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## WHO IS SDA?

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David Church, BA SDA  
PivotQuest Solutions, Inc.  
Toronto, ON  
Principal/President

After working in several firms and most recently at Moffat Kinoshita Architects Inc. in Toronto as Controller & Associate Principal, David formed his own company, PivotQuest Solutions. PivotQuest focuses on providing financial and business management solutions to Design and Professional Service Firms. David has served in several capacities with SDA Canada, including two terms as President. He remains active on the Board and several sub-committees, and coordinates the Biennial SDA/OAA Compensation and Benefits Survey.

*"I gained a great deal from becoming an SDA Canada member, both personally and professionally. As I became increasingly active in SDA Canada, I've become more confident, and respected for my knowledge and abilities. Without a doubt, I would have never become a partner in a noted architectural firm without being an SDA member. That experience and the knowledge gained through SDA gives credibility to the consulting firm I recently launched with another SDA member."*



Christa Peachy, CPSM  
Speight, Marshall & Francis  
Virginia Beach, VA  
Partner, Marketing Director

As a marketing director and new partner in her firm, Christa truly values her eight-year membership with the SDA. While she has always been active in SMPS, the educational opportunities that SDA provides have broadened her knowledge of the A/E/C industry and increased her general business knowledge. SDA is important to her as she develops her new role of partner in the firm.

*"Learning new things also keeps my job exciting," Christa says. "The owners noticed I had a well-rounded knowledge of the industry, not just of my job, and this is the kind of person they need leading their business."*

Christa has used her positions of newsletter editor and membership chair in the local SDA chapter to learn leadership skills she has been able to transfer to her job. *"You can learn skills in the non-threatening environment of a volunteer organization that gives you a confidence you can take back to your job."*



Mary Roder, SDA  
Heights Venture Architects  
Houston, TX  
Chief Financial Officer

Mary Roder is Chief Financial Officer for Heights Venture Architects, LLP. Mary has been employed at HVA since August 2001. She was instrumental in HVA's software conversion to Deltek Advantage and has over twenty-two years of experience in project and financial management. Mary possesses a Bachelor's degree in Chemical Engineering and a Masters in Business Administration – Accounting concentration – with both degrees from the University of Houston. Mary has recently been installed as the 2006 President Elect for the Houston Chapter having also chaired the SDA Houston 2005 and 2006 **canstruction**<sup>®</sup> events.

*"Throughout my life and career, I have always felt it important for me to reach for new challenges - strive to learn something new each and every day! SDA has truly enhanced my personal life and career, allowing me the opportunity to network with and learn from many SDA professionals as well as reach beyond my comfort zones and continue to accept new challenges. HVA principals truly respect SDA as a valuable resource for the firm, its staff and the A/E/C industry."*



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# WHAT IS SDA?

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The Society for Design Administration (SDA) is a 45 year-old national organization affiliated with The American Institute of Architects (AIA) and comprised of administrative and management personnel from architecture, engineering, and construction firms. In our affiliation with AIA and partnering with other related design organizations, the common goal is to provide business solutions for design firms thereby improving administration and practice management and aiding members in their own career growth.

We are a self-governing, non-profit, non-discriminatory and non-union society. Our mission is to promote the exchange of ideas and to educate our members in the related disciplines of design firm administration. Our primary objectives are:

- ◆ To enhance practice administration and management through personal growth and continued education
- ◆ To encourage career growth and excellence through a Certified Design Administration (SDA/C) program
- ◆ To contribute to the development of office systems and materials
- ◆ To work with institutions of higher education to establish a curriculum for the training of design firm personnel
- ◆ To cooperate with civic organizations whose undertakings are non-profit, non-political, and of vital interest to the community
- ◆ To enhance the network of our members and their firms within the A/E/C community

Publications available through SDA include the National SDA Newsletter *Behind the Design*, Chapter newsletters, a *Handbook for Design Office Administration* including our six domains: Office Administration, Project Management, Marketing, Human Resources, Finance, and Information Technology, and a *Handbook of Forms & Letters for Design Professionals*.

A website rich with informational pages from each domain and informative white papers provides members with solutions to contemporaneous issues affecting the A/E/C industry.

An active listserv enables member firms to learn about current best practices to make a firm more efficient, to test new policies and procedures on other professionals before implementation, or to research issues specific to practice management in an A/E/C forum.

Our non-profit foundation, Canstruction®, Inc. manages over 70 canstruction® events per year, design/build competitions which annually raise over 1 millions pounds of food for local food banks.

For more information regarding membership in the Society for Design Administration or to locate the SDA chapter nearest you, visit our website at [www.sdadmin.org](http://www.sdadmin.org) or contact:

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Executive Director  
Society for Design Administration  
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