

POSITION: President

Nominee Name Brooke G. Simcik
First MI Last

Firm Name VAI Architects Incorporated

Address 15301 Spectrum Drive 450 Addison TX 75001
Street Suite City State Zip

Contact Info 469-916-7756 214-477-3402 bsimcik@vaiarchitects.com
Telephone Cell E-Mail

Name of your SDA Chapter Dallas
Chapter Name (or indicate if Member at Large)

Have you attended an SDA National Convention? Yes No

If yes, please list below the year/location for each Annual Convention attended.

Year	City/State
2018	Minneapolis/St. Paul
2017	Cincinnati, Ohio
2016	Golden, Colorado
2015	Williamsburg, VAI
Year	City/State

Have your National and Chapter dues been paid? Yes No

List chapter offices and chapter committee positions or other professional board/committee positions you have previously held.

- | | |
|--------------------------------------------------------|------------------------------------------------|
| 1. <u>2018-2019 ExCom Vice President</u> | 7. <u>2016 - Dallas SDA President</u> |
| 2. <u>2018-2019 Chair Rebranding Committee</u> | 8. <u>2015 - Dallas SDA Past President</u> |
| 3. <u>2017-2018 ExCom Secretary</u> | 9. <u>2014 - Dallas SDA President</u> |
| 4. <u>2017-2018 SDA Dallas Treasurer</u> | 10. <u>2014-2016 National Membership Chair</u> |
| 5. <u>2017 SDA National Education Committee Member</u> | 11. <u>2013 - VP and Program Chair</u> |
| | <u>2012 - SDA Dallas Secretary</u> |

Please address each of the following questions below on a separate page, no more than two pages in length:

1. Your overall philosophy of SDA – its value to the industry, to your career, and anything else you wish to include. **See Attached**

2. What are the strengths that you will bring to the Executive Committee of SDA? Be sure to address leadership, organizational, communication and people skills, as well as any technical skills that would help in performing your officer duties. **See Attached**

3. What area of focus will you champion for SDA? What do you hope to accomplish during your term on ExCom? **See Attached**

4. Describe how your experiences have prepared you for national office. Please address the following:
 - a. Collaboration skills and participation in the decision-making process and business management of associations for the benefit of the entire organization
 - b. Communication, time management and multi-tasking skills.
 - c. Specific responsibilities per the ExCom Position Description

See Attached

I certify that the above statements are based in fact; that I have been a member in good standing for three (3) years, served on a National SDA committee for at least one year and served on the board of a professional or business organization for at least one year.

Signature of Nominee

DEADLINE: March 5, 2019

All information must be typed, except for original signatures and submitted in digital format.

Each official submittal will contain the following mandatory documents:

1. Candidate Application Form, including Candidate Philosophy
2. Professional Resume
3. Current Professional Headshot Photograph

1. Your overall philosophy of SDA – its value to the industry, to your career, and anything else you wish to include.

I love what I do, and I am honored, beyond words, to be a part of this organization.

If anything has changed over the last few years, it is that I feel more committed to improving our brand and industry stature as per our mission and the current path that we are forging, together as an organization, guiding SDA into the future.

SDA connects people. We foster the leadership development of A/E/C industry business professionals by providing practice management tools, knowledge, and resources. SDA members expertise span all essential disciplines of a business, from Operations, Accounting, Human Resources, Project Management, Information Technology to Strategic Planning. In my opinion, SDA, and the members we represent are the A/E/C industry's "go-to" partner for success.

2. What are the strengths that you will bring to the Executive Committee of SDA? Be sure to address leadership, organizational, communication and people skills, as well as any technical skills that would help in performing your officer duties.

The desire to see others happy, prosperous and successful drives me. I look for opportunities to build and strengthen trusting relationships, and I believe in the value we as business professionals bring to the A/E/C industry.

Leadership can mean different things to different people. I believe that leaders help Define, Design and Influence success-elevating their careers and those around them by their example not only as a visionary, but also a "doer" leading the charge to accomplish great things.

What area of focus will you champion for SDA? What do you hope to accomplish during your term on ExCom?

We are embarking upon a new and exciting time for our organization and our members. My focus will be to build on the success of those who came before me. To work in close alignment with the rest of ExCom, our Executive Director and the countless number of volunteers across the nation to leave our mark on the industry by helping elevate each other, our careers, firms, and perhaps an entire profession.

As your incoming President, I ask each of you to join me in this exciting time in our history. Stand up and be a part of taking something good and making it great. Believe in what you can bring to the table and embrace the fact that together we can take something ordinary and make it extraordinary. Use your talent, your mind, and your passion to walk with me on the journey of change and growth. No matter how small or great the contributions, when you have a chance to elevate the person next to you, your career, or your local chapter, use your expertise as Sheryl Sandberg suggested in her book "Lean In" and be heard. When you need a helping hand or listening ear on occasion, reach out to another member, a member of ExCom, our Executive Director, or me at any time. Together, we can successfully navigate any challenge, and there is no limit to what we can accomplish.

3. Describe how your experiences have prepared you for national office. Please address the following:

a. Collaboration skills and participation in the decision-making process and business management of associations for the benefit of the entire organization.

The vast majority of my career has been in a management position, helping develop goals and objectives that benefit an entire organization. This includes connecting with the right partners to help implement what is required to accomplish these goals from inception to completion.

I have taken a hands-on approach in the time I have spent gaining experience and learning about SDA. I have held almost every position at the local level, including partaking on all the committees during the last nine years. I have served as National Membership Chair, National Secretary, National Vice President, and President-Elect all leading to this upcoming honor of serving as your National President all the while gaining vital experience in working with “long distant” teams.

Technically, I have been considered the leader on many teams throughout my career. In these positions, I see myself more of a servant than a dictator and prefer collaboration over other leadership models. I believe in surrounding myself with other leaders. Therefore, I get to embrace being one leader on a team of many...a dream team you might say.

b. Communication, time management and multi-tasking skills.

I am a communicator and multi-tasker at the very core of my being and have gotten much better at time management over the years.

c. Specific responsibilities per the ExCom Position Description

I embrace and understand the importance of the position, and will do my best to fulfill the obligations as such.

Brooke G. Simcik, CDFA



I have a passion for connecting people, building relationships, mentoring & coaching, driving strategic direction and aligning with other business leaders that want to elevate their careers, those around them, and their firms.

I aim to surround myself with others that have the same drive and passion for being exponentially more effective together.

High-achieving A/E/C industry business professional helping owners and industry professionals exceed client expectations by helping advance the functional disciplines she leads and manages. Areas of focus include: Accounting, HR, IT, Strategic Development, Facilities Management, Leadership & Leadership Development, Business Startups.

EXPERIENCE

VAI Architects Incorporated
Sr. Associate Principal
Business Manager/Corporate Officer
1997-Present

Direct reporting relationship is to the four Principals/Owners of the firm. In each of the areas of responsibility, she helps lead, manage, and execute the firm's key initiatives.

Hands-on responsibilities in the following disciplines:

- * Financial/Accounting
- * Human Resources
- * Information Technology
- * Facilities Management
- * Strategic Planning

SELECTED ACCOMPLISHMENTS

- Hands On Project Cost Accounting for three companies including all aspects of payroll spanning two decades.
- Facilitation of over eight start-up business.
- Established Company Policies & Procedures
Provides structure to organization, assist in the day-to-day decision-making, reduces liability.
- Established Accounting Practices & Procedures
Maintains Stability, Transparency, Increases Accuracy, & Streamlines Processes
- In collaboration with Owners Developed & Executed the Pathway to Leadership *Leadership Development—Empowers & Motivates Employees, Assist in Hiring and Retention*
- Facilitated the Strategic Planning Process for Principals/Owners
Since 2007 the Principals have been able to increase the percentage of net profit to gross revenues four-fold, and gross sales have increased 42 percent by utilizing strategic planning as a tool to manage and grow the business.
- Ensure IT systems are always production ready
99.9% Reliability
- Employee Benefit Contract Negotiations
- Designed Employee Flex Benefit Program
Controlling cost for employer while increasing benefits for employees.
- Employee of the year 2002 and 2007

OTHER EXPERIENCE

Cal Rand Incorporated 1995-1997 | Raymond D. Nasher Company 1988-1995
Vice President | **Communications Specialist**

Professional Organizations

SDA ExCom
SDA National President Elect 2018-2019
SDA National Vice President 2017-2018
SDA National Secretary-2016-2017

SDA Dallas
Treasurer - 2018
Director 2017
President-2016
Director-2015
President-2014
Vice-President -2013
Secretary - 2012
United Way Proposal Analysis - 2000

SHRM
A-team HR Advocate

Selected Charitable Contributions
2016-2017 Construction Committee
benefiting NTFB
Mosaic
Traffick911
MS Society
Soup Mobile - Dallas
ARC of Dallas

Success is not the key to happiness.
Happiness is the key to success. If
you love what you are doing, you
will be successful.

— Albert Schweitzer —