



The Advantage

President's Message



The beginning of a new year can be an inspirational time. And even amidst the uncertainty of the economic times we may be facing both as individuals and design firms, we're still excited to be moving forward together! How encouraging that the San Diego Chapter is beginning the year with such a substantial talent base for our 2009 - 2011 officers and committee chairs. We are pleased that many members have stepped up to lend their valuable assets to shore up our chapter at a time when we truly need it the most! Thanks to each one of you for having the commitment and courage to keep our chapter on a continued course of "Sailing for Success".

San Diego Chapter
PO Box 121667
San Diego, CA 92112

www.sdasandiego.org
info@sdasandiego.org

Board of Directors

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Jamie Shirey, SDA
president@sdasandiego.org

Vice President

Dana Sather, SDA
vicepresident@sdasandiego.org

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Kacie Watt, SDA
secretary@sdasandiego.org

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criley@sdasandiego.org

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Leslie Cattaneo, SDA
treasurer@sdasandiego.org

Past President/Director

Betty Connell, SDA/C
director@sdasandiego.org

Here's what you can look forward to in 2009:

- ◆ **Quality Monthly Educational Program Meetings** incorporating all six PEGs (professional emphasis groups). Some timely topics to look forward to are: Identifying and Preventing Harassment; New/Cost-effective Payroll Processing Solutions; Keeping pace with BIM/Navisworks Design Software; Effective Risk Management to Reduce your Firm's Exposure; and many more. We invite you to assist us in this effort by lending your topic ideas and speaker referrals to assist us to create high quality programs that meet your needs!
- ◆ **Timely Webinar Topics from SDA National** will provide even greater educational value to your SDA membership! The *Stayin' Alive: HR in Today's Economy* audio program is a great example. Those of us who participated learned new and improved strategic methods for handling "Staff Reductions" vs. "Layoffs." The next National webinar topic our chapter will provide is: *Decontaminate Toxic People*. Watch for an email announcement for the date and time of this HR program so you can participate!
- ◆ **Networking Opportunities** via a chapter-sponsored happy hour will give us a time each quarter to share new experiences/ideas/challenges and to explore new and creative ways to support one another. According to many SDA members, the National ListServ remains one of the most valued SDA membership benefits! If you haven't yet taken advantage of this tremendous asset, please take a moment to sign up and see the wealth of information you will receive to assist you with your daily responsibilities: members@list.sdaadmin.org. Don't forget that we also have a local chapter ListServ you can use when you need to query San Diego members on topics of local interest like referrals for industry-related vendors or service providers, etc.: SanDiego@list.sdadmin.org.
- ◆ **Information on Industry-related Programs** offered by other professional organizations will be provided to keep you abreast of other local learning opportunities.

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- ◆ **SDA San Diego Job Bank** located on the chapter website www.sdasandiego.org is now being used to assist members (and former members from 2008) to advertise their availability and post their skill set. Those looking for work and those advertising their firm's open positions can benefit from this free service. Another great membership benefit. Make it a habit to check the job bank periodically to see what opportunities are available!
- ◆ **New Membership Incentives** have been offered in an effort to retain as many members as possible and to attract new members. Two levels of membership have been provided for those who wish to prepay their monthly meeting fees and those who do not. This gives each individual the ability to assess which membership level meets their needs and the needs of their firm!
- ◆ **The Advantage' Quarterly Newsletter** will continue to be published this year and will include an opportunity for member firms to be spotlighted via a *Firm Profile* that will help us to increase our knowledge base of our local member firms. We will continue to share industry-related notices and articles to keep us better informed and our firms up to date with industry trends. Special thanks are due to Gretchen Jordan and her desktop publishing skills for making this a success!

All in all we anticipate a rich and rewarding membership year for all those involved with the San Diego Chapter. Yes, the key to improving the value of your membership dollar is INVOLVEMENT. Those who are involved will tell you they have received far more than they have given. The relationships built through SDA will lend an entirely new dimension to you as an individual and to your ability to excel as a design firm administrator. We invite you to capitalize on this opportunity for 2009!

***Are You Wondering About the SDA?
Are You Reading a Friend's Newsletter?***

The Society for Design Administration's San Diego Chapter is pleased to announce its 2009 Board of Directors. The SDA is an affiliate of the American Institute of Architects and its vision includes the promotion of professional standards and education of design firm administrators and business managers. SDA provides accredited educational opportunities for members of the design community. The Society for Design Administration's San Diego Chapter is pleased to announce its 2009 Board of Directors. They are:

Jamie Shirey, JS Consulting Services, President
Dana Sather, Spurlock Poirier Landscape Architects, Vice President
Leslie Gurney, RJC Architects, Treasurer
Kacie Watt, Studio E Architects, Corresponding Secretary
Christina Riley, NTD Architecture, Recording Secretary
Betty Connell, Certified Design Administrator, Director



(Left to Right: Jamie Shirey, Betty Connell, Dana Sather, Christina Riley and Kacie Watt)

The SDA holds monthly meetings which feature six professional emphasis groups—accounting, human resources, office administration, marketing, information technology, and project management—to all staff members of design and engineering firms. Interested in the programs or becoming a member? See www.sdasandiego.org or contact Jamie Shirey at 760-445-4959.

Firm News



Andy Spurlock and Marty Poirier, owners of Spurlock Poirier Landscape Architects, a local member firm, were featured in the 30th anniversary issue of San Diego Home and Garden. Andy and Marty were interviewed by Dirk Sutro for the magazine's January 2009 edition; "Made in San Diego - Master Artists, Craftsmen & Designers". The article was followed up by a short news piece which featured an interview with the two partners and aired Jan. 23rd on KUSI news.



One notable example of Spurlock Poirier's collaboration with local artists is The Snake Path—a 560 foot slate-scaled walkway that slithers through a Garden of Eden near UCSD's Geisel Library. Spurlock and Poirier collaborated with Los-Angeles based artist Alexis Smith to provide the landscaping design which was installed in 1992 and is a prominent piece of the UCSD Campus and Stuart Collection.

2009 marks the 50th anniversary of the first meeting of the founders of the Society for Design Administration, originally known as the Architectural Secretaries Association. For over 50 years, the Society for Design Administration (SDA), an affiliate of The American Institute of Architects, 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.

50th

Meeting Info

Architectural Alchemy: Great Housing on a Modest Budget

We were honored to have John Sheehan, AIA, of Studio E Architects as our guest speaker at the Jan. 15th meeting. Practicing throughout the Southwestern United States, this firm's body of work includes private residences, housing, mixed-use, institutional, and urban planning projects. The focus of Mr. Sheehan's presentation to our chapter was low-budget multi-family designs and how Studio E's design collaborative has been able to employ strategies and techniques that stretch limited construction funds to achieve high levels of livability and appeal. Often faced with challenging building sites, they respond to history, culture, landscape, light and climate to design homes that provide working families with open spaces for socializing and outside activities while maintaining a threshold of privacy. While building materials are carefully selected with both cost and sustainability in mind, there is room left in the budget for special features, such as a skylight or corner window to bring natural light into an otherwise dark space. All in attendance applauded Studio E's conviction that "people of modest means deserve great housing, too!"

Studio E, led by Principals John Sheehan and Eric Naslund, projects have appeared in national and international design journals and publications. In February 2004, the National Building Museum in Washington, DC, chose to feature the firm's work in a major design exhibition. For more information on Studio E visit: www.studioearchitects.com

Thursday March 19, 2009

12:00 PM

Lunch & Learn: Web-based Payroll Solutions for the 21st Century

Presented by:

Brad Flipse, CEO, NetPay Services Inc.

Where: Salerno Livingston Architects

363 Fifth Avenue #363

San Diego 92101

Thursday April 16, 2009

12:00 PM

Lunch & Learn: Keeping Pace with the Latest Software Technology using BIM/Navisworks

Presented by:

Scott Moreland, AIA

Where: NTD Architecture

9655 Granite Ridge, Suite 400

San Diego, CA 92123

Saturday May 2, 2009

9:00 AM

SDA San Diego Annual Meeting

Where: NTD Architecture

9655 Granite Ridge, Suite 400

San Diego, CA 92123

Live conference via video

(in lieu of our annual EdSymposium)

If you would like to attend a meeting or for information about joining SDA contact any member or call Jamie Shirey (760) 445-4959.

Looking for News

Are you or your firm in the spotlight? Is there something newsworthy happening at your workplace? New project, completed project, new staff members, promotions or event news are all welcome for the SDA *Advantage* newsletter. If you would like to submit information for the next quarterly newsletter, please submit to Christina Riley, NTD Architecture at: criley@ntd.com



The purpose of a business is to acquire and keep customers by satisfying their needs. But what needs? Clever architects will focus on not only the plans, but on how to eliminate the client's perceived risks on the project. This requires a thorough understanding of the prospects needs, not merely the building requirements. The combined architect's and general contractor's fees represents approximately 10% of the total cost of construction. Construction costs represent approximately 10% of the total lifetime cost of a building. In essence, the architect's and GC's fees represent approximately 1% of the total lifetime cost of the building. Therefore, it is critical to ensure your clients focus on the other 99% of their project costs because this allows you to provide greater value both short and long term.

To bring better value to your clients, you should constantly ask the following questions:

- How can we make the client's life easier?
- How can we be better responsive to the client's needs?
- What specialized knowledge do we have that could help a particular type of client?
- What complexities does the client struggle with that we could manage for him?

Instead of focusing on how your firm can make more money, seek ways to improve your client's profitability by improving the project's quality, reducing its cost or speeding up the process.

(Reprinted from SDA's Behind the Design—Winter 2009)

Author Ted Garrison is a catalyst for change and construction business visionary.

MEMO

Did You Know.....

- *Semicolons and colons always go outside the closing quotation mark.*
- *Periods and commas always go inside the closing quotation mark.*
- *Use dashes in place of commas to set off a nonessential element that requires special emphasis.*
- *Capitalize the names of races, peoples, tribes and languages.*
- *Always abbreviate Jr., Sr., and Esq. when terms follow personal names.*

*The Gregg Reference Manual -Ninth Edition
by William A. Sabin*

Looking for a job.....
Check out the SDA Job Bank at:
www.sdasanidiego.org

FREE to all Member Firms
Non-Member Firms \$40

The ad runs until the position is filled!

To place an advertisement, email it to:
jobbank@sdasanidiego.org. Please include your name, company, address, & phone for billing in your email.

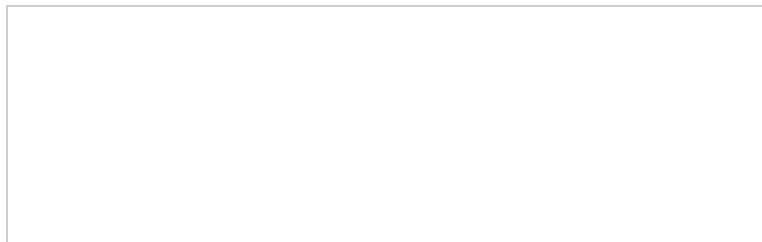
SDA has 6 PEG's (Professional Emphasis Groups): Office Management, Finance / Accounting, Marketing, Human Resources, Project Management, Information Technology.

You can place ads for any employment openings at your firm, but please note that SDA is a professional organization and advertisements should be pertinent to the industry.

For more information, please contact Dana Sather at: vicepresident@sdasanidiego.org or at 619-681-0090.



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Canstruction 2009 is currently being planned

We are looking for a host site. If your site can accommodate 10-15 structures, please contact us. Ideal locations would be the convention center, a gymnasium, a shopping center, or a museum. The space needs to be inside a covered area and able to handle a fair amount of foot traffic. If you can help with space, please contact Julie King at: jking@canstructionsd.org



"I CAN" by [Childs Mascari Warner](#)

What is Canstruction?

Canstruction San Diego's top Architects and Engineers compete annually in a design-build competition to create giant works of sculptural art, made entirely out of canned foods! These structures are up to 8 feet tall and 10 feet wide! No interior structural support is allowed. These are solid structures made entirely out of canned food. The Architects and Engineers are judged and the winners announced at the Gala. Once the structures are taken down, all of the food is donated to local San Diego food banks.

For more information contact Julie King at: jking@canstruction.org