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The Southern Arizona Chapter

Founded July 1996
Tucson, Arizona
www.sacsda.com

Professional Emphasis Groups (PEGs)

FIN – Finance
HR – Human Resources
IT – Information Technology
MKT – Marketing
OA – Office Administration
PM – Project Administration

SDA: TO JOIN or NOT?

by Christine Erkman, ASID

In October 2008, I joined this chapter at the recommendation of our CFO, Carole Sanderson. She has been a member of SDA for many years and involved at the national level as an officer. I had never heard of SDA and didn't know what a "design firm" really meant.

What is a "design firm"? Design firms include corporations, partnerships, and sole proprietors in the fields of architecture, engineering, and construction. Product suppliers and service providers are also considered part of the A/E/C industry.

Exactly what does a design firm administrator do? In general, administrators manage affairs of any kind for a firm or company covering a wide range of responsibilities.

Human Resources Issues
Office Security
Office Equipment
Payroll and Benefits
Office Supplies and Maintenance
Office Utilities
Storage
Records Maintenance
Voice & Data Comm.
Mail & Shipping
Legal Documentation
Lease/Property Issues
Printing/Plotting
Accounts Payable
Insurance & Liability
Website Management
Accounts Receivable
Contract Law
Apts./Calendars/Training
Project Tracking/Reporting
Electronic Records Security
Coord. Company Events
Invoicing
E-Hardware/Software
Marketing/Advertising
Tax Issues
Professional Reg./Licenses
Subscriptions/Memberships

Where does a design firm administrator go to network and ensure that their firm is staying at the industry forefront? Architects have the American Institute of Architects (AIA) and engineers have the National Society of Professional Engineers (NSPE). The solution for administrators is the Society for Design Administration (SDA). Through established objectives, SDA gives members the opportunity to:

1. meet other administrators in the same field (industry networking);
2. discuss and learn strategies and solutions to improve production and efficiency (best practices and mentoring); and,
3. build a professional knowledge base that enhances career skills (personal and professional growth).

How does SDA create circumstances for these objectives to occur? Monthly luncheon meetings with a business-related presentation provide a good foundation. My initial reaction to a monthly lunch was: "Oh, great! A bunch of women sitting around, eating a mystery meal, and talking about their kids! Will anything be relevant?" I was way off base!! Instead, I learned that our SDA members are highly involved in their career and dedicated to their firm. They're organized, resourceful, and undaunted by challenge. Since members can't always meet during business hours, a variety of events throughout the year gives everyone a chance to apply their skills and talents.

(Continued on page 5)

Society for Design Administration
An Affiliate of the
American Institute of Architects

Mission Statement:
To promote the exchange of ideas
and educate its members in the related
disciplines of design firm administration.

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I am writing you today to inform you that the 2011 Board of Directors held a special meeting to discuss certain developments that will affect our chapter. Our 2011 elected President, Nancy Kollet, has regrettably had to resign from her role due to the fact that she has been unable to secure employment within the A/E/C community. Nancy has indicated that she needs to focus her energies on securing employment and the opportunities that may be available to her at this time will not support her involvement in SDA. We wish her every success in her search for employment and we hope that she will be able to return as an active member of the Southern Arizona Chapter in the future. Nancy wishes to remain informed about our chapter activities, as she feels very strongly about keeping the relationships that she's developed with all of us. I, for one, hope that she will be able to join us for some SDA activities in the near future.



must serve on the board of directors in some capacity for two years prior to serving as President. Therefore, I have agreed to step back into the role of President for the 2011 term, allowing Christine to gain additional experience before assuming the role. A motion was made, seconded and favorably passed by the board to allow for this change in leadership.

passed by the board to allow for this change in leadership.

I look forward to serving the society and our chapter again in 2011 and once again would like to thank all of you for your continued support, friendship, and dedication to the success of our chapter. I promise to fulfill my duties as your leader to the best of my abilities.

As always, if you have any comments or questions or if you are interested in becoming more involved in the chapter, please do not hesitate to contact any member of the board.

Respectfully,

Tami Griffin, CDFA
SACSDA 2011 President

In light of this development, certain changes obviously need to occur in the elected 2011 Board of Directors. The normal succession plan would be for our Vice President, Christine Erkman, to step into the role of President. According to our current By-laws, however, a President

Mark Your Calendar

April		May		June	
13	SACSDA Networking Happy Hour 5:00 pm Old Pueblo Grille 60 North Alvernon	6	Volleyball Registration Deadline!!!	3	Volleyball Tournament Udall Park
		12	Board Meeting 4:30 pm Herschman Architect's office	6-11	Edsymposium 2011 in Charleston, SC
26	Principal Appreciation Luncheon 12:00 noon-1:30 pm Viscount Suite Hotel 4855 E. Broadway	25	MEGA Meeting JOINT meeting with ABA, CSI, SAAEMA, NAWIC, and ACEC for \$35 5:00 pm	TBD	Board Meeting 4:30 pm
				25	Networking Luncheon 12:00 noon-1:30 pm Location TBD

Meeting Recap

Jan 25 – Our guest speaker for our first meeting of 2011, Mr. Jeff Ronstadt of Ronstadt Insurance presented “What Does Health Care Reform Mean to You?” The objective of his presentation provided us with a better understanding of the impact of the Patient Protection and Affordable Care Act (PPACA - aka/ObamaCare) on the general public and on small business employers.

Feb 22 – The Cornerstone Awards Banquet was held on Tuesday, February 22, 2011 at the Doubletree Hotel. The “Dream Team” was named for 2011, various items were auctioned off, door prizes were drawn, and shirt sponsors for the BIG Tournament were solicited. The next big event for the Cornerstone is the BIG Tournament scheduled for Friday, October 14, 2011 at Arizona National.

Feb 17 – The 2011 Engineer’s Week Banquet was held at the Holiday Inn on Palo Verde Road.

Feb 26– “2010 Tax Law Changes and the new 1099 Rules” presented by Debby Hutchinson of Clifton Gunderson, LLP. Debby shared information about the new tax laws, such as the new 1099 form rules, cost segregation, and 179D deductions and how they affect the “bottom line”, new depreciation rules and 179 expensing, HIRE Act and Health Care Reform.

March 3 – Happy Hour at Risky Business; SACSDA members attended a networking session to discuss several items concerning the chapter including programs, fundraising ideas, and much more. Appetizers were provided.

March 15 – This year’s annual joint meeting with SAAEMA was presented by, Sherri Bellefeuille, Marketing Director at The University of Arizona. This presentation addressed trends within the world of marketing and how they relate to the AEC industry. Also, how to market when you’re not a marketer. Feel free to checkout SAAEMA’s NEW Blog at www.SAAEMA.org

To join the Southern Arizona Chapter of SDA,
contact Tami Griffin at 520-748-2262 or Tamara.g@wt-us.com,
or visit the SDA National website at www.sdadmin.org

Upcoming AIA SAC Events

April 26

Southern Arizona Board of Directors
4:30pm – 6:00pm

May 12-14

AIA National Convention & Design Expo
in New Orleans

May 24

Southern Arizona Executive Committee
12:00pm – 1:30pm

May 25

TENTATIVE - AIASAC JOINT meeting with
ABA, SDA, SAAEMA, CSI, NAWIC, and ACEC
from 5pm – 8pm



THE AMERICAN INSTITUTE
OF ARCHITECTS

June 28

Southern Arizona Executive Committee

June 23-26

AIA Committee on Design (COD) in Seattle

July 26

Southern Arizona Executive Committee
12:00pm – 1:30pm

visit www.aiasouthernarizona.org for more info

SDA National News & Events

EDSYMPOSIUM 2011 – Charleston, South Carolina – June 6-11, 2011



CONFERENCE SITE: The Francis Marion Hotel
www.francismarionhotel.com

Please consider attending this important annual SDA event.

Quick Facts about South Carolina

Founded: 1663 by royal charter from King Charles II (Great Britain); recognized as a colony in 1729; one of the original 13 U.S. colonies.

Statehood: May 23, 1788

Capital City: Columbia

Population: 4M+ (2000 census)

Signers to the Declaration of Independence, July 4, 1776: Edward Rutledge, Thomas Heyward, Jr., Thomas Lynch, Jr., and Arthur Middleton.

Fort Sumter, Charleston Harbor: The first shot of the Civil War was fired by Confederate troops at Fort Sumter on April 12, 1861.

The Francis Marion Hotel

The historic Francis Marion Hotel, named for the Revolutionary War hero Francis Marion, the “Swamp Fox,” has a long tradition of gracious service, elegant accommodations, and hosting splendid banquets and events dating back to its opening in 1924. Built by local investors at a cost of \$1.5 million from plans by noted New York architect W.L. Stoddard, the Francis Marion was the largest and grandest hotel in the Carolinas. The 1920s was the Golden Age of railroads, radio and grand hotels, and the Charleston Renaissance was in full bloom and the Francis Marion Hotel was “the place to be.”

Meticulously restored in 1996 with a \$12 million National Trust for Historic Preservation award winning restoration, the Francis Marion Hotel now combines 1920’s style and grace with 21st Century comfort and convenience in the heart of historic Charleston on Marion Square. Rising 12 stories, many of the Hotel’s 226 guestrooms and suites offer spectacular views of Charleston’s historic harbor, church steeples and legendary King Street. The Francis Marion Hotel, with its central downtown location, is an easy walk to the antebellum homes, magnificent gardens, antique shops and boutiques, and world-class restaurants.

Francis Marion, Revolutionary War Hero

Francis Marion is known for his daring raids on the British troops surrounding Charleston during the Revolutionary War. Although originally commissioned as a Captain, Marion became the leader of a small band of fighters after the surrender of Charleston in 1780. His moniker of the “swamp fox” was given to him by Colonel Banastre Tarleton because his abilities to disappear into the swamps made him impossible for the British to catch. Marion ended his military service at the rank of Brigadier General. After the war, Francis Marion served as a senator for the state of South Carolina from 1782-1790.

Some may remember seeing Leslie Nielsen play Francis Marion in the Disney series “Swamp Fox.” Although it never grew as popular as the Davy Crockett series, Disney produced several episodes about General Marion in the late 1950s and early 1960s.

15th Annual Volleyball Tournament

WHEN: Friday, June 3, 2011

WHERE: Morris K. Udall Park,
7200 E. Tanque Verde Rd.

TIME: Sign in and dinner begins
at 5:00 p.m. Tournament play
starts at 6:00 p.m.

SPONSORSHIP: No firm is
too small to sponsor a team.
If you are unable to get eight
players, join up with another
firm or call us. We will help
you find more players.

FEE:

SDA Member Firm: \$250 per 8 member team

Non-Member Firm: \$300 per 8 member team.
\$20.00 each additional person.



Fee includes picnic dinner, two
drink tickets and a T-shirt with
the tournament logo and your
team name.

REGISTRATION & DEADLINE:

Final date to enter is May 6th.
Please make checks payable to
SACSDA. Look for registration
forms on the SDA Website
www.sacsd.com or on page 8
of this newsletter.

FOOD & SPIRITS:

Complimentary picnic dinner,
sodas, and beer.

QUESTIONS? Call Erin Castner at
Reproductions, Inc. (520) 622-7747 or
ecastner@reproductionsinc.com

Spectators and Cheerleaders are Welcome!!!

SDA: To Join or Not? (Continued from page 1)

Here's a short list of our chapter accomplishments since 2008:

- hosted a regional 3-day SDA conference
- hosted three annual volleyball tournaments
- organized two Kidstruction competitions, part of AIA Architecture Week
- participated at two Arizona Builder's Alliance annual Volunteer Day projects
- hosted a sustainability seminar for SDA and AIA members
- volunteered at three annual AIA Cornerstone Foundation banquets
- volunteered at three annual AIA BIG Golf Tournaments
- raised scholarship funds for member attendance at conferences
- participated at regional and national conferences
- hosted several after-work social mixers for members
- organized three annual celebrations of Engineer's Week and banquets

From a manager's viewpoint

Consider the cost of regularly advertising your firm through traditional media outlets; are you sweating yet? We're talking about tens of thousands of dollars! National + local chapter membership for your administrator at only about \$300.00 per year will result in:

- monthly exposure at meetings (networking)
- exposure/recognition at events (marketing/advertising)

- exposure/recognition on chapter and national SDA website via member profile (marketing/advertising)
- keeping a finger on the pulse of the A/E/C industry in your area
- career growth opportunities to improve your administrator's performance

Through SDA, your administrator can be one of your firm's best public relations resources at a much lower price than the cost of advertising.

What has SDA done for me lately?

In 2007, I was new to the A/E/C industry and didn't know anyone outside of my firm. Since joining SDA, my participation broadened my understanding of how our firms work on projects in concert or independently. I gained a greater appreciation of how laws, regulations, and codes can impact projects, people, and budgets. The information that I bring back from our monthly presentations has provided more in-depth knowledge that helps me work more efficiently and productively. By participating at various events and functions, I have met many people, increased my firm's visibility, and some of those connections have been instrumental in encouraging and supporting my A/E/C career path.

If you think I'm shamelessly beating the SDA drum, you're right! We're always looking for ways to reach out to administrators in the A/E/C industry. If you know someone who could benefit from SDA membership, just pick up the phone and call me (545-7161) or send an e-mail message to: cerkman@herschmanarchitects.com. Join today!

Announcements!

BWS Architects is proud to announce that Frank Slingerland, AIA, LEED AP, became a Principal of the firm in January 2011. A Tucson native and graduate of the University of Arizona, Frank brings strong design and leadership skills to a firm that has already established itself as one of Arizona's foremost architectural firms. Congratulations, Frank!



Share Your Thoughts

Share your ideas, articles, issues, letters, opinions and more

The SAC/SDA newsletter is a quarterly publication. The deadline for submissions is 15 days prior to the first day of each quarter. We look forward to hearing from you!

Submit to: Jen Carreon
jcarreon@oaconsulting.com

SDA Membership

SDA is an elite organization that addresses the issues and concerns and educates its members in all aspects of design firm administration. If you are employed as an administrator in the A/E/C industry, then you should become a member!

Do you or someone you know want to become an SDA Member? Find the SACSDA Membership Application online at www.sacsda.com.



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(near the U of A)

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Come join us

For the 15th Annual

SDA VOLLEYBALL TOURNAMENT!!

WHEN: Friday, June 3, 2011

WHERE: Morris K. Udall Park, 7200 E. Tanque Verde Rd.

TIME: Sign in and dinner begins at 5:00 p.m.
Tournament play starts at 6:00 p.m.

SPONSORSHIP: We are hoping to get firms to sponsor their employees. No firm is too small. **If you are unable to get eight players, join up with another firm or call us. We will help you find more players.**

FEE: SDA Member Firm: \$250.00 per 8 member team.
Non-Member Firm: \$300.00 per 8 member team.
\$20.00 each additional person.
Fee includes food, 2 drink tickets and a T-shirt with the tournament logo and your team name.

REGISTRATION & DEADLINE:

Final date to enter is May 6th.

Please make checks payable to SACSDA

FOOD & SPIRITS: Complimentary picnic dinner, sodas, and beer.

QUESTIONS? Erin Castner @ Reproductions Inc.
(520)622-7747 or ecastner@reproductionsinc.com



Look for registration forms on the SDA Website

www.sacsd.com

15th Annual Volleyball Tournament Registration

**Do not bring
your pets!**

**15th Annual SACSDA
VOLLEYBALL
TOURNAMENT
UDALL PARK
7200 E. Tanque Verde Road**

TEAM NAME

JUNE 3, 2011

PLAYER NAMES AND T-SHIRT SIZES (M, L, XL, XXL):

Additional Players

TEAM SPONSOR: _____

ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: _____ CONTACT: _____

***Any Vegetarians, if so how many?* _____**

EIGHT PERSON TEAM FEE: \$250 members or \$300 non-members

ADDL. PLAYERS: \$20.00 each

Final date to enter is May 6th. Tournament is limited to 20 teams.

Please make checks payable to SACSDA

**Mail to: Reproductions, Inc. ~ Erin Castner
234 E. 6th Street Tucson AZ. 85705**