



The Advantage

Volume 9, Issue 3 Sept. 2009

President's Message



Dear Members;

It's been a busy summer for many of our chapter's design firm administrators. Even with summer vacations, the San Diego Chapter is staying focused in lining up educational and networking opportunities for those of you who don't take a vacation from your professional growth and progress. We're rolling out a busy fall schedule! Here are some of the events and program highlights you can look forward to:

- **September 10:** Third Quarter Happy Hour Mixer at Rhodes Architectural Stone
- **September 17:** Business Continuity & Disaster Recovery by Greg Glasgow of LANSolutions (info. tech.)
- **September 23:** *(July program rescheduled):* Using Adobe InDesign/Creative Suite to Market Your Firm's Services by Randall Cornish a Certified Adobe Expert and Instructor (marketing)
- **October 15:** Maximizing QuickBooks: Creating Project Budgets by Linking Timeslips by Claire Barnes of Integrated Visions (finance)
- **November 19:** Our November program will also be a marketing-based program. We would like to get your feedback to determine what topics would be of most interest / value to you. Please email your ideas to:

president@sdasandiego.org

If your firm would like to host a program meeting, please let us know! Hosting a meeting is a great way to support your chapter and get to know your fellow SDA members on a more personal basis. We're looking for locations/conference facilities that accommodate a minimum of 12.

On a national level we have the upcoming Western States Regional Conference in Tucson, Arizona on October 2 - 3: ***Diamonds in the Rough Times***. This will be a terrific opportunity to receive further education and enrichment by networking with other design firm administrators.

In addition to the educational programs, SDA National has rolled out the new forums to help facilitate/streamline member communications on a topical basis. If any of you are currently experiencing "*ListServ Separation Anxiety*," then the forums are for you! If you're experiencing difficulty in migrating to the new SDA communications format, then let us help you. At the September Happy Hour Mixer we will have a laptop available to help demonstrate how to access and use the SDA Forums. Please also check out the enclosed article on the new features of the forums and how they're organized.

Please help us to get the San Diego forum up and running. We can't do it without you!

Happy Forum Chatting,

Jamie Shirey, SDA
Chapter President

PS: The New SDA Forums article is on the back page. We know there's much information for us to share with one another and I encourage you to get in and to start using the forum to communicate with San Diego members. The support you can receive and give through this venue is one of the many values of our SDA membership.

San Diego Chapter
PO Box 121667
San Diego, CA 92112

www.sdasandiego.org
info@sdasandiego.org

Board of Directors

President
Jamie Shirey, SDA
president@sdasandiego.org

Vice President
Dana Sather, SDA
vicepresident@sdasandiego.org

Corresponding Secretary
Kacie Watt, SDA
secretary@sdasandiego.org

Recording Secretary
Chris Riley, SDA
criley@sdasandiego.org

Treasurer
Leslie Cattaneo, SDA
treasurer@sdasandiego.org

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

SDA Meeting Info

Diamonds in the Rough Times



October 2-3, 2009

**Desert Diamond
Hotel & Casino
7350 So. Nogales Highway
Tucson, Arizona**

Hotel reservations are being taken now.

Group rate: \$139/night inclusive.
For reservations call:
877-777-4212 and refer to
Society for Design Administration

Register by Sept. 4, 2009 for Early Bird Discounts. All conference registrations must be received by Fri. Sept. 25, 2009.

The Southern Arizona Chapter of the SDA would like to invite you to Tucson, the city of abundant sunshine. We strive to provide you with the highest level of quality educational opportunities mixed with personal time for an enjoyable conference experience. We are excited to have you join us for the **2009 Western Regional Conference**

and we encourage you to enjoy all that the "Old Pueblo" has to offer!

Here are some of the exciting seminars planned for the 2009 Conference:

- "Pathway to Profit" by Herbert M. Cannon, AEC Management Solutions, Inc.
- "Staying Positive in the Face of Negativity" by Dan Marries, KOLD 13 News
- "Design Liability IQ" by Scott Schmidt and Andy Everroad, Stuckey Insurance
- "Multiple Generations/One Workplace—Can't We Just Get Along" by Leslie D Porter, SPHR, the University of AZ
- "Benefits of Social Networking" by Stephanie Kirschner, McGill Smith Pushon—Past National President

We will be offering the CDFA Exam at the Conference on Wed. Oct. 1, 2009 from 3 PM - 5 PM. For information about the CDFA exam, visit the SDA National website at: www.sdadmin.org.

Quarterly Networking Happy Hour

Come & Enjoy Some Time To Share & Chat with Your SDA Friends

Date: Thursday, Sept. 10, 2009
Time: 5:30 p.m.
Location: Rhodes Architectural Stone
2100 Fourth Avenue
San Diego 92101

Hors d' oeuvres and Beverages will be served

Please RSVP to Leslie Cattaneo at
lcattaneo@rjcarch.com
by 5:00 p.m. on Thursday, Sept. 3, 2009



R H O D E S A R C H I T E C T U R A L S T O N E

Rhodes Architectural Stone offers antique and hand-crafted building products, providing the building community a combination of expertise in traditional European masonry design with access to wonderful stone supplies from around the world. Through our full design, drafting, and consulting services, we provide our clients with hand-carved, yet affordable, custom stone products.

September 17, 2009 @ 12 Noon

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

Presented by Greg Glasgow of LANSolutions, to be held at Cavignac & Associates

Marketing Your Firm's Services Using Adobe InDesign

Date: Wednesday, Sept. 23, 2009
Time: 5:30 PM
Presented By: Randall Cornish,
Adobe Certified Consultant
Location: Spurlock Poirier Landscape
2122 Hancock Street
San Diego, 92110

RESCHEDULED FROM JULY 16

For Your Information



15-for-12 Membership Drive
During the month of October,
Receive 15 months of membership for the price of 12 -
That's 3 Months Free!

"What can SDA do for my firm"?

Membership in the San Diego Chapter is your administrator's key to being at the forefront of their field. SDA enhances the professional development of its members and improves the business practices of their respective firms to increase the bottom line.

In today's workplace, the administrative professional wants to do more than just answer phones, make copies and make sure supplies don't run low. Today's administrators want opportunities to acquire new skills and to take on new responsibilities making them a more vital team member. We all know, targeted training and related educational seminars makes us a more responsible, effective part of our company's business. For 50 years, the Society for Design Administration (SDA), an affiliate of The American Institute of Architects (AIA), has promoted education and "best practices" in management and professional standards of design firm administrative personnel.

SDA provides a host of networking opportunities, as well as educational resources in the areas of: Finance, Human Resources, Information Technology, Marketing, Office Administration, and Project Management.

The San Diego Chapter has educational luncheon and dinner seminars every third Thursday of the month, geared towards design firm administrative personnel. The speakers offer the latest information on their area of expertise - which can be taken back to the office and applied immediately to your daily operations.

Go online to <http://www.sdadmin.org> then click on the Membership tab for more information and an application. Or contact our Chapter Membership Chair: Dana Sather, SDA at dsather@sdasandiego.org or at: (619) 681- 0090 ext. 122. **Sign Up Today!**

See San Diego's True Beauty

Landscape architects are always encouraging us to get out and see San Diego's beauty. Below is a list of wonderful tours & outdoor experiences:

- **Landscape Design, Garden Tour**—Water Conservation Garden at Cuyamaca College, 12122 Cuyamaca College Dr. West, El Cajon. Design: 8 am-12 pm, Sat. Tour: 10:30 am, Sun Tour: 1:30 pm Free. For info call (619) 660-1684.
- **Quail Botanical Gardens Guided Tours** -10 am every Saturday; meet at the Visitors Center, 230 Quail Gardens Drive, Encinitas. Free with garden admission of \$5. For info call (760) 436-3036 or visit www.qbgardens.org
- **Huntington Botanical Gardens Guided Tour**— Tues-Fri at 10:30 am. A 45-minute walking tour of the gardens. 1151 Oxford Road, San Marino. \$24 per person. Call (626) 405-2126.
- **Rancho Santa Ana Botanical Garden**—About 1-1/2 hour drive from SD in Claremont on N College Avenue, north of Foothill Blvd. & east of Indian Hill Blvd. Daily. Call (909)625-8767 or visit www.rsabg.org.
- **Santa Rosa Plateau Ecological Reserve**—Open daily sunrise to sunset. Enjoy grasslands, vernal pools and Engelmann oak woodlands. Adults \$2, children over 12 - \$1. Docent-led nature walks first Saturday of the month (Nov.-Feb.) every Saturday (Mar.-May). For info call (909) 677-6951.
- **Big Morongo Canyon Preserve**—Open daily from 7:30 am to sunset. Cottonwoods and willows in the high desert. For info (760) 363-7190 or www.bigmorongo.org
- **Coachella Valley Preserve**—Open daily from sunrise to sunset. Sand dunes, mesas, palm oases. Visitor Center open daily in winter 8 -5. Call (760) 343-1234.
- **Dos Palmas Oasis**—Open daily from sunrise to sunset. Low-elevation desert habitat at the base of the Salton Sea. For info call (760) 343-1234.
- **Santa Cruz Island Preserve**—Rugged scenery and unique native species. Day trips to the island. For reservations call Island Packers: (805) 642-1393.

Our friends at ASLA San Diego have more info for you on their website (www.asla-sandiego.org).

CANstruction



Canstruction, SDA's annual charity event, features structures comprised completely of canned and non-perishable food created by local design firms. After the event, the structures are dismantled and all the food donated to local food banks. This creative, fun, and very worthwhile event was one of many volunteer efforts to be affected by the recent economic situation. Thanks to the two determined teams, RJC Architects and Crawford IDEA School, the event was able to go on this July and successfully generated many hundreds of pounds of food for those in need.

The 2010 event will be held next Spring - consider forming a team with your firm and participate! For more information and to see these and many more structures, go to San Diego CANstruction's website: www.canstructionsd.org. If you'd like to see more wonderful structures from all over the country and read more about CANstruction on a national and international level, go to the main page at: www.canstruction.org.

Canstruction 2009 Sponsors

- AB Engineering
- Aerotek
- Albertsons
- American Subcontractors Association - San Diego Chapter
- Avedis Insurance
- Burkett & Wong Engineers
- Coffey Engineering
- DCI Engineers
- DMJM Aviation
- Mike Torrey Photography
- Nielsen Construction Ca.
- Project Design Consultants
- reproHAUS
- RJC Architects
- SDG&E
- SMR Consulting Group
- Spurlock Poirier Landscape Architects
- The Finer Points Event Management
- Top of the Line Printing and Graphics
- Turpin & Rattan Engineering

This event was created by the SDA and is organized by CAN Diego Inc. For more information contact:

info@canstructionsd.org



Related News

Sustaining Excellence 2009 Design Awards Call for Entries

ASLA (American Society of Landscape Architects) members throughout CA and design professionals are invited to submit an array of project designs, plans, features and unbuilt projects for the biannual SDASLA Design Awards judging.

The Call for Entries submittal package has been streamlined to include editable submittal forms. The instructions, entry categories and forms are on our website www.asla-sandiego.org. Entry deadline is: Mon, Oct 12, 2009. The 2009 Design Awards will be held on Thursday, Dec. 3 at the Neurosciences Institute in La Jolla, CA.

"Social Networking & It's Role in Business" Monday September 14th 11:00 AM

To sign up for this no cost, 45 minute web conference, please register <http://lighthouseconsulting.org/openline/091409/> and we'll send dial-in information to you. We only have a limited number of slots so sign up as soon as possible.

The following topics to be addressed include:

- Targeting specific people within your market
- Creating an interactive web presence
- Understanding who you are as seen on the web
- Developing and executing a social networking plan

Pecha Kucha Night SDV3 was under the stars and up on the roof of The Ivy Hotel. We're currently scouting out the next venue for Pecha Kucha Night SDV4 on October 20, and compiling the list of presenters. If you've got something to share, and an interest in doing so in the [20 x 20 format](#), please let us know by contacting pkn@sdarchitecture.org.

Pecha Kucha Night was designed by designers Astrid Klein and Mark Dytham in 2003 as a place for (you guessed it) designers to meet, network, and show their work in public. Pecha Kucha is now happening in 143 locations globally. The San Diego Architectural Foundation is pleased to be San Diego's official chapter of PKN.



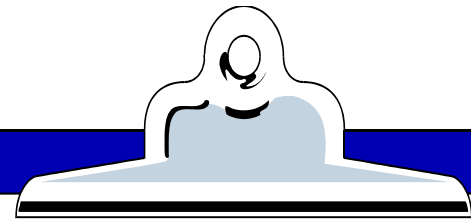
Only 26 days left to nominate!

We know you're heard this before,
but we're still looking for more of what
makes your heart soar -
and what's just an eyesore!

It's time for planting your seed and having your say about
the 2009 crop of Orchids & Onions.

Let us know what you think. What makes San Diego
blossom or stink. Browse on over to nominate, comment,
enlighten, complain or explain at: www.sdarchitecture.org

Early Bird tickets for the Nov. 12, 2009 Orchids &
Onions Awards Ceremony are on sale now!



MEMO

Minimum Wage Info

The Federal Labor Standards Act establishes minimum wage, overtime pay, recordkeeping, and youth employment standards affecting employees in the private sector and in Federal, State, and local governments.

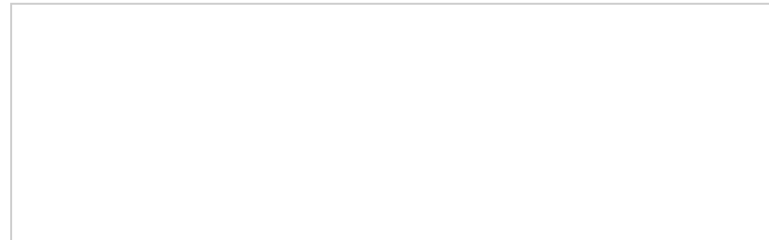
The federal minimum wage is \$7.25 per hour effective July 24, 2009. Many states also have minimum wage laws. California's minimum wage is \$8.00 per hour. In cases where an employee is subject to both state and federal minimum wage laws, the employee is entitled to the higher minimum wage.

Employers must display an official poster outlining the requirements of the FLSA. Employers must also keep employee time and pay records.

For more info go to: www.dol.gov/esa/whd/flsa/



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



The New SDA Forums by Jamie Shirey, SDA

Calling all ListServ groupies! While none of us are very fond of changes, the buzz about town is that once you get into the groove you'll like the new SDA communications format even better since it eliminates the incredible volume of unwanted email that the List Serv used to generate. Now you don't have to fish through discussions that have little or no relevance for you and your company.

The new SDA National Forums are a highly organized means of communication that will allow you to interact with fellow members more efficiently and effectively. Here are some of the enhanced features the Forums offer:

- **Specific, separate form of communication with each other, away from everyday email**
- **Direct access to members and your chapter**
- **Ability to receive email notification when new discussions are created or a reply message is posted**
- **Email notifications can be sent to more than one email address and the address(es) can be changed at any time-you determine the address(es)**
- **Ability to direct email notification to a specific folder in Outlook**
- **Ability to control your own profile—you won't need HQ to do it for you**
- **Discussion will be automatically archived and available for all members to retrieve using a basic search function—no one will need to manually archive**
- **Ability to edit your own post if you discover an error**
- **HQ will have the ability to remove non-professional postings**

More good news is that SD National (HQ) will continue to support members' experiencing problems. To help make this transition as easy as possible, HQ has developed FAQ's to answer most of our questions and has also provided short video tutorials to demonstrate how the Forums work! Within the Forum page, you will find the following forums:

- | | | |
|---------------------------------|---------------------------------|--|
| - Human Resources | - Information Technology | - Finance |
| - Marketing | - Office administration | - Certification |
| - Construction | - Project Management | - General discussion (about a topic not listed above) |
| - All Chapters | - Board of Directors | - Past Presidents |
| - AIA Contract Documents | - Axium | - Deltek |

Everyone is encouraged to carefully read the information HQ has prepared and to view the videos—this will make the transition easier. Additionally, HQ would like members to offer helpful suggestions. Please provide all feedback to Peggy Pearl: admin@sdadmin.org