sda RIVERTALK

QUARTER.THREE.NEWSLETTER OCTOBER 20, 2021

WINNING IS OUR MIDDLE NAME

By Belinda Sanchez, SDA

The month of October is for SDA's annual virtual conference, EdConnect. Much like the annual EdSymposium, it is a conference of educuational webinars focused on SDA's core study areas - Finance, Office Administration, Human Resources, Marketing, and Project Management. EdConnect is a completely virtual conference that can be broadcast and shared via firm conference rooms by any members who have registered, presenting a wonderful opportunity for the benefits of memberships to extend directly to firm staff members.



This year, we are proud to announce that TWO of our members were selected for this year's grant. Both Laurie Breen of ESA Mechanical & Electrical Engineering and Loretta Rodriguez, CDFA of Kimley-Horn were nominated to each recieve a grant for registration. Notably, both Laurie and Loretta's essays elaborated how they enjoy sharing thier member benefits:

> "*Since joining SDA, I have enjoyed many benefits from my membership and sharing those benefits with my firm and with others; it is both simple and comes naturally.*" -*Loretta*

> "*I enjoy sharing the benefits of membership with every person in my small-business-enterprise (SBE) engineering firm because I have the breadth and depth of knowledge from all our SDA members and partners to tap from all angles of the administrative profession.*" -*Laurie*

Many chapters submit for this opportunity in an effort to provide additional value to membership by winning and sharing the registration with the group. The San Antonio chapter has been privileged to have won this scholarship efor the past two years. Starting earlier this month, our chapter scheduled EdConnect sessions for all members to attend at the centrally located offices of PBK Architects, in their state-of-the-art board room.

As members we always look forward to the extraordinary and relevant topics curated by SDA National. We can always expect the presentations to be thought-provoking and applicable to our current work situation, Laurie said it best in her essay:

> "*I've always valued SDA being focused on the administrative careers because, though there are plenty of things that are specific to A/E/C, lots of workplace challenges are shared across disciplines and there is always an interesting article that I recently saw on the SDA chat boards or a thought-provoking discussion about challenges in the workplace.*"

She further emphasized the return on SDA programming by stating "*I'm always saying to my Principals, 'I attended a great SDA session about...!*" I suspect she'll have ample opportunity to say that often this month with this year's EdConnect webinar line up.

Loretta too shared many instances of opportunity and advancement that the benefits of SDA has enabled her to explore and bring back to her firm.

> "*Scheduling speakers from my firm helps regional or firmwide leadership participate in the various topics we discuss, understand how importantly those topics apply to our professional growth and appreciate how valuable our connections are within SDA*" -Loretta

All in all, both Loretta's and Laurie's essay were veritable testimonies to the benefits and values gained through their SDA memberships.

> "*Now serving as Past President in 2021, I am proud to have led our chapter as President in 2020 during an unknown and historic time. This position has sharpened my leadership skills and given further shape to my career goals.*" -Loretta

> "*It would be a tough challenge to think of someone in my life who *doesn't* benefit from my membership!*" - Laurie

A sentiment that is shared by all members of SDA San Antonio. We are proud of their representation of our chapter and agree whole-heartedly!



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