



THE RED SHOE STORY

By Sandra Matson

In 1990, my 2 year old cost estimating company of Matson Carlson (Sandra Matson & Christopher Carlson (we met at NBBJ architects and later got married– but another story)) was doing as well as could be expected for a start up company – but we – Christopher & I were also in love and I did NOT want this new business to come between us and I did not want both of us to be financially dependant on one company so off he went to work for a local Seattle architectural firm I kept the firm name as Matson Carlson thinking that it made me sound bigger than I really was.

In the meantime, I am meeting lots of new clients and other consultants. In that 2nd year was when I met Anne Whitacre who joined my company offering specification writing services. So we became Matson Carlson Whitacre. Wow – we really sounded big now! It was one late evening, after moving into our new, larger space that Anne & I got to know each other. I like camping, she likes room service; I like hamburgers & beer – she likes Merlot and a rare steak.; I liked fishing – she liked eating fish, I was shy at social situations – she could work a room; and so on. We soon realized that we had nothing in common except for the fact that we both wore red high heeled shoes to special meetings and events.

So as a sort of in-house joke, we placed our red high heeled shoes artistically around the office – on a book shelf; on my desk; on the reception desk filled with candies. It was really cute.

So when our Architect client - Susan Boyle - visited our space, she commented that she loved the red shoes and asked if it was our logo. Anne & I looked at each other and said “yes”.

Thus the red shoe logo was born to represent a women owned business in the construction industry.

YAY! THANKS SUSAN!