



THE REGION OF THE VIRGINIAS

September 2012 Report

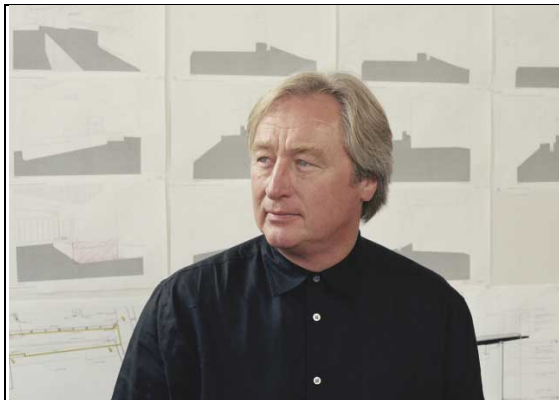
HEADLINES

New Regional Associates Director



The Region of the Virginias met on September 21, 2012 and elected J.W. Blanchard of AIA Blue Ridge as its new Regional Associates Director. J.W. works at AECOM in Blacksburg and is a graduate of Southern Polytechnic State University. He will be shadowing Michael Haslam, Assoc. AIA during the months of October, November and December, then assuming his new role in January 2013. Please welcome J.W. when you get a chance.

Steven Holl Speaks in Richmond – Change in Date



AIA Gold Medal winner, Steven Holl will speak at the VCU Singleton Center on October 15th at 6:00 pm in Richmond. The Sonia Vlahcevic Hall in the Singelton Center seats 500 people.

Since reservations are not available, please get there early to get a seat. For more information contact Melanie Christian

christianma@vcu.edu

There is an exhibit of Steven Holl's watercolors at the Virginia Center for Architecture right now. See the last page of this report for details.

One-on-One Mentoring – Career Compass

The Associate Director serving on the Virginia Society AIA Board, Philip Donovan, has started a knowledge community for Emerging Professionals in Virginia. One cornerstone of that knowledge community is mentoring. Although several AIA chapters have active mentoring programs, and the Emerging Leaders in Architecture program is thriving, this is intended to reach out to students, interns,



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and young architects to participate in a one-on-one relationship with a seasoned professional. The kick-off event for the program was on September 25, 2012 and will continue through early next year.

For more information contact Philip at Donovan@vmdo.com

AIA National Board Meeting Updates

The AIA Board met in Santa Fe in mid-September for a two day meeting. The following items may be of interest to you:

MANAGEMENT REPORT (Robert Ivy, FAIA)

The AIA is focusing on three major areas:

- **Redefining relevance and value**

The repositioning effort will inform how this evolves, but right now there is training program going on for staff called “AIA University” which aims to help staff members develop skills and embrace the culture of architects and architecture. Also a CACE ambassador will be coming to Washington DC to participate in key discussions as the institute moves forward.

- **Budgeting and revenue**

The AIA has introduced “Program-Based Budgeting” so that each of its existing, and each new program can be evaluated for its cost/benefit ratio. The institute is also looking at new sources of revenue.

- **Identify new challenges facing the profession**

The Institute is participating in the Clinton Global Initiative (CGI). There will be a meeting in New York City lasting 10 days where major leaders from throughout the world will attend. The AIA will be doing a presentation in the implication of design on health. To date, the CGI was instrumental in launching the AIA’s “stalled projects database” and other initiatives.

There is a trade mission to India in October. The US Dept. of Commerce has teamed with the AIA to send US architects to India to introduce them to potential business partners in India.

Robert has been on the road meeting with Chapters to maintain an open dialogue between the Institute and the components it serves. See “membership updates” in the detail section of this report.



REPOSITIONING THE INSTITUTE (Michael Beirut, Pentagram & Arthur Cohen, LaPlaca-Cohen)

Consultants from LaPlaca-Cohen and Pentagram presented the current findings from over 30,000 contact points during the 9 months of work to date. They updated the board on the process, key findings and offered three position statements. Highlights are as follows:

Key Findings:

The data shows that the AIA should be the “True North” to help architects grow and adapt to our ever changing industry. We as a profession should communicate the value of design to our fullest potential. Many architects entered the profession to have an impact. That impact is often realized in the most quotidian manner; we affect people’s everyday lives by what we do. We are problem solvers and community builders that direct a vision. Our role has increasingly become a navigatory one since there are more and more regulations, codes and standards.

Based on interviews, surveys, The AIA should be:

- Progressive, not reactionary
- A vital Resource, not a superficial designation
- Universally beneficial, not limited and elitist
- Adding value, not additional financial burden
- At the cutting edge, not a follower
- Public-facing, not behind closed doors
- An architecture resource for all, not just for industry insiders

Hypothesis for our future:

- Think beyond bricks and mortar. Architects make an impact not just through their built forms but also through dialogue planning and societal contributions.
- See the bigger picture. The AIA needs to recognize the many hats an architect can wear and the diversity of (sometimes non-traditional) roles he or she may take. The architect is the essential collaborator in the building process who leads, connects and is thus entirely indispensable.
- We’re good for business. Architects are the connective tissue between all the players in the building industry and bolster efficiency and economic returns.
- Fuse practice with passion. The combination of being an invaluable resource for professional support and an impassioned champion of the world of architecture will transform members from complacent supporters into ardent advocates.
- Demonstrate relevance. Speak in accessible, inclusive and compelling terms that focus less on the architectural process and more on how good design benefits the public’s everyday lives.



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- Focus on connectivity. The AIA enables and activates a community of peers where members tap into the passion that drives the profession. This network is an indispensable resource for architects at all stages.
- Make everyone a messenger. There needs to be a symbiotic relationship between members, and local and national AIA components – all parties need to do their part to elevate and ensure the impact of the AIA.

The consultants presented three Options for a Position Statement going forward. The first was oriented toward collegiality and our consensus building role. The second was geared toward our ability and need to grow and adapt and our impact on and benefit to society. The third was based on the concept that the AIA believes in good design for a better world; it talked about tools to sustain and enhance practice and how to realize the full potential of design. While none of the three position statements “hit the mark” immediately, each had some seeds that were worth further discussion.

Next Steps

The position statement has to inform action on a plan moving forward. So the consultants will be evaluating and further refining the statement based on the Board’s input.

August - October

- Visual identity exploration
- Focused leadership and member engagement
- Review and refine
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In December 2012, the consultants will present a visual and verbal “toolkit” for AIA members and component executives and by February 2013, they will be working on a communication platform and ultimately launch a presentation. For more information, go to: www.aia.org/repositioning

ARCHITECTURAL EDUCATIONAL ACCREDITATION PROCESS (Brian Szymanik, AIA)

The ARC offers each of the NAAB's Collateral Organizations (AIA, ACSA, AIAS, and NCARB) the opportunity to present the concerns, ambitions, and visions of their constituencies. Each organization develops positions to speak to the future of both the field of architecture and the landscape of architectural education in the United States. In anticipation of this opportunity, the AIA has spent the past eight months researching, analyzing, and documenting the positions of its membership and leadership. The culmination of this research is a white paper detailing values, considerations and recommendations of the Institute. The current outcomes of this research were presented for the review and consideration of the Board of Directors. The Board broke into groups led by academic thought



leaders to evaluate the findings in the white paper. Each group's input will be incorporated into the process culminating in a final white paper which the AIA submits to NAAB.

DIVERSITY AND INCLUSION (John Padilla, FAIA)

Vice President John Padilla gave a presentation on Diversity and Inclusion by reminding everyone of the Gateway Commitment signed in 2008. He also gave the following program updates:

- **Women in Architecture** – There will be a fall conference in 2013 in Phoenix, Arizona.
- **Multiculturalism** – There is a plan to do a summit every other year.
- **Shadow an Architect** – John encouraged everybody to participate in this program as they cycle off the board.

YOUNG ARCHITECTS FORUM (Jennifer Workman, AIA)



Jennifer Workman, AIA President of YAF gave a presentation on the YAF20 summit which took place last March in Washington DC. This summit takes place every 5 years and this year there were 60 participants.

Corey Clayborne AIA, our YAF Regional Director, was in attendance. The top 6 issues are:

1. Advancement of the profession
2. Career Advancement
3. Value of Design
4. Starting your own firm
5. Value of Licensure
6. Economy and Change

For more information, see Corey's report which is on the VSAIA website or go to:

www.aia.org/yafsummit20

INFORMATION UPDATE ON ADA (James Terry, AIA)

New regulations were passed in March 2010; they became effective in March 2012. James Terry, AIA, LEED, CASp from Evans, Terry Architects in Birmingham, Alabama gave a presentation highlighting the changes. Resources are available at:

www.2010ada.com and www.adastandardscomparison.com



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He noted that Owners cannot shift 100% of the burden of compliance to designers. However, architects can be penalized for designing non-compliant facilities or making properly design facilities non-compliant when the Owner objects. There have been 35,000 to 40,000 lawsuits related to ADA compliance and 40% of them have been in California. The majority of lawsuits have been against large businesses. New tools are being developed to assess compliance such as apps with hyperlinks and templates. Check www.evanterry.com for access to these tools.

CONVENTION ATTENDANCE (Jeff Potter, FAIA)

The Washington DC convention was more heavily attended than the New Orleans convention, a welcome increase of 38%. However, the number of AIA Associates in attendance dropped from 2011. This is a troubling trend given the desire to engage emerging professionals. After doing some research it was determined that cost was less of a barrier to attendance for Associates than getting leave time. Because the Washington DC architectural economy was on the upswing, interns were not give time away from work. The plan to remedy this is for senior leaders on the board to call upon large firm leadership to persuade them of the value for emerging professionals to attend the national convention and to become involved in the AIA.

Voting

Since Virginia is a “battleground state”, do you really need to be reminded to get out and vote?
Probably not, but.....





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.....remember to vote. The AIA's website has information on candidates and issues. AIA Virginia is forming a Political Action Committee Board of Trustees. For details see Duncan Abernathy at daber@aiava.org

DETAILS

MEMBERSHIP UPDATE

Total Membership and Retention Performance*

- The AIA total membership count is **79,065** (or 98.2% of our target count for 2012).
- The membership renewal rate is **91.6%** (or 1.3% ahead of retention at this time last year).

Contacting Lapsed Members

- As of September 4, more than **3,903** members were called by the Member & Component Support team.
- 1,571 (**44%**) renewed their 2013 membership; this represents \$673,306 in national, state, and local dues and \$294,727 in national dues.

Membership facts

- The total number of AIA members is 79,065 which is 98% of our target membership. The total number of licensed architects in the US is 107,000.
- There are around 300 state and local chapters

CHAPTER VISITS

As Regional Director, I try to meet with each Chapter every year. So far, I've met with AIA Northern Virginia, AIA Central Virginia, AIA West Virginia and AIA Richmond. I hope to meet with AIA Blue Ridge and AIA Hampton Roads this fall. Since mentoring is so important to keeping our young professionals in the AIA, I'll be happy to do a presentation for any chapter who is interested. Philip Donovan and I are looking for mentoring coordinators from each chapter as well.



ARCHITECT STEVEN HOLL'S LECTURE AT VCU RESCHEDULED FOR OCT. 15

*"Steven Holl Architects: Forking Time" Follows the Design Process for
VCU's Institute for Contemporary Art, Sept. 13 - Oct. 18*

Richmond, VA (Aug. 7, 2012) – Virginia Commonwealth University announced today that Steven Holl's lecture at the university originally slated for Sept. 12 has been rescheduled for Oct. 15.



Holl is the American Institute of Architects 2012 Gold Medal recipient and the architect of VCU's Institute for Contemporary Art (ICA). Steven Holl Architects' design for the VCU ICA will be presented in an exhibition opening at the Virginia Center for Architecture on Sept. 13. "Steven Holl Architects: Forking Time" includes more than 30 study models and concept drawings that depict the evolution of the design for the VCU ICA. The exhibition first showed at Meulenstein gallery in New York in April.

VCU's Institute for Contemporary Art will be a multidisciplinary arts institution that will serve as a catalyst for exhibitions, programs, research and collaboration across the university, while working closely with VCUarts, the top public university graduate arts & design program in the U.S. Holl's lecture, along with the exhibition, will offer a glimpse inside the design process of this new incubator for the arts.

VCUarts will engage students and the larger community in an active conversation about the ICA, inviting them to respond to the question "What do you hope to experience at the VCU ICA?" on VCUarts Facebook page (facebook.com/vcuarts) and on Twitter with the hashtag #VCUICA. Responses will be posted to the ICA site: ica.vcu.edu.

Public Event Details

Thursday, Sept. 13 from 5 - 8 p.m. (Exhibition runs through Oct. 18)

Opening reception for "Steven Holl Architects: Forking Time"

Virginia Center for Architecture, 2501 Monument Ave., Richmond, Va. 23220

Free, but space is limited. R.S.V.P. to (804) 644-3041, ext. 100, or aliguori@aiava.org

Monday, Oct. 15 at 6 p.m.

2012 Windmueller Artist Lecture featuring Steven Holl

W.E. Singleton Center for the Performing Arts, 922 Park Ave., Richmond, Va. 23220

Free, no ticket required but space is limited