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SERA Recognizes Leadership by Promoting 11 new Associates and 3 new Associate Principals

As part of SERA's commitment to developing future leadership for the firm, 11 staff members have been promoted to Associate and a new level of leadership for the firm has been identified with the promotion of three to Associate Principal.

Stuart Colby, Project Architect, has been with SERA for two years and was promoted to associate in recognition of his skilled project management and successful history of managing large, complex projects such as the Edith Green/Wendell Wyatt Federal Building.

Keith Fugate, Project Manager, has been with SERA for four years and was named an associate in acknowledgement of his dedication to client service and his role in the success of many of the firm's most challenging projects, including the Tate Mixed-Use Project in Eugene.

Gary Golla, Project Designer, was promoted to associate in recognition of his design talent and project commitment. Gary has been with the firm since 2004 and has played a key role in expanding the firm's expertise in the hospitality market, including The Nines Hotel in the Meier & Frank Building.

Helen Hotchkiss, Administrative Assistant and LEED Accredited Professional, has been with SERA since May 2000. She was promoted to Associate in recognition of her dedication to her position and leadership in promoting internal sustainable initiatives.

Tina Keller, Manager of Administrative Services, has been with SERA for two and a half years and was promoted to Associate in appreciation for her ability to creatively solve office management issues, as well as her support with contracts administration and management.

Eric Philips, Senior Job Captain, was promoted to Associate in recognition of his technical abilities and commitment in strengthening the firm's design capabilities. Eric has been with SERA for 11 years and has taken a leadership role in the staff mentorship program.

Tim Richard, Project Architect, has been with the firm for three years and was named an Associate in appreciation of his leadership in SERA's sustainable office practices, as well as his role as Market Leader for the Park and Recreation Market.

Eric Ridenour, Project Architect, has been with the firm for three years and was promoted to Associate in recognition of his contributions to the architectural and urban design aspects of the practice, leadership in sustainability and project management.

Jim Riley, Senior Job Captain, has been with SERA since 2000 and was promoted to Associate in acknowledgment of his exceptional design and technical skills, as well as proactive project approach.

Gregg Sanders, Project Manager, has been with the firm for two years and was promoted to Associate in recognition of his project management abilities as well as leadership in the development of the firm's higher education portfolio.

John Smith, Project Manger, was promoted to Associate in appreciation of his project leadership and attention to detail. Throughout his 13 years at SERA, John has continually ensured the execution of quality design in the construction phase on projects such as the renovation and vertical expansion of the Estate Hotel.

Clark Brockman, Private Studio Leader, was promoted to Associate Principal in recognition of his leadership within the firm as well as the region in green building planning and design. Since joining the firm in 2002, Clark has taken an active role in developing and realizing the true definition of sustainability for SERA.

Paul Jeffreys, Design Leader, was promoted to Associate Principal in recognition of his project leadership and award-winning design talent. Throughout his nine years with SERA Paul has worked on projects that have formed the foundation for the firm's design excellence including 8 NW 8th Affordable Housing, The Avenue Lofts and The Crane Building.

Natasha Koiv, Public Studio Leader, was promoted to Associate Principal in appreciation of her leadership and key role in the firm's project management. Natasha has been with SERA for 22 years and has been dedicated to the integration of interior design, as well as an advocate for the firm's commitment to a life/work balance.

About SERA Architects

SERA Architects is a multi-disciplined firm committed to a sustainable approach to problem solving. SERA's staff of 90 offers expertise in integrated architecture, urban design and planning, and interior design. Since the firm's organization in 1968, SERA has been instrumental in the development of Portland's national reputation for livability. SERA has a long history of creating successful, award-winning projects that strive for a sense of beauty, proportion and specificity of place while maintaining functionality and durability over time. For more information about SERA visit <http://www.serapdx.com>.

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