

## President's Message



*Editor's note: this issue's president's message is the transcript of Stacy's inspirational speech accepting the 2012-13 office of SDA Seattle Chapter President.*

Thank you. We're a small group tonight, but as I look around the room, everyone here is proof that it is quality, not quantity, that matters. To steal a line from the Marines, we truly are the few, the proud, the SDA.

As I was making the decision to accept the nomination for President this year, I did a lot of soul-searching about where I am in my life and where I want to go next. I also looked back to where I was 12 years ago, when I was last installed in this position. I almost didn't recognize myself. Not only have there been obvious changes—I've gotten older, changed jobs, changed hair color, but there have been internal changes as well. I'm much more confident than the shy, scared girl I used to be. I have more patience with other people; I'm not afraid

to admit my mistakes, or ask for help when I need it. I believe that all of these changes have come about through continuing active participation in SDA.

Moving forward, I choose to emulate those people I most want to be like—Rena, who's already served multiple times as our president; Tena and Judy, who continue active board participation despite many years of prior service; Cathy and Lois who's dedication and focus keep me motivated. All of you here tonight are the people I choose as my role models. We are here because we believe in making a personal investment of time and effort to help our careers. I've always believed that it was the active participation, rather than passive involvement, that has been responsible for my growth as a person, and as an employee.

We have some serious challenges facing us as a chapter. Our membership is down, our funds are running low, and we really need a chapter website. During this past year, the board has been working on all three of these problems. Lois led us in a strategic planning session last year and helped us identify goals and tasks for reaching these goals. I would like for us to continue

building upon this foundation during the coming year.

In addition to our challenges, we have a lot going for us, as well. For example, we are very good at putting on quality educational programs. We also have a core group of dedicated members. That's a real asset that's worth celebrating.

One thing I've learned from Guy [Michaelsen] is that having passion for something is infectious. It's o.k.—even desirable—to have fun while doing your duty. I provided the champagne tonight because I wanted to start the new board year with a celebration and I challenge each of you to find the joy in your membership and let that passion show. Over this coming year, let's work on solving our problems, but let's also remember to celebrate our efforts, celebrate our accomplishments, and celebrate SDA.

## STACY

Stacy Rowland, CDFA  
President



## Mark Your Calendars!

**SDA SUMMER PICNIC**  
August 25, 2012  
Carkeek Park—950 NW  
Carkeek Park Rd.

*New Programs starting in  
September—stay tuned for  
details!*

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## Member Profile – Amanda Hardeman



*Amanda Hardeman is an executive assistant with Parsons Brinkerhoff and has worked there for five years. Amanda is new to SDA, having joined a few months ago.*

**SDA:** What motivated you to join SDA?

**AH:** The biggest factor for motivating me to join is wanting to gain more skills and knowledge to help me in my job and wanting to learn from others in the group.

**SDA:** What do you do at your firm?

**AH:** I am the executive assistant for our NW regional manager and back-up accounts payable person for the Seattle and Portland offices. I also assist other senior managers as needed, provide coverage for reception when needed and analyze the financials on all Seattle projects every 4 week period.

**SDA:** What challenges you with respect to work/life balance?

**AH:** The hardest thing to balance with work and life is trying to get home at a reasonable time to help my son with schoolwork, or rather, make sure he's doing it. There are days he's at home for several hours before I get home. Other than that I feel like I'm balancing work and life well. I often cycle to work to get exercise, and work longer hours to have every other Friday off to work on my hand-sewn motorcycle/cycle bags business that I'm just getting started.

**SDA:** If there was one class (or seminar or workshop) that you could take that would allow you to perform your job more effectively, what class would that be and why?

**AH:** The class would be in PowerPoint, most definitely. I help my boss on his presentations but have very little experience in PowerPoint. I've taken a few online classes, but I still feel like I just know the basics and want to gain the skills to do more advanced presentations.

**SDA:** What activities or hobbies do you enjoy in your spare time?

**AH:** I enjoy motorcycle riding and have recently started riding one of my motorbikes off-road which is a lot of fun and very challenging. I love to sew and knit, garden and cook. I'm in a couple of book clubs which keeps me busy. Lately I've been working my way through slow-cooker recipes which has been fun to experiment with.

**SDA:** What are some of your goals with respect to SDA?

**AH:** It's hard to say what goals I have because I'm so new and am just learning what SDA is about, but I think helping out with the education program is what I'm most interested in. I also have the goal of trying to make it to a good majority of the events we host to learn new skills and meet and network with folks in my field.

## There's Never Been a Better Time to Join SDA!

SDA Seattle is offering an incentive to new members joining from now to October 31. When membership has been confirmed, new members will receive a coupon redeemable for attendance at one chapter program. This value is equivalent to 38% of the chapter dues. National dues are currently half-price until September 30<sup>th</sup>, with membership valid until the end of 2012. Beginning October 1, membership is full-priced, but valid until the end of 2013.

Take advantage of this offer, join SDA, attend a free program and find out what makes this organization and its members exceptional!

For more information about joining SDA, visit the National Website [www.sdadmin.org](http://www.sdadmin.org), or call the Seattle Chapter President, Stacy Rowland, at 206-325-6877.



## LOVE 'EM or LOSE 'EM

Pakalana Patterson, CDFA



*Pakalana Patterson was a winner of the Seattle Chapter's 2012 EDSymposium12 Scholarship.*

While attending the 2012 Society for Design Administration EdSymposium in Portland, Oregon, I had the opportunity to attend a very informative presentation by Sue Zen, CDFA of SueZen Enterprises, regarding the employment challenges that both employers and employees face today.

First and foremost, it is apparent that the number one thing that has affected both employers and employees is the economy. What we have to come to realize now is that the economy will never be the same and we need to focus on what the future will look like.

Inevitably, the workplace culture has also changed as a result of the economy. We are all feeling down after having to face layoffs, furloughs, lack of chargeability, and reduced fees for services. The workplace is now filled with worry and insecurities, when in prior years we were confident in ourselves and our roles in the workplace. With that in mind, we need to understand that employees are more concerned than ever about the decisions that their leadership are making. It is important to reduce the fears and loss of trust between employees and their leadership through constant communication and honesty.

So what are both employers and employees seeking with the evolution of our economy? Employers need bottom line improvements while employees need to be engaged and valued. It's important to balance what the employers need vs. what the employees need.

**EMPLOYERS WANT:**

- Higher utilization rates
- Improved efficiency
- Reduced costs
- More effort with fewer people
- Increased profit margin
- Ability to increase volume of work

**EMPLOYEES NEED:**

- Confidence in leadership
- Respect and dignity
- Sense of excitement about work
- Promising future with the company
- Work/life balance and flexibility
- Appropriate training for the job

Employers must accept that predictability is gone and volatility is the new "normal". And for most companies, flat now means up. In other words, breaking even is a positive thing. One way

to perhaps improve on this, especially in our industry, is to show that we indeed value the services we provide to our clients by charging for them. This would include charging appropriate fees for your services and charging for **ALL** work performed. Yes, that means charging for those hours spent developing a scope of work and also charging the hours spent performing work outside original scope. You are actually showing your employees that you value them by charging for the work that they perform.

*Does your mechanic work for free? When your mechanic goes in to change your brake pads and finds out that you need new rotors, do they change them for free? Enough said.*

As an employer, grab that business plan of yours off the shelf to see if the vision and mission of the company still holds true.

- Our mission is...
- Our market niche is...
- Our expertise is...
- Our "best" projects are...

For each statement, ask

- Why?
- Is this still true?
- Who cares?
- Is there fire in our belly for this?

Once you have determined the answers to each of those statements be sure to communicate the reality to your staff. Make sure that employees know and understand the vision, mission, values, and goals in the company help foster the collaboration that employees are looking for. Employees who are closely aligned with the mission and values of the company will exceed your expectations.

As far as the workplace culture goes, there are several "old school" ways of thinking that are quickly becoming obsolete. We can no longer assume that our reputation for past work will drive our mission for the future. We also need to recognize that flexibility is an employee requirement in the work place these days and that a Monday through Friday 8-5 work week is no longer the norm. A survey conducted in 2011 revealed that:

- Less than 15% of employees are very satisfied with their jobs
- 5% of them are somewhat satisfied with their jobs
- 65% of them are looking around for other employment opportunities

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## EDSymposium 12—A Focus on Leadership

This year's EDSymposium featured sessions on leadership and teams. Here is a compilation of leadership best practices courtesy of Judy Beebe, CDFA.

### The top 10 leadership traits:

1. Honesty
2. Forward-looking
3. Competent
4. Inspiring
5. Intelligent (knows big picture/vision, can articulate it)
6. Fair-minded
7. Broad-minded (open-minded)
8. Supportive
9. Straightforward
10. Dependable

### The two worst traits a leader can have are:

1. Micromanaging
2. Blatant favoritism

### Great team leaders:

1. Are role models
2. Act with integrity
3. Have a positive attitude
4. Are able to create a work environment that helps employees become self-motivated and client-focused
5. Listen, acknowledge, support efforts
6. Encourage growth, training and participation
7. Don't allow gossiping (ask gossipers: "And how does this affect you?")
8. Regularly share (what can be appropriately shared) what's going on within their division or department, and makes sure that information is trickled down to everyone

### Great team leaders have successful teams. Their teams:

1. Accept change
2. Embrace accountability
3. Achieve measured results (using specific benchmarks to see how they are doing)
4. Share knowledge and job skills
5. Understand that team welfare is a priority
6. Recognize and applaud each other's talents and skills
7. Support the overall goals
8. Strive for excellence

Photos from EDSymposium 12 (from top): *If You're So Good How Come You're Not Rich?* - Steven Burns, FAIA; *Creative Thinking for Non-Dreamers* - Cheri Baker; *Project Delivery Problems: Techniques for Minimizing Their Impact* - Jeffrey Busch, PMP; *Making Your Dream a Reality* - Bernie Siben





# CELEBRATE SDA SEATTLE—A YEAR IN PICTURES!



## Judy Beebe Receives the 2012 Star Award



SDA's Star Award recognizes the service and dedication of an individual to SDA. It is given for significant contributions to the membership of a Chapter or the entire Society through participation in and support of its meetings and publications, fundraising, recruitment, or other significant activities. This award recognizes individual contributions and this year's winner was announced at EDSymposium12, SDA's annual national conference held in Portland, Oregon in May 2012. The winners receive a certificate and a star pin. This year's winner for the Seattle Chapter is Judy A. Beebe, CDFA of Parsons Brinckerhoff (PB).

Judy has worked in the A/E/C industry since 1981.

She has worked for PB for 26 years, and is one of only two administrators worldwide who have achieved PB's technical associate certification at the Principal level. Judy joined SDA in 1983 and, within four years, she was elected to the Seattle Chapter board of directors, serving as President in 1987. She has been a long-time active member, passionate about growing the organization's educational vision and its membership, and has served on the board throughout the years as a Director and on numerous committees. In 2001, the chapter bestowed its R.O.S.E. award to Judy. Judy has been active at the national level as well, serving as the national Secretary in 2006 and as a member of the Education Services Committee

(ESC) in 2010-2011 where she helped develop podcast protocols. In 2010, Judy won SDA's national Lifetime Achievement Award.

In the Year 2011-2012, Judy continues to stand out as a Star in SDA by serving as Director on the Seattle Chapter's Board. Her motto this year is "Back to Basics," and she encourages the Board to use best practices. She served on the Education, Newsletter, Bylaws, and Website committees and takes photographs at events. She encourages potential members to join SDA by bringing guests with her to events and continues to sign up new members.

Congratulations, Judy, on winning the Star Award for 2012!

## Shannon Soady Wins Profiles of Success Award



Shannon Soady, CDFA, of DLR Group won the Silver Award and was recognized at EDSymposium12, SDA's annual national conference, held in May 2012 in Portland, Oregon. Shannon has been a member of SDA since 2002 and served as Chapter President in 2005 and Director in 2010. She has served on SDA national committees and this past year served as Chair of the Jobline and Nominating committees.

The Profiles of Success Award (PSA) is a program designed to recognize all active SDA members who demonstrate their desire to enhance communication, leadership,

and educational skills which ultimately foster self-confidence and personal and professional growth.

The PSA program consists of personal goals each member can strive to achieve since joining SDA by using the PSA Criteria as a guide and the PSA Score Sheet to track points. The PSA is a cumulative point system, a point system based on what each member has earned—certifications and recognitions received, educational development, involvement at both the local and national levels of SDA, etc.—since joining SDA. This type of cumulative point system allows our members to

move from one level to another from year to year without losing points for a milestone not achieved the prior calendar year.

PSA is a self-reporting program with five specific areas of concentration for Membership/Recruitment, Leadership, Education/Professional Development, Events and Charitable Activities, and Certification. Each participating member is required to track their success in the five specific areas.

Congratulations, Shannon, on winning the Profiles of Success – Silver Award!

For a copy of a PSA score sheet, [click here](#).



## The Best Success Coach - You!

Jennifer Broadley

*The following is an excerpt from UK Business Coach Jennifer Broadley's article, The Best Success Coach—You!*

What does it take for anyone to be the best at anything? And does being labeled the best success coach in the UK take different traits to being the best runner in the Olympics, the best artist of the Turner Prize, the best actress at the Oscars or the best leader in your organization? The word 'best' is often used to compare one person, talent or event to another. In this sense, I would steer clear of using it unless it's in a context of comparing me with myself. Wayne Dyer once said that 'true nobility is not about being better than anyone else; it's about being better than I used to be'. With that in mind, here's some of what I think it takes to bring out the best in who you're striving to become:

**A Compelling Vision:** when it's cold and wet and you have to get up for training, when you

fingers are blistered from strumming those guitar chords a thousand times over, when you've got to dig deep to spend another day of business waiting for the breakthrough, a compelling vision will re-ignite passion and motivation to underpin the drive to keep going.

**Personal Responsibility:** no one became the best in their field by looking outside of themselves for the answers, by comparing themselves to another or for finding someone to blame. Each person has a definition of success that's as unique to them as is their fingerprint and a route to achieving that success that navigates through uncharted territory.

**Increasing Self Awareness:** What others can observe about you will only ever be a tiny piece of the jigsaw. When you develop the skill of tuning in to the physical signs, the intellectual promptings, the emotional resonances, and the spiritual meaning of the vision

you're choosing, and then you can fully expand into the truth about your purpose. Only then can you stretch for the heights you secretly dream about. No limits remember?

I've worked with clients whose compelling vision, once defined clearly and courageously, has been enough to change their thoughts, their feelings, and their ability to take inspired action. Subsequently results begin to appear, sometimes so significantly and speedily that you wonder where they could have been hiding for all this time.

So, is it possible for you to be the best at whatever it is you expect for yourself? With vision, responsibility and awareness I say 'yes'. The most important thing, as I always say, is to go inside for your answers - to take some quiet time, shut your eyes, focus your mind towards your heart and let the best you step forward!

“...A COMPELLING

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Jennifer Broadley is one of the UK's leading success coaches.

## 2012 Rose Award Goes to Renae Howard

Since the Year 2000, the Recognition of Special Effort (R.O.S.E.) Award has recognized the talents and accomplishments of key individuals within SDA's Seattle Chapter. This year's winner is Renae Howard, CDFA and Owner of Watching the Bottom Line, an accounting firm primarily serving architectural and

engineering companies. As a member since 1998, she has not only given of herself and her time unceasingly to the Chapter but she adds a special flair to each event or gathering. This makes it more welcoming and enjoyable for the attendees and she makes it look so easy and effortless, while others of us struggle to do the same thing. She has

volunteered in many capacities over the years, including serving two terms as President of the Seattle Chapter. She feels strongly about the benefits that she has gained as a member of SDA and she supports all of the activities of the Seattle Chapter.

Congratulations, Renae, on winning the R.O.S.E. Award for 2012!



Lois Diemert presents the 2012 R.O.S.E. award to Renae Howard.

**SDA Seattle  
2012 - 2013**

**Board of Directors**

Stacy Rowland, CDFA  
President

Cathy Comstock, CDFA  
Vice President

Tena Martins, CDFA  
Treasurer

Rena Howard, CDFA  
Recording Secretary

Lois Diemert, CDFA  
Past President

Judy A. Beebe, CDFA  
Director

**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 administrative personnel. SDA Membership stretches across the United States and Canada and is composed of personnel in the design profession, including architecture, engineering, construction, landscape and interior design.

Visit SDA on the Web:  
[www.sdadmin.org](http://www.sdadmin.org)

***Don't miss these great opportunities to network and learn!***

**SUMMER SOCIALS**

**LUNCH WITH GRETCHEN RENZ, SDA MEMBER FROM SPOKANE, WA**

Tuesday, July 31, 2012 12:00 PM, Juno's, 700 Third Avenue, Seattle, WA  
RSVP to Lois Diemert at [Lois.Diemert@jacobs.com](mailto:Lois.Diemert@jacobs.com) by noon Monday, July 30, 2012

**SDA SUMMER PICNIC**

August 25, 2012, 10 am—4pm, potluck at noon with games at 1:00.  
Carkeek Park—950 NW Carkeek Park Rd.

**DINNER MEETINGS**

The SDA program committee is working hard to develop the educational program schedule for the 2012-2013 year. Save the following dates for fall programs; details to follow: September 20 and October 18. Please contact Cathy Comstock at [cathycomstock@gmail.com](mailto:cathycomstock@gmail.com) with any questions or suggestions for upcoming meetings.

***Portico is published quarterly. Please send comments, suggestions, announcements and articles to Laura Preftes, Editor, at [laurap@lpdengineering.com](mailto:laurap@lpdengineering.com).***

**LOVE 'EM or LOSE 'EM**

(cont'd from page 3)

The top three issues driving dissatisfaction are:

- 1) healthcare benefits,
- 2) retirement plan, and
- 3) vacation leave.

These top three concerns are directly related to what generations X and Y value most, which is "family first." The top three issues of mostly the Depression and Boomer generations would likely include money and status. To be successful, employers not only have to identify the strengths that each generation has to offer, but they have to meet the needs of all four generations that now make up the workplace.

Challenge yourself to re-ignite the fire in your employees by assessing the required work efforts needed to successfully meet your clients' needs and align them with the talent available. To do this, you should thoroughly understand

the skills, knowledge, qualifications, desires, and passions of your staff. Update employee job descriptions and clarify and/or restructure their career paths. While doing this, keep in mind that we must give up the idea that one must be promoted into management to make more money or to be more influential.

Another way to motivate your staff is to streamline your processes. Look at the processes in each department and determine what type of support you need to get the job done. Keep valued full time staff for core support services only and outsource everything else. By doing this, you should never have to "trim the fat" and you should only be operating with core staff. You can expand your abilities to get work done by using subconsultants and independent contractors in supporting roles.

Lastly, be sure that you are always communicating with your staff. Be sure to openly and regularly communicate the state of the company. Not everything can be disclosed at all times, however; you should never allow employees to speculate. Genuinely listen to your staff and let them know that their ideas and thoughts are valued. Getting to know your staff can go a long way in showing that you value them.

Ask yourself when the last time was that you showed your staff recognition or asked them what they need to do their job better?

It is absolutely critical that valued employees actually know that they are valued, especially since 65% of them are looking around for other employment opportunities. Remember to LOVE 'EM or LOSE 'EM!