

Leadership Profile: Wendy Scatterday, AIA

By Nina Sterrett, Assoc. AIA, LEED AP

"To whom much is given, much is expected."

This principle sets the stage for everything in Wendy Scatterday's life. Professionally, it means establishing and meeting high standards of excellence as a Project Architect with Schamu Machowski Greco Architects. Personally, it determines how Wendy spends her time outside the office. It means leading by example and facilitating others' successes.

After graduating from the University of Tennessee and working at firms in larger cities, a rare opening brought Wendy back to her hometown. "I realized I needed to change my initial intent. My first choice was to go to a large city to get my license and then possibly come back to Wheeling, when I really needed to come to somewhere that I knew people to get a good start," Scatterday said. In her nine years since returning to Wheeling, she has been fortunate to work for a firm that values and commits to the professional development of its employees. "My experience with SMG has been the best job experience I've ever had," she said.



Photo by: Courtesy of SMG Architects

The Baltimore Business Journal recently recognized SMG's commitment to non-profit groups, naming the firm one of the Top 20 Most Generous Corporate Givers in the Baltimore area for 2006. Wendy credits SMG's principals saying, "as a firm they give financially of course, but most importantly, they grant us the freedom to contribute our own time, and in many cases firm time, for the benefit of others." Wendy has learned that working with a firm that not only shares her priorities but honors them with action, leads to success and happiness both professionally and personally.

Giving Back, Professionally

Thomas M. Potts, AIA, Past President for AIA West Virginia acknowledged, "We are very grateful to Wendy and her service on the AIA West Virginia's Executive Committee. She has served the profession with thoughtful insight and responsible action."

During her six years of service as a Director of AIA West Virginia, Wendy has volunteered to chair the annual Design Awards Program. While the program had existed for some twenty years prior, Wendy saw that the outreach potential for the Design Awards was not fully tapped. Envisioning another purpose for the presentation boards submitted for judging, she coordinated a traveling exhibit of each year's boards. The boards are now shown annually throughout the State in public venues such as the West Virginia State Capital, AIA WV events like "Canstruction", and West Virginia's premier visitor center and artists' venue, Tamarack. Mr. Potts noted, "Her dedication and enthusiasm in elevating the Design Awards program has resulted in both increased member participation and broadened public awareness of design excellence." The success of the exhibition prompted Wendy to organize a retrospective display of all Design Award winners to help celebrate AIA 150 and the 85th anniversary for AIA West Virginia.

Furthering the Design Awards Program united Wendy's passion for great design with her desire to educate the public about architecture. Wendy noted, "This year we'll have the largest number of submissions yet. The members have embraced the Design Awards Program and they know we're working hard to be their biggest proponent. I love telling people how great the architects of West Virginia are; it's one of the easiest things I do."

Since earning her license in 2000, Wendy has served on several ARE Development Committees for NCARB to help ensure that the exam is a fair assessment of a young architect's knowledge. Wendy explained, "Assessing the content of the exam, evaluating the scoring, and developing new methods of testing is critical to ensuring the legitimacy of our profession. It's not glamorous and sometimes tedious, but I am honored to be a part of the process."

Giving Back, Publicly

Wendy joined the Greater Wheeling Coalition for the Homeless while she was an intern, hoping to make a difference in her community. The emerging organization was a "financially challenged, but gutsy housing developer," according to Lisa Badia, the Coalition's Executive Director. "More than ten years later, we share a healthy respect for the tough times and a deep appreciation for her vision, direction and practical approach. Today, the Coalition nets \$925,000 in fixed assets and provides our clientele with quality housing that, in our opinion, goes unmatched by any other non-profit. Wendy's dedication helped make that happen."

Wendy said, "Serving the Coalition allows me to contribute to my community beyond the work associated with the

business of architecture. It is deeply important to me to stay connected to issues that directly impact the quality of life of others."

During her time on the Board, the Coalition determined that its best path to assisting its clients was to become a housing provider. The Coalition obtained funding to purchase and renovate two buildings within the historic neighborhood of East Wheeling. The Coalition also constructed a new fully accessible apartment building for its clients with special needs.

Beyond her work with the Coalition, Wendy enjoys lending a hand behind the scenes in an assortment of settings – some not directly involved with architecture. She serves on the board for the Children's Museum of the Ohio Valley, assists the local chapter of Habitat for Humanity, and facilitates a variety of service projects with The Vineyard Church.

Giving Back, Personally

While actively advising the associates in the SMG Wheeling office regarding internship and learning the business of architecture, Wendy believes leading by example is the most effective way to mentor others. As evidence, Nina Sterrett, Associate AIA, LEED® AP with SMG Architects explained, "She has made a strong impact on my career as a confidant and mentor. When I moved to Wheeling in March of 2005, I was simply looking for the right experiences to lead to the right career path."

Nina continued, "As a coworker, who became a dear friend, Wendy challenged me to see there was more to be gained in this city, from my internship, and from my relationship to this community, than I first expected. Wendy is diplomatic, diligent, humble, and gracious. Effectively communicating with clients, contractors, and consultants is a skill I have developed with the help of her example and counsel. Wendy has been an invaluable mentor as I advance my career, learn my profession, and build networks. Her commitment to our community and profession inspires and challenges me; she enables positive action by example and faith."

Wendy is driven to make a difference, "You gotta give it back," Wendy stated. "Each of us has specialized skills and knowledge that we must share with our professional, public, and personal communities. We have an opportunity to make a positive impact, no matter how small or local, and we're obliged to do it."

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