

Meet **Margit Whitlock**

Principal and Creative Director

SHOUTOUT SOCIAL



Today we'd like to introduce you to Margit Whitlock AIA

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Hi Margit, we'd love to hear about how you approach risk and risk-taking.

Every entrepreneur is a risk taker. We in vision and process differently than those that do not chose to take on the challenge of owning your own business. In owning your own business, you ware all the hats! marketing, development, HR, client and project management to produce a viable set of contract documents. Architecture and Design excellence are the ultimate goal but without a strong staff culture and financial management to foster growth there is no true business success. The risk is worth the effort to me and has been a driving factor in the last 28 years of creating a strong business.

Can you open up a bit about your work and career? We're big fans and we'd love for our community to learn more about your work.

It may not be everyone's gig but it should be. Be involved in your community and give back and expand your influence by educating others; be a mentor, being present and that is why I have spent my entire professional career being active on the AIASD, Habitat for Humanity, NEWH and the San Diego Architectural Foundation board of directors. Shaping the conversation about the importance of excellence in environmental design is a professional duty.

Let's say your best friend was visiting the area and you wanted to show them the best time ever. Where would you take them? Give us a little itinerary – say it was a week long trip, where would you eat, drink, visit, hang out, etc.

San Diego is so diverse and has everything from beaches to mountains to bays and cool villages. My go-to day trip for company is to start with breakfast at Little Italy's farmer market, a walk along the harbor and a ferry ride to Coronado. From the ferry landing grab a coffee and a free bus ride down Orange Ave to the historic Hotel Del for a snack and sunset cocktail on the pool deck. Then ride the bus back to the landing and see the City upon return. It is a spectacular view! From there head to Gaslamp and have dinner and maybe some dancing!. There are so many choices from Old Town San Diego to Julian for apple pie!. And don't forgot a stop at the beach; Ocean Beach, Pacific Beach (get a bike) La Jolla, Del Mar, Solana, Encinitas, Oceanside. It is a great drive and many places for lunch, fairs and beach going.

Who else deserves some credit and recognition?

Everyone needs a mentor! My shout out would be to the two bosses I had before I started my business. Ed Grochowiak Principal of SGPA and Joe Wong Principal of JWDA. These two men believed in me and gave me great opportunities to grow and when I started my firm they were there to help and guide me. Forever indebted!

