

POSITION: Treasurer

**Nominee Name** Marsha L Witherspoon  
First MI Last

**Firm Name** Cole & Denny Architects

**Address** 333 N. Fairfax St. 300 Alexandria VA 22314  
Street Suite City State Zip

**Contact Info** (703) 684-5994 (703) 850-3379 mwatherspoon65@gmail.com  
Telephone Cell E-Mail

**Name of your SDA Chapter** Member-at-Large  
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.**

<u>2018</u> <small>Year</small>	<u>Salt Lake City, UT</u> <small>City/State</small>
<u>2017</u> <small>Year</small>	<u>Minneapolis, MN</u> <small>City/State</small>
<u>2016</u> <small>Year</small>	<u>Cincinnati, OH</u> <small>City/State</small>
<u>2015</u> <small>Year</small>	<u>Golden, CO</u> <small>City/State</small>
<u>Year</u>	<u>City/State</u>
<u>Year</u>	<u>City/State</u>

**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>SDA National Treasurer</u>                          | 7. _____  |
| 2. <u>Beulah Baptist Church - Trustee &amp; Treasurer</u> | 8. _____  |
| 3. <u>Delta Sigma Theta Nu Phi Chapter - President</u>    | 9. _____  |
| 4. _____  | 10. _____ |
| 5. _____  | 11. _____ |
| 6. _____  | 12. _____ |

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

*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

**Marsha Witherspoon**

**SDA Candidate Application Questions – Page 2**

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

I believe SDA provides a valuable service to the A/E/C industry by providing educational and networking opportunities that enhance the knowledge of those who are employed in the industry. I have benefited greatly from my membership in SDA. As the only administrative employee in our small architectural firm, the webinars and other educational tools SDA offers have helped me learn about many topics that can have an impact on our office. Having access to such varied information allows us to do the research necessary to determine what impact, if any, our office will experience. I appreciate being able to learn “what I don’t know” that can improve my performance and add value to the company. I have found the opportunity to connect with others in the industry beneficial. I would encourage anyone employed in the A/E/C industry to become involved with SDA.

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.

I am highly organized and detail oriented with excellent interpersonal skills to effectively interact with senior level personnel and executive management, peers, and others. I have the technical skills needed to serve as Treasurer of SDA as demonstrated by my proven financial abilities at Cole & Denny Architects, my prior management experiences, and my volunteer activities over the years. These skills will enable me to perform the duties of the Treasurer with confidence.

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

My focus would be to work closely with the members of the Executive Committee and to fulfill the duties of the position. As a member-at-large, I hope to learn more about the chapters and their governance and to establish relationships with the Chapter Leadership.

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.

Over the years I have worked in both paid and volunteer positions that required collaboration with others. When working with the Community Reinvestment Act while in the banking industry, I often met with groups that had differing views about what was needed to accomplish the community goals. It was my responsibility to listen to the arguments, find common ground and negotiate the final results. I have used the same skills when working with the Trustee Board and other leaders at church to ensure we make the best decisions for the congregation.

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

When communicating with others, I try to explain clearly what needs to be done. I will often ask the listener if they have any questions or need any clarification. This assures we are on the

“same page” so our goals can be achieved as quickly as possible. In order to manage my time effectively, I set goals for what needs to be accomplished, prioritize, plan the work, and decide if a task can be performed by someone else. I then focus on accomplishing the goal. However, I do not always have the luxury of working on a task until completion. My multi-tasking skills are often required to meet objectives with similar timelines, answer the phone, and respond to an employee who needs a question answered now. Multi-tasking allows me to accomplish several things within a short period of time.

c. Specific responsibilities per the ExCom Position Description

I believe my prior experience working in financial management, setting budgets, and preparing financial reports as a professional and as a volunteer have provided the skills necessary to fulfill the specific responsibilities of the Treasurer.

Marsha L. Witherspoon  
Business Manager  
Alexandria, VA 22303

### Summary of Qualifications

- Highly organized and detail-oriented Business Manager with 20 years experience in the architectural industry providing skillful administrative support and intimate knowledge of office management practices and procedures.
- Quickly adapt to highly changing business priorities.
- Excellent interpersonal skills to interact with employees and external persons in a professional and business-like manner on issues of within the office that require great tact and diplomacy.
- Skill in written and oral communications.

### Professional Experience

#### **Cole & Denny Architects**

Alexandria, VA

Business Manager

2005 – present

- Manage cash flow by monitoring consultant bills, review account receivables and payables on a regular basis; prepare monthly account reconciliation reports.
- Responsible for filing all business license renewal reports, payroll reports, business and personal property tax filings, and professional liability insurance renewal applications.
- Establish detailed budgets, issue monthly report that includes gross and net billings, cash income, cash expenses, outstanding receivables and payables, and compare expenses to net billings, monthly totals, monthly averages and year-to-date totals.
- Participate in year-end tax liability planning, cash flow planning, and budgeting. Coordinate with external accountant.

Office Manager

1997 –2005

- Maintained office services by organizing operations and procedures; preparing payroll, and monitoring and controlling correspondence.
- Defined procedures for retention, protection, retrieval, transfer and disposal of records.
- Maintained office efficiency by planning and implementing office systems and equipment procurement.
- Maintained professional and technical knowledge by attending educational workshops; and reviewing professional publications.

### **Careers & Company**

Arlington, VA

Accountant/Administrator

1994 –1997

- Provide accounting and administrative services on a temporary basis for government agencies, nonprofit organizations, and corporations in the Washington, DC metropolitan area.

### **George Washington University Center for Career Education and Workshops**

Washington, DC

Instructor (Part-time)

1994 –1997

- Teach word processing and spreadsheet software programs to adult continuing education students. Classes included Word, WordPerfect, Excel and Lotus.

### **First American Metro Corporation**

McLean, VA

Vice President, Community Reinvestment Act Coordinator

1992 - 1993

- Coordinate the Community Reinvestment Act (CRA) Compliance for First American Banks in the Washington Metropolitan Area and assist each bank in the development and administration of the CRA program.
- Identify projects and develop contacts within the community to support community outreach and compliance efforts.
- Ascertain community credit needs by actively participating in marketing efforts that identify CRA related financial needs.

### **BancOhio National Bank (now PNC Bank)**

Columbus, OH

Assistant Vice President, Community Reinvestment Act Officer

1989 - 1992

- Direct community development activities and monitor CRA compliance operations for a \$6 billion financial institution.
- Liaison to community based organizations including nonprofit housing groups, economic development associations and governmental agencies at all levels.
- Analyzed bank's participation in various housing programs throughout the Central Ohio market area.
- Direct community development training for Banking Office Managers.

## **Education**

Franklin University, Columbus, OH

*B. S., Business Administration with a minor in Accounting*

George Washington University, Washington, DC

*Certificate, PC Business Applications*

## **Community Service**

- Beulah Baptist Church, Alexandria, VA  
Assistant Chairperson of the Board of Trustees and Treasurer  
  
Responsible for supervision and maintenance of the physical property of the congregation and management of church finances.
- AARP Foundation Tax-Aide, IRS Certified VITA/TCE Tax Preparer, Alexandria, VA  
Provide free preparation of income tax returns for low-to-moderate income citizens and senior citizens.
- Literacy Tutor, Columbus, OH  
Work closely with adults to help them improve their reading and writing skills.