



The Advantage

Volume 9, Issue 2 May 2009

President's Message



Empowerment. "To give power or authority; to enable."

Do you ever feel like you could use some empowerment? During the installation of the Executive Committee at the 2009 Annual Business Meeting, our new SDA national president, Melodee Futch suggested, "Let SDA empower you!" We here at the San Diego Chapter would agree!

It's exciting to belong to a professional organization that does just that—provides ample opportunities for both empowerment and professional growth and development. Here are some highlights from the Annual Business Meeting that attest to SDA's empowerment potential:



Chapter Excellence Award: The Southern Arizona chapter was awarded the Chapter Excellence Award for 2009. Congratulations! How about San Diego next year?

CDFA Exam: There are 24 members who now qualify as *Certified Design Firm Administrators* this past year! This designation can be earned via the CDFA exam along with 18 hours of continuing education units.

EdSymposium 2010: The next EdSymposium is scheduled for May 12-15, 2010 and will be hosted by the Las Vegas chapter at the Planet Hollywood Hotel and Casino.

Staples Affiliation: SDA National has partnered with Staples to bring office products to its members at a discounted price. Check the Chapters Resource page on the National website to create an account and begin purchasing!

New Member Communication Forum: In an effort to improve member communications, SDA National decided to migrate towards a more user-friendly forum as of May 18. They highly recommend we view the short video tutorials that demonstrate how the various forums work. You can access the SDA Forum Home Page and video tutorials through the link provided in the May 12 email from Peggy Pearl or you can go to www.sdadmin.org/login.cfm.

What are some opportunities for empowerment that exist at the local chapter level?

Monthly Program Meetings - Timely topics to help educate our members and keep them in step with the latest in design firm administration.

Quarterly Happy Hours - Networking with your fellow SDA administrators is a great way to create relationships that will help support you during critical times. Take advantage of this opportunity to get to know each other better; you won't regret it! Why not host one of the quarterly happy hours at your office?

CANstruction - What a great way to get involved and make a difference for those who really need help! In the process you forge closer bonds with your fellow SDA members who are spearheading this annual fundraising event. For more information go to www.sdasantiego.org and click on CANstruction. Contact: Julie King at jking@rjcarch.com to find out more.

Other empowerment opportunities that some of our members are already taking advantage of is a great networking forum called LinkedIn. This networking forum is available on a local and national level. LinkedIn is an effective way to keep in touch within the industry and to help connect each other to new opportunities that exist! Consider starting a LinkedIn account and join the SDA group. The San Diego chapter's LinkedIn forum needs your support to continue. Having an account can be invaluable in many ways, within the industry and outside it as well. Have you or someone you know been affected by the poor economy? Even if you're between jobs or unable to keep up your SDA membership, LinkedIn is there to keep you connected.

San Diego Chapter
PO Box 121667
San Diego, CA 92112

www.sdasantiego.org
info@sdasantiego.org

Board of Directors

President
Jamie Shirey, SDA
president@sdasantiego.org

Vice President
Dana Sather, SDA
vicepresident@sdasantiego.org

Corresponding Secretary
Kacie Watt, SDA
secretary@sdasantiego.org

Recording Secretary
Chris Riley, SDA
criley@sdasantiego.org

Treasurer
Leslie Cattaneo, SDA
treasurer@sdasantiego.org

Past President/Director
Betty Connell, SDA/C
director@sdasantiego.org

SDA Meeting Recaps and Info

February 2009

How to Identify and Present Harassment

C. J. Westrick, SPHR, *Owner-HR Jungle, Human Resources Mgmt & Consulting Firm*

- 5-Minute HR legal update for 2009
- Statistics re: male vs. female complaints
- Hostile work environment = harassment
- Pro-active prevention by setting policies and proper training of managers
- Handling complaints and claims

www.hrjungle.com

March 2009

Web-based Payroll & HR Solutions for the 21st Century

Brad Flipse, *CEO - NetPay Services, Inc.*

- Cost-effective, web-based payroll (*paperless option provided*)
- Same day payroll processing; full responsibility of tax filing
- Workers Comp calculation/reporting
- Integrated HRIS System - no interfaces
- Import of JE's into QuickBooks or other accounting packages

www.netpayservices.com

April 2009

Using BIM (*Building Information Modeling*) to Create Smart Buildings

Scott Moreland, AIA, NTD Architecture - *Associate and Project Architect*

- Facilitates the creation of well planned and coordinated buildings
- Provides seamless bridge of communication within architecture, engineering and construction industries
- Simulates real-world performance, increasing productivity and improving quality
- Enables faster decision-making, better documentation, and the ability to evaluate sustainable buildings
- Interfaces with Revit Architecture, NavisWorks, Green Building Studio and Ecotect

www.Autodesk.com/PowerofBIM

June 11, 2009 at 5:30 pm

Quarterly Networking Happy Hour

Rhodes Architectural Stone, 2100 Fourth Avenue, San Diego 92101

June 18, 2009 at 5:30 pm

"How Your Professional Liability Application Impacts your Premium"

Presented by Kelly Howell of IOA Insurance services at the IOA Services office.

Thursday, July 16 at 5:30 pm

"Marketing Your Design Firm Using Adobe In Design"

Randall Cornish, Adobe Certified Expert, Member, American Institute of Graphic Arts

August 20, 2009 at 12 noon

"How to Solicit Office Vendor RFPs"

Presented by Julie King, Business Manager, RJC Architects, to be held at RJC Architects

September 17, 2009 at 12 noon

"Business Continuity, Disaster Recovery and Plans for Business Interruption"

Presented by Greg Glasgow of LANSolutions, to be held at NTD Architecture

Firm News

DEGENKOLB ENGINEERING STUDY EFFECTS OF ITALIAN EARTHQUAKE

On a remarkable six-day reconnaissance trip to the epicenter of Italy's magnitude 6.3 earthquake that killed hundreds of people on April 6, 2009, a specialized team of seismic experts from Degenkolb Engineers assessed the structural resilience in the town's historic core.

Under government escort, the team headed by Chris Poland, Chairman and CEO of Degenkolb, entered the one-mile square in the center of historic L'Aquila to evaluate buildings that early reports had said were "destroyed".

"Aside from the high-profile collapses and major church damage, the overall performance of modern structures in the city center appears to be within "Life-Safety" limits but not yet inhabitable," said Andrew Scott, associate principal of Degenkolb. "In general the damage is limited to frame infills and partition walls, which appeared to perform well as structural fuses and damping mechanisms, except where they collapsed into interior spaces."

"As structural engineers, we find the characterization 'destroyed' to be grossly overstated," says Poland. "From the perspectives of the residents, however, the term 'destroyed' appears closer and closer to the reality. Though many of the structures are actually intact, people's 'homes' are not, their spirits are not, and their livelihoods are not."

The high profile Hotel Duca Degli Abruzzi was a classic 'soft-story' structure, an older reinforced concrete building with a completely open parking level underneath. The building collapsed in spectacular fashion, leaving a complex web of concrete, steel, and rubble filled with tantalizing clues to its demise. The challenge for Poland and his team will be to understand the clues to prevent similar occurrences at home and around the world.

Buildings in the area that have undergone retrofits, or what the Italians term "interventions", have experienced a range of success, from fairly unsuccessful to perfectly successful. These structures offer important lessons for our retrofit efforts in the United States and will be a point of considerable interest for the Degenkolb team.

"As we continue to observe, continue to speak with residents and continue to learn, it has become painfully clear that there is a gross disconnect between the performance we seek as engineers and the performance we expect as residents. As we move forward with this trip and with this experience, we will undoubtedly be searching to understand this disconnect and to seek its resolution," said Scott.

The team of Degenkolb Engineers includes Holly Razzano, principal Oakland office and Ricardo Hernandez, associate principal LA office.

Upon completion of their mission, which took place from April 16th to April 23rd, Poland said the team is still compiling information from the trip for upcoming reports on the quake. The trip to L'Aquila was part of the company's internal research and education program. "We're trying to see if we should do things differently to better serve our clients," said Poland.

Established in 1940, Degenkolb Engineers is one of the nation's leading structural engineering firms in the design and seismic strengthening of buildings. Degenkolb offers comprehensive design, rehabilitation, and consulting services to architects, building owners, hospitals, educational institutions, corporations and government agencies. The firm has offices in San Francisco, Los Angeles, Oakland, San Diego, Portland and Seattle. Degenkolb routinely leverages firm-wide experience, calling on support from any of its six U.S. offices to ensure technical excellence on all projects.

Earthquake reconnaissance is part of a longstanding tradition in Degenkolb Engineers' commitment to earthquake safety around the world. They've participated in over 34 reconnaissance missions worldwide. Degenkolb's aim is to investigate what happened and use that information to learn ways in which they can protect their clients from economic and physical ruin in the future.

Chris Poland, Chairman and CEO, was recently elected to become a member of the National Academy of Engineering (NAE). Induction into the NAE is among the highest professional distinctions for an engineer. Membership into the NAE signifies outstanding contributions to "engineering research, practice, or education, including, where appropriate, significant contributions to the engineering literature, and to the pioneering of new and developing fields of technology, making major advancements in traditional fields of engineering, or developing/implementing innovative approaches to engineering education." The Academy is widely recognized for inducting the best and brightest minds in the field.

Mr. Poland was recognized for his "leadership in the development of performance-based design procedures and standards for evaluating seismic events and rehabilitating buildings."

To follow the live blogging of Degenkolb engineers from L' Aquila complete with pictures of the damage, visit: <http://www.degenkolb.com/blog/> .

For Your Information

Webinars Now Available

The following webinars have been purchased by the San Diego Chapter and are available for the use of member firms for \$25. Contact Leslie Cattaneo at: treasurer@sdasandiego.org

Staying Alive in Today's Economy

Sue Zen, S. A. Miro, Inc., Denver, CO
Director of H R & Business Services

- Definition of HR role: hire/fire/rank/thank/spank
- Today's dilemma, the economic squeeze, requires action.
- Study economic trends, offer new services, assess client relationship.
- Prepare a cash assessment: review fixed and variable costs.
- Assess staffing needs and possible alternatives
- Prepare a talent assessment (outline provided) for decision making
- Review termination package components and questions.
- What about you? Take a look at your personal situation.

Decontaminate Toxic People!

Marsha Petrie Sue, MBA, CSP

- Decide to decide: take it, leave it, or change it
- Types of communicators:
 - Steamroller
 - Back Stabber
 - Zipper Lip
 - Know-it-all
 - Needy Weenie
 - Whine and Cheeser
- Listen up! Are you:
 - Tuned in - don't judge, be in the moment
 - Skimming - listen logically and remain emotionally detached
 - Tuned out - don't fake attention while forming rebuttals
- Fill out a Leadership Scorecard.

COBRA Stimulus Package

COBRA Continuation Coverage Assistance under the American Recovery and Reinvestment Act of 2009 (ARRA) is nearing the end of the 2nd quarter. If you are a firm of over 20 employees, it is important that you have been following the guidelines of this Act in order to stay on compliance. Firms of fewer than 20 employees who fall under CALCobra should check with their insurance carrier. In formation and updates on the act, as well as links to flyers, sample letters, and a list of seminars and workshops can be found on the Department of Labor's website: <http://www.dol.gov/ebsa/COBRA.html>

New SDA Forum Replaces ListServ

The new SDA forum, has replaced the email listserv, both at the National and San Diego level. The listserv has been deactivated. Using preferences you can choose to receive emails of all postings if you still want the listserv feel. A link to instructions on using the forum is here: <http://www.sdadmin.org/displaycommon.cfm?an=5>

MEMO

"Taking advantage of all avenues available for empowerment can help us to thrive at a time when many in our industry are not! We encourage everyone to optimize the value of their SDA membership and to contribute to the empowerment of others!"

*Jamie Shirey, President of SDA
San Diego*

Facts about Figures

- Spell out numbers from 1 though 10, use figures for numbers above 10.
- Use figures to express exact and approximate amounts of money.
- Express ages in figures when they are used as significant statistics or technical measurements.
- Use figures to express periods of time when they are used as technical measurements or statistics
- Roman numerals are used chiefly for the important divisions of literary and legislative material, for main topics in outlines, for dates and in proper names.

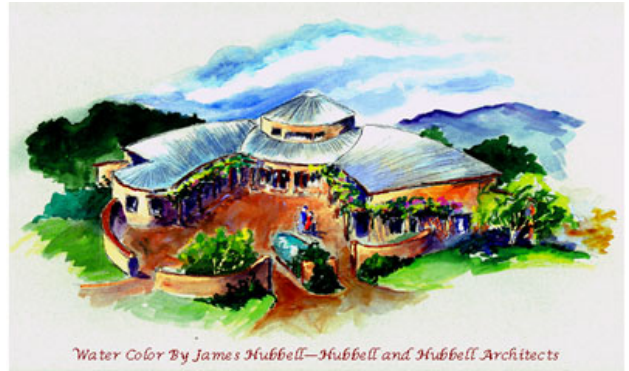
Chapter Highlights



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

Tour of Straw Bale Construction Project

On May 21st, the San Diego SDA chapter was fortunate to have a tour of the brand new Friends Center for our monthly program. Local member Kellyn Sanderson organized the tour, which was presented by the project architect, Juergen Zierler, of Hubbell and Hubbell Architects. Assisting with the tour was Ken Aeschbacher, who is one of three full-time workers on the construction project. He is also a volunteer, and has been with the project from the start. Ken has a wealth of information about every aspect of the project.



A cooperative project of the Peace Resource Center, the San Diego Friends Meeting (Quakers), the First Church of the Brethren and the American Friends Service Committee U.S.-Mexico Border Project, the Friends Center demonstrates how peace and justice advocates can collaborate to build and share space that will be a focus for nonviolent social change.

The Friends Center will be an energy-efficient straw bale building--the first in central city San Diego--featuring innovative, durable and proven straw bale construction, as well as solar power, passive solar design, water recycling and other energy-efficient components. As an environmentally-sound "green" building, the Friends Center will demonstrate the groups' shared values and be a witness to their commitment to wise stewardship of the earth's resources.



Exterior view showing exposed straw bale walls under construction



Interior view - all steel was processed in a "green" facility and donated for the project

SDA San Diego's Dana Sather becomes National Chair of YP Committee

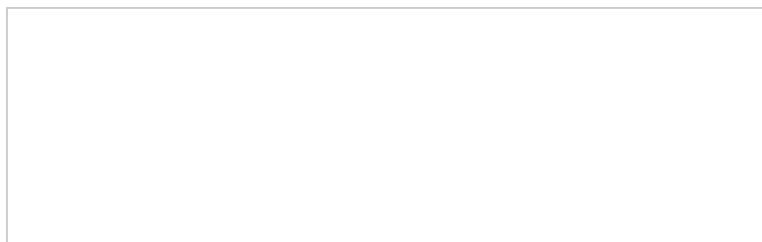
The newest of the SDA National Committees is the YP Committee. This committee started as a task force in 2008, and San Diego SDA member and chapter VP, Dana Sather was fortunate to have been asked by then-National President Stephanie Kirschner, to join.

Earlier this year the task force solidified its purpose and became a committee. Dana is the current committee chair and hopes to see all of us aware of its existence and encourages and welcomes as much participation as you'd like to offer. The YP Committee was created to encourage networking and mentoring among young members to SDA - young not only in age but also those young in design firm experience.

This June SDA's Executive Committee is having their annual retreat, this year in Denver, Colorado. Our new National President, Melodee Futch, has asked all national committee chairs to bring their passion for SDA, creativity and brainpower to Denver for SDA's first ExCom/Committee Chairs Strategic Retreat. Dana is looking forward to this experience and hopes to bring back some valuable information regarding the future of SDA.



PO Box 121667
San Diego, CA 92112
www.sdasandiego.org



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

Diamonds in the Rough Times



Western Regional Conference
October 2-3, 2009
Hosted by the
Southern Arizona Chapter
Tucson, Arizona



SAVE THE DATE

Diamonds in the Rough Times
hosted by the
Southern Arizona Chapter
October 2-3, 2009
Desert Diamond Hotel & Casino
7350 South Nogales Highway
Tucson, Arizona

Hotel room reservations are now being taken!
Group rate is \$139 / night, all inclusive.

For Reservations call:
877-777-4212

Or follow this link for online reservation info:
http://sacsda.com/uploads/WRC_Hotel_Reservation_Info.pdf

For group rate refer to:
SDA Society for Design Administration