty people relying on me, it was gratifying to gain the certification. Proof, if you will, that I had more to offer than just paying the bills.

The certification and my involvement in SDA helped me step into a Directorship at my company in 2014. I’ve gained confidence, and the topics that I learn about have sparked some great conversations with my coworkers. Now part of the senior management, I really get to flex my skillset and help determine where our company will be in the coming years. It’s a great feeling, and I only wish I’d started sooner.

Carrie Thompson, CDFA  
 Director of Administration  
 studio MENG STRAZZARA  
 SDA Seattle Vice President



## Chapter News

### Welcome New Members

A warm SDA Seattle welcome to new members **Lydia Claxton of ZGF, Tanya Jimale of Jimale Technical Services, EB Meyer of WeinsteinAU, and Suzanne Odgers of Bassetti Architects**. We look forward to getting to know you.

### Membership Milestones

Chapter members Susan Vestal, Stacy Rowland, and Sarah Shults were among the SDA members who were recognized at EDSymposium15 on their membership anniversaries.

Susan celebrated her 45th SDA anniversary this year, followed by Stacy with 20 years and Sarah with 10.

Congratulations on your major milestones!

### Lifetime Member Robbie Ralkowski Retires

Congratulations and best wishes to chapter lifetime member, Robbie Ralkowski, on her retirement from Madrona.

Robbie joined SDA in 1968. She served as national president 1993-1994 (installed at the Chicago convention) when it was called Society of Architectural Administrators. Her presidential 'theme' was Teambuilding: SAA & AIA. She was chapter president in 1972. She served as national's Education Committee Chair 1987-88.

She was instrumental in the 1994 task force that developed a new logo and identity for SDA.

### Schacht Honored by AIA Washington

Congratulations to Seattle architect Walter Schacht, who was part of the panel for our November Business Practice breakfast, for being awarded the Jennie Sue Brown Award by AIA Washington for his work advocating on statewide issues that impact the practice of architecture.

This lifetime achievement award is the AIA Washington Council's highest honor.



## Technology Transfer - Use the Alignment Tab

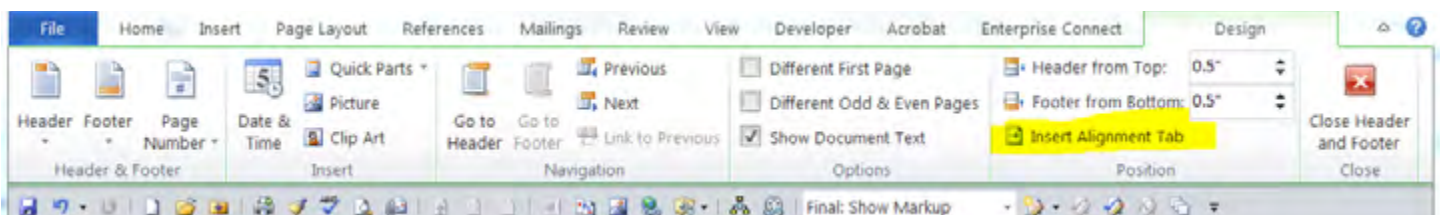
If you use the alignment tab feature in Word, you won't have to change tab settings in your headers/footers whenever the document's margins change.

The alignment tab will align text to the left, center, or the right, relative to the section's margins, no matter what the page size.

Using the alignment tab means that all you have to do is use the **same as previous** feature for headers and footers between section breaks when changing from portrait to landscape.

How-to:

1. At the top of your document, open the footer (**Insert / Header & Footer / Footer / Edit Footer**)
2. On the **Header & Footer Tools/Design** ribbon, click **Insert Alignment Tab** (from the **Position** group) to open the Alignment Tab dialogue box.
3. Click the **Right** button (under Alignment), and then click OK (the cursor will move to the right margin)
4. Enter what you want in the footer (e.g., text, page number, date, etc.)
5. Click **Close Header and Footer** icon (in the **Close** group) to return to the body of your document





## Five Specialty Certifications to Enrich Your Admin Career

by Julie Perrine, CAPOM, MBTI Certified of [allthingsadmin.com](http://allthingsadmin.com)

Admin specific certifications are essential to advancing your career. But did you know that there are other options outside the administrative field that are equally valuable? Specialty certifications – from project management to event planning to travel planning – can also do wonders to improve your skills, enrich your career, and open up new professional doors. And oftentimes, it's a lot faster, easier, and cheaper to get a certification than it is to go back to school and get a degree.

With a certification, you immediately have something valuable to add to your resume to make you stand out from the masses. It also demonstrates that you're actively engaged in your current role and advancing your knowledge base, which can make you stand out for raises and promotions. If you have a specific area of interest that you want to expand your expertise in, then it's worth looking into one (or more!) of these specialty certifications.

1. American Marketing Association's Professional Certified Marketer – Show your interest and dedication to helping better market your company. This certificate requires a four year degree and some marketing experience, but it's a great option for admins who want to advance their marketing abilities.
2. Myers Briggs Personality Assessment Instrument – Learn to better understand your own personality, as well as your executive's and colleagues' by becoming certified in the MBTI instrument. There are several options for obtaining this certification, including online, in person or through a certified administrator.
3. American Management Association's Certificate Programs – The American Management Association offers several certification options, including business communication, project management, and leadership – that can expand your knowledge and skills.
4. The Travel Institute's Certifications – Become a better travel planner and learn how to coordinate travel arrangements more efficiently and effectively. The Travel Institute has several travel planning certifications available depending on your level of expertise – Certified Travel Associate, Certified Travel Counselor, and Certified Travel Executive.
5. Advanced Social Media Strategy Certificate – Hootsuite and the Newhouse School (part of Syracuse University) have paired up to offer a social media certificate that will improve your understanding of social media at a strategic level and boost your overall marketing and communications skills.

A professional certification – whether it's in the admin field or not – is as much about your personal enrichment as it is for your professional career. So you're never too experienced, old, or busy to get certified. Start exploring these specialty certifications and find one that compliments your admin career!

*Julie Perrine, CAPOM, is the founder and CEO of All Things Admin, providing training, mentoring and resources for administrative professionals worldwide. Julie applies her administrative expertise and passion for lifelong learning to serving as an enthusiastic mentor, speaker and author who educates admins around the world on how to be more effective every day. Learn more about Julie's new book – *The Innovative Admin: Unleash the Power of Innovation in Your Administrative Career* – and request your free copy of our special report "From Reactive to Proactive: Creating Your Strategic Administrative Career Plan" at [www.AllThingsAdmin.com](http://www.AllThingsAdmin.com).*

*Editor's Note: In addition to the certifications mentioned in this article, you might consider the following certifications:*

1. *LEED Green Associate: Demonstrate up-to-date understanding of the most current green building principles and practices.*
2. *Society for Human Resources Management Certified Professional (SHRM-CP)*
3. *Certified Associate in Project Management (CAPM): Enhance your credibility and effectiveness working on, or with, project teams.*

### Rev your search engine savvy

Make your Web searches easier on yourself with these four search tips from Macworld senior contributor Joe Kissell.

- Take advantage of advanced search. In Google, after you've typed in a basic search term, click the gear icon in the upper-right corner of the results page to narrow your search.
- Use different search engines. You have multiple search engines at your disposal, so use them!
- Google, Yahoo, Bing, Ask.com and DuckDuckGo all prioritize pages differently.
- Consider a metasearch. If you're constantly doing research online, try DevAgent Pro. It's a site that will query many search engines simultaneously to find the overlap in search results and summarize by concept for you.
- Calculate, convert, define and more. Google can handle calculations (try  $104 * 36.8$ ), currency conversions (185 dollars in euros), time-zone conversions (time in Paris), weather forecasts (weather San Diego), word definitions (define: pedantic) and more.



## Opportunities to Earn SDA Certification Credits

At the end of the year, are you struggling to accumulate the 18 hours of certification points you need to maintain your annual CDFA status? In an ideal world, you wouldn't have to go out of your way for various learning opportunities. However, if you are not getting enough certified educational opportunities from your SDA chapter, or if you can't attend some the national SDA webinars, how are you going to get those 18 required hours?

There are a number of other resources available, many of which would likely satisfy SDA's certification requirements. If you did a brain dump, would you have come up with any of these?

- Get on the mailing list of the closest AIA office.
- Get on the mailing list of the closest ACEC office.
- American Management Association ([amanet.org](http://amanet.org)) offers hour-long (or more) webinars and webcasts.
- K2 Enterprises ([ksquaredenterprises.com](http://ksquaredenterprises.com)) offers conference calls and lectures discussing various topics. (Pay attention though, to the duration of some of the conference calls; they might not last a full hour.)
- BizLibrary ([bizlibrary.com](http://bizlibrary.com)) offers free and for-cost webinars.
- Check with your local chamber of commerce to see if they offer educational sessions.
- Does your area have chapters for: Women in Construction (WIC), Society for Marketing Professionals (SMPS), Women's Transportation Seminar (WTS), or International Association of Administrative Professionals (IAAP)?
- Some law firms offer educational sessions.
- Does your area have a community continuing education program (sometimes hosted by colleges or universities)?

## EDSymposium 15: Connections Rock! by Judy A. Beebe, CDFA

Do you know what it feels like to be able to walk into a room, knowing ahead of time that you are going to meet new people who will forever be in your networking circle? It's a golden opportunity . . . to click with others who work in the same industry. To share stories and knowledge. To find your "counterpart" across the country.

EDSymposium15 in Golden, Colorado was the perfect place to make new SDA connections, and touch base with past connections. It's the golden opportunity to learn from and have fun with SDA members.

*There's something magnetic about Katie Ruuhela (Denver chapter)—she's one of the first that I gravitated toward during the Welcome Reception. Danika Larson (Minneapolis/St. Paul) was an awesome partner for my 'stacked' conversation exercise. Comments from Andrea Munoz (San Antonio) during the "Developing Personal Relationships" session. Comments/questions from Sabrina Heard (Atlanta) during the "3 Steps to Increase Your Fees Now" session. Comments from Carrie Thompson (Seattle) during the "Savvy Hiring" session. Comments from Brooke Simcik (Dallas) during the "Chapter Excellence Award" session. And then there's the sometimes serious, sometimes hilarious sidebars that happen: My 'chapter president' chats with Penny Nelson (Orange County). Southern Arizona members Cloriza Lomeli and Tami Griffin's mention of their firms' formal mentoring programs. The hallway 'haircut' chats with Robin Rayburn (Baton Rouge). The we-now-work-for-the-same-firm chats with Pat Leyden (New York).*

There's also the connection (on a different level) that the national Executive Committee or executive director provides during EDSymposiums. Have you heard what's in the works from national SDA? A members' survey. A website scavenger hunt. Gamification. The "I Am SDA" challenge. National and all the members serving on national committees keep pushing forward, making changes, and having fun.

I could go on and on about all the EDSymposium first-timers I met, or the continued connections made in the bar each evening (yes, we do hit the gathering place—the restaurant's bar—on occasion), or the value added by attending all the educational sessions. You head home with industry knowledge, but there's nothing better than the strong, lasting connections you make when you walk into that room where other SDA members are gathered.





## Program Recap: Employee Surveys: 5 Things to Keep in Mind

Alison Doyle, Human Resources Manager at Ankrom Moisan Architects, uses TINYpulse surveys to gauge employee's feedback and opinions. During our October 27 webinar, "Everything Your Employees Are Thinking But Are Afraid To Tell You," presenter Kevin Nakao invited Alison to share the insight she's gained since her firm began using the TINYpulse surveys.

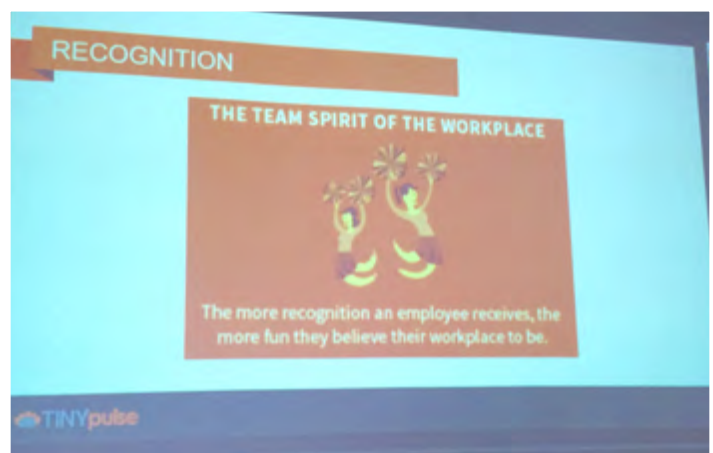
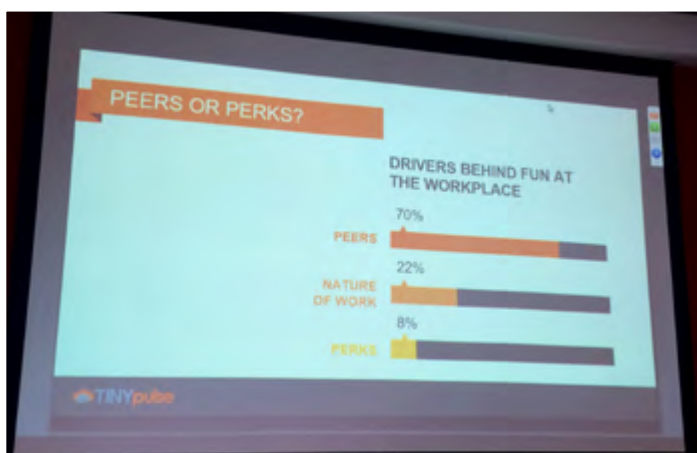


Here are Alison's five tips for effectively managing her firm's pulse surveys:

1. When asking the question "How Happy Are you at Work", don't focus solely on the rating itself. Sure you should analyze and track the ratings each month, but pay closer attention to the comments themselves. Don't strive for a perfect 10; you won't get it!
2. Even if people are "happy," they're still going to have feedback you need to take into consideration. Don't dismiss the positive comments.
3. If you're not ready to be receptive to specific feedback or you aren't ready to address certain topics, don't ask the question!
4. Ask targeted questions to get constructive feedback; don't leave the door open for abysmal comments. For example, never ask "What don't you like about work, or the office?" That question is too vague and it's an open invitation for negativity.
5. Always mix open-ended questions with the simple "on a scale of 1 to 10" questions. Your employees are busy and they won't always have time to write a dissertation on why they're stressed out or why X needs to improve. Mixing the quick 'click a number' question will encourage employees to participate, but not feel overwhelmed by the question itself.

In addition, Alison had this to say:

- The open-ended questions historically have less office-wide participation, but the feedback they do provide is HUGE.
- Go into this knowing you WILL get feedback that surprises you, and may possibly be upsetting to read. If you're in a role that's responsible for the morale and future of your company, you have to be ready for this sort of feedback! (And more importantly, be ready to strategize how to address it.)
- Also, know that while you can't please everyone, try not to be very reactive to only addressing every negative comment. You won't be able to. Your focus should also be on what your company is doing right!
- Lastly, you must engage with your employees and show them you are listening and DOING something. TALK about the feedback and acknowledge it. Don't poll everyone week after week and do nothing. You'll waste time and money. Share the comments with staff and open a discussion around them.
- The [TINYpulse] tool provides you with the feedback you need; what you do with it is up to you!



## Seattle Chapter, Society for Design Administration

### About SDA

For over 50 years, the Society for Design Administration (SDA) has promoted education and best practices in management and professional standards of design firm administration. SDA membership stretches across the United States and Canada, and is composed of personnel working in the design industry for architectural, engineering, construction, and related industry firms.

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“Since 1999, United Reprographics has been committed to providing unparalleled reprographic services to hundreds of clients throughout the Puget Sound. Locally owned and operated, our decision-makers are on-site and available, allowing us to offer our clients flexibility that large corporations cannot match.

We attribute our continuing success to the caliber of the staff and team that serve you every day at United. That’s because each and every person at United Reprographics is dedicated to creating a new service standard to ensure your projects are delivered on-time, on-budget and to your complete satisfaction. And we will Bend Over Backwards to prove it to you!

What does our Bend Over Backwards Service Guarantee mean to you? It is our promise that each and every project we work on for you will be put through a 14-step service process that starts from the moment you contact us for a job to the moment it is delivered into your hands.

Since we launched United Reprographics as a minority-owned, community business, the honesty with which we operate and the customer loyalty we’ve earned have been the hallmarks of our business. Our goal is to provide a level of service and support that ensures your project is completed without incident.”



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*Portico is published quarterly. Please send comments, suggestions, announcements, and articles to the Editor, Gretchen Renz, at [grenz@bwarch.com](mailto:grenz@bwarch.com).*

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December, 2015

Dear SDA Seattle chapter members:

Our chapter holiday social at the Edgewater Hotel in Seattle was not only a great networking event, but also a lot of fun. Being able to connect with fellow SDA members without being constrained by a clock gave us the opportunity to learn more about each other on a personal and professional level, and enjoy a delicious meal, too.

We are fortunate to be employed, but some of our brethren are not so lucky. So we decided as a chapter to solicit donations of clean, new or gently used interview-ready clothing for some who are seeking to re-/enter the workforce.

Dress for Success in downtown Seattle received the following items courtesy of SDA Seattle chapter members:

- Sweaters
- Suits
- Skirts
- Blouses
- Pants
- Suit jackets
- Various accessories and purses

Thank you to all who dug deep in their closets to offer women who might not have appropriate work clothing the opportunity to present that all-important first impression to a prospective employer. The Dress for Success organization was deeply appreciative.

I am very proud of our group for its charitable contributions, knowing we've made a difference in women's lives. Thank you for your contributions in this season of giving.

Sincerely,

Shannon Soady  
2015-2016 President  
Society for Design Administration Seattle chapter