

LEAD (Leadership Exploration & Development) sessions

*Indicates suggested workshops for newly elected officers.

Thursday, March 7, 1–2:30pm

People

SESSION A1

***Speak Like a Pro (1.5 LUs)**

Gary Rifkin, CSP, Chief Learning Officer, CoreClarity, Dallas

This workshop will be repeated at 2:30–4pm.

The ability to communicate with both professionalism and passion is a requirement for today's leader. Whether speaking to a client group, city council, or planning commission, your presence and style affects your impact on the audience. This session will help you build both your competence and your confidence as a presenter and make your speeches come alive. The session is designed for both intermediate and more experienced presenters who want to sharpen their skills in a hands-on experiential session. Audience members will have an opportunity to give brief speeches and get practical ideas on making them more polished, professional, and powerful.

Learning objectives:

- Learn how to use your own passion and other techniques that never fail to ignite an audience and deliver a more powerful presentation.
- Design stories that illustrate your point and activities that engage your audience.
- Create dynamic openings and action-oriented closings that keep the audience focused on you and your message.
- Demonstrate professional knowledge and expertise to any audience without overuse of jargon and terminology.

Purpose

SESSION A2

***Influencing from Within: Refashioning the City Architect in Local Governance, Boards, & Commissions (1.5 LUs)**

Moderator:

Patrick Panetta, AIA, Director of Project Management, University Real Estate Development Office, Arizona State University

Panelists:

Ric. Abramson, FAIA, Principal, Workplays Studio Architecture

Lisa M. Chronister, AIA, LEED AP, Principal Planner, Urban Design Division, Oklahoma City Planning Department

Diana Smith, Director of Local Chapters, AIA Arizona

At one point in time, 28 of the top 100 American cities by population had the formal position of “City Architect.” Today that number is down to just 16. Positive influence cannot be implemented without a seat at the table. The solution is the re-introduction of the role of the City Architect at the city, county, and state levels, which can profoundly shape urban design visions, community education, form- and space-oriented zoning changes, development standards, and building processes. Learn how you can reintroduce the City Architect in a meaningful way and engage in community activities and issues. Hear about the new AIA resources for local and state components that include best practices already in place within communities across the country.

Learning objectives:

- Understand the potential impact of the City Architect and the benefits of influence through local advocacy leadership.
- Identify available resources and models.
- Improve member participation in legislative grassroots efforts.
- Develop an active plan for sharing advocacy information at the local level.

SESSION A3

Social Justice: Designing Communities for Equity (1.5 HSW)

Moderator:

Pascale Sablan, AIA, NOMA, LEED, AIA 2018 Young Architect Award Recipient

Panelists:

Phoebe Crisman, AIA, Professor of Architecture & Director, Global Environments + Sustainability, University of Virginia, Charlottesville

Siboney Díaz-Sánchez, AIA, AIA San Antonio

Beau Frail, AIA, NCARB, AIA Austin

Communities around the world face injustice. It’s time to work together to design a solution. The 2018 Design Justice Summit focused on how to bridge the concepts of social justice and design best practices to effect social change. Working together, 24 social impact architects, designers, and planners developed realistic solutions that will create innovative, progressive change and achieve design equity in communities of any size. The panelists will share their stories of how they are shaping communities toward equality.

Learning objectives:

- Understand the Design Justice Movement model, theories of social change, and how to work alongside community-led efforts for systemic change.
- Increase awareness of structural inequity and how it manifests in design practice, policies, and institutions that deeply impact communities.
- Discuss design justice opportunities and challenges taking place at the national and local levels.
- Explore how to facilitate a design justice framework into current efforts.

SESSION A4

***Association Law & Ethics Made Easy: Even if You're Not Interested in the Law, It's Interested in You (1.5 LUs)**

Anzilla Gilmore, AIA, NOMA, Chair, National Ethics Council

Jay Stephens, Esq., Hon. AIA, Senior Vice President & General Counsel, AIA national

In these turbulent times, nonprofit officers, directors, and staff face remarkable legal and ethical challenges. What role should you play in the day-to-day operation of the organization? What are the legal and ethical risks, and how do you protect against them? What happens when you get claims of discrimination or harassment? This session will help you think about these things in a new way and prepare you for the challenges you are sure to encounter.

Learning objectives:

- Summarize basic legal and ethical issues that nonprofits face every day.
- Determine how to anticipate, avoid, and address legal and ethical problems.
- Examine special issues such as discrimination, harassment, antitrust, and others.
- Explore practical tips and techniques for managing legal risks and responsibilities and avoiding ethics violations.

Partnerships

SESSION A5

The Future of Architecture Education (1.5 LUs)

Moderator:

Robert Ivy, FAIA, EVP/Chief Executive Officer

Panelists:

Helene Combs Dreiling, FAIA, 2014 AIA President & Interim Executive Director, NAAB

Michael J. Monti, PhD, Executive Director, ACSA

Amy Rosen, Assoc. AIA, AIAS President, AIAS

Mike Waldinger, Hon. AIA, Executive Vice President, AIA Illinois

Since its founding in 1857, The American Institute of Architects has been dedicated to educating present and future architects in “the artistic, scientific, and practical efficiency of

the profession.” We were later joined in this mission by the American Institute of Architecture Students (AIAS); the Association of Collegiate Schools of Architecture (ACSA), and the National Architectural Accrediting Board (NAAB). Each organization represents different groups responsible for the education, training, and practice of architects. In response to rapid changes in the profession, the academy, and society, these organizations have fortified their relationships with each other to identify and address the significant issues that impact the future of architecture education. The presenters will provide a brief overview of their purpose and discuss how they are working together to strengthen the connection between studio culture and practice environment.

Learning objectives:

- Discuss the roles and responsibilities of each organization.
- Identify shared objectives.
- Outline opportunities for collaboration.
- Engage component leaders in a dialogue about architecture education.

SESSION A6

***Components as CE Providers (1.5 LUs)**

Stephen Martin, Managing Director, Professional Development & Resources, AIA national

This session will address current and emerging issues related to the AIA Continuing Education system, mandatory continuing education, and continuing professional development and the impact of these issues on AIA component operations. As we focus on improving and elevating AIA continuing education, AIA has worked with NCARB to redefine Health, Safety, and Welfare (HSW) credits and has instituted new standards for continuing education.

Learning objectives:

- Identify current and emerging challenges of continuing education.
- Examine resources that will provide direction to improving continuing education programs.
- Discuss how to submit quality programs.
- Demonstrate a tool that will identify the continuing education needs of most of your members.

Thursday, March 7, 2:30–4pm

People

SESSION B1

***Speak Like a Pro (1.5 LUs)**

Gary Rifkin, CSP, Chief Learning Officer, CoreClarity, Dallas

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your presence and style affects your impact on the audience. This session will help you build both your competence and your confidence as a presenter and make your speeches come alive. The session is designed for both intermediate and more experienced presenters who want to sharpen their skills in a hands-on experiential session. Audience members will have an opportunity to give brief speeches and get practical ideas on making them more polished, professional, and powerful.

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SESSION B2

***The Five Stages of Member Lifecycle Marketing (1.5 LUs)**

Greg Appler, Managing Director, Brand & Strategic Marketing, AIA national

Cedric Rush, Managing Director, Membership Services & Strategy, AIA national

Ryan Quinn, Director, Digital Marketing, AIA national

Steven Bell, Director, Membership Reporting and Billing, AIA national

Steven Broadwater, Director, Membership Strategy, AIA national

Memberships are a marathon, not a sprint. Understanding the five key stages of a member Lifecycle is critical to building an effective membership marketing strategy. Learn more on marketing efforts for acquisition, onboarding, engagement, retention, and reactivation. AIA national membership and marketing departments will discuss how to develop a strategic marketing plan built around these elements. And they'll share examples and talk about possible campaign tools for member lifecycle marketing.

Learning objectives:

- Understand the audience.
- Discuss types of membership campaigns.
- Learn the elements of an effective plan.
- Explore campaign tools and resources.

Purpose

SESSION B3

Managing Cultural Differences in the Workplace (1.5 HSW)

Moderator:

Yiselle Santos Rivera, Assoc. AIA, LEED AP, Co-founder, The AIA/DC Latin American Designers, Engineers, and Architects Committee (LA.IDEA), & 2018 Associates Award Recipient

Panelists:

Luis Ahumada, Assoc. AIA, Co-chair, AIA San Antonio Latinos in Architecture Committee

Jason Pugh, AIA, LEED AP, NOMA, LEED, Vice President, Midwest Region

Sam Olbekson, Assoc. AIA, Principal, Native American Design, Cunningham Group Architecture, Inc., Minneapolis

Diversity, inclusion, and engagement supports and strengthens a chapter, firm, and community-wide culture that embraces and celebrates all people, regardless of age, culture, ethnicity, gender identity, language, physical ability, race, religion, sexual orientation, size, or socioeconomic status. Inclusion is paramount. Diversity ensures outside the box thinking and the inclusion of many voices among our chapter members, firms, and communities. People who feel included are more engaged and engagement creates a sense of pride, ownership, and accountability. To ensure these principles are prevalent in all aspects of our work, this session will share leadership strategies designed to build and sustain a culture that celebrates human differences.

Learning objectives:

- Examine the need in the architecture profession for addressing diversity and inclusion.
- Discuss successfully implemented initiatives that promote equity, diversity, and inclusion as core values in chapters, firms, and communities.
- Explore strategies for leveraging the leadership of chapters, firms, and communities.
- Identify approaches for engaging communities.

SESSION B4***Managing for Results: Effective Strategic Planning (1.5 LUs)**

Chip Desmone, AIA, LEED AP, President, AIA Pennsylvania

Mark Vincent Kruse, AIA, President, AIA New York State

Ryan Warman, AIA, President-elect, AIA Kansas City

Long- and short-range planning prevents personal agendas and outside factors from driving AIA chapters and decision-making. It also helps to access your organization's strengths and weaknesses, identifies present and future member needs, and gives a sense of satisfaction when important component goals are reached during your term in office. How do you develop a plan that focuses on engagement, accountability, and results? This session will examine process flows, the key elements of a plan, and strategic analysis. Participants will come away with an understanding of how to create a portfolio-centric, team-based collaborative entity.

Learning objectives:

- Discuss how to develop a three-year strategic plan for non-profit organizations.
- Examine how to overcome obstacles to changing an organization.
- Summarize tips and techniques on how to implement conflict resolution in a changing work environment.
- Become aware of how to determine priorities.

Partnerships

SESSION B5

The Role of Architects in Disaster Assistance (1.5 HSW)

Janis Brackett, AIA, LEED AP, Vice President & Community Team Leader, Kirksey

Julia Donoho, AIA, Esq., LEED AP

David Hill, AIA, Head, School of Architecture, Professor of Architecture, & Co-director Coastal Dynamics Design Lab, North Carolina State University

Jeffrey E. Huber, AIA, 2017 President, AIA Fort Lauderdale

A major natural disaster occurs, on average, 10 times a year, with minor disasters striking as frequently as once a week. These include floods, tidal waves, tornadoes, ice storms, fires, landslides, hurricanes, and earthquakes, and the damage can range from a few uprooted trees to the near-obliteration of entire communities. In the aftermath, architects immediately contemplate how best to participate in the recovery and rebuilding. The questions are: How can AIA and its members best be of use and how can advance preparation by components increase members' impact on recovery? Hear stories from three members who have participated in disaster relief and the roles they played.

Learning objectives:

- Hear innovative practices for communicating with staff, members, firms, and the media during disaster times so you can fully understand the magnitude of impact and be able to address it.
- Become aware of what it takes to train and mobilize member volunteers to participate in disaster response and recovery.
- Be able to develop and enhance your State's Disaster Assistance Program so you are prepared, ready, and able when disaster strikes.
- Understand how to prepare a business continuity plan for your component to maintain operations when you and your members are needed most.

SESSION B6

***Generating Non-Dues Revenue Streams (1.5 LUs)**

John Crosby, CAE, Managing Director, Corporate Partnerships, AIA national

Mark Weiner, New England Architectural & Industrial Account Executive, Sherwin-Williams Company, Barrington, RI

For any membership organization, raising non-dues revenue is essential. How do you meet members' needs and the chapter's financial sustainability? Chapters that identify creative ways to change its business model will often be rewarded with a significant impact on their bottom line. Successful non-dues revenue activities bring money into the association and give members valuable add-ons that they can't get anywhere else, reinforcing the importance of membership. Learn new ideas and options that will give sponsors a bit more value for their dollars. The presenters will demonstrate how to organize and coordinate fundraising efforts to have maximum impact with minimum effort and share trade secrets for raising funds more efficiently.

Learning objectives:

- Explore revenue-sharing strategies.
- Recognize potential program options.
- Examine methodologies in identifying potential sponsors.
- Learn what sponsors are looking for.

Friday, March 8, 8:15–9:45am

People

SESSION C1.

***Financial Responsibility & Risk Awareness (1.5 LUs)**

Bob Harris, CAE, President & Founder, Harris Management, Tallahassee

Sound financial management is essential to the effective operation of every component. A role of the board is to increase and protect the assets. Beyond the unique aspects of nonprofit financial literacy is a need to be alert to potential risks. This presentation will cover sound financial budgeting and reporting, internal policies, IRS Form 990, and possible risks that can damage a component's health such as liability, copyright infringement, antitrust violations, and more.

Learning objectives:

- Summarize sound financial processes, necessary record keeping, and internal control documents.
- Discuss processes for developing policies.
- Identify strategies for tips and protecting the organization against risks.
- Understand the purpose of IRS Form 990 and how to comply.

Purpose

SESSION C2

What You Should Know About Harassment (1.5 HSW)

Amy L. Bess, Esq., Chair, Labor and Employment Practice Area & Member, Board of Directors, VedderPrice, Washington, DC

Jessyca Henderson, AIA, Esq., Associate General Counsel, AIA national

Harassment and bullying persist in the workplace and in other settings today, in many forms. To create a safe and inclusive environment requires a multifaceted approach to implement policies, educate staff and guests, and provide reliable procedures for victims of harassment to seek help. Join this candid conversation with our panelists as they discuss legal definitions and boundaries, investigations, strategies for changing workplace culture, and the roles and responsibilities of component officers, directors, members, and executives under the AIA Model Harassment Policy.

Learning objectives:

- Become aware of the legal aspects of harassment.
- Discuss the role of component officers.
- Explore how to promote a harassment-free work environment.
- Create policies and procedures using the AIA Model Harassment Policy as a guide.

SESSION C3***Introducing...The New Guides for Equitable Practice (1.5 HSW)****Moderator:**

Emily A. Grandstaff-Rice, FAIA, Chair, 2018-2020 At Large Director, AIA national board of directors

Panelists:

Natasha Espada, AIA, LEED BD+C, President-elect, BSA

Mary-Margaret Zindren, CAE, EVP/Executive Director, AIA Minnesota

Equity may be defined as a state in which all people, regardless of their socioeconomic, racial, or ethnic grouping, have fair and just access to the resources and opportunities necessary to thrive in their daily work and professional aspirations. The Guides for Equitable Practice are a vital part of AIA's long-term commitment to ensure the profession of architecture is as diverse as the nation we serve. Join in an engaging discussion of the what, why, and how the profession can lead in the facilitation of equitable workplaces and practices.

Learning objectives:

- Understand the meaning and importance of equitable practice.
- Identify equitable best practices in the workplace.
- Define and examine intercultural competence and its impact on the workforce.
- Discuss strategies for to promote compensation equity and fairness.

Partnerships**SESSION C4****Proven Leadership Results: the Christopher Kelley Leadership Development Program (CKLDP) (1.5 LUs)****Moderator:**

Sean M. Stadler, AIA, LEED AP, Managing Principal, WDG Architecture

Panelists:

Mindy Goodroe, AIA, LEED AP, Principal, HKS, AIA Atlanta

Rachael Johnsons, AIA, LEED, AIA Denver

Jason Kasperek, AIA, LEED AP, Principal, ZGF Architects, AIA DC

The CKLDP was developed by the AIA DC in 2013 to provide the chapter and its members with a program that would nurture, train, and inspire the next generation of AIA, firm, and community leaders. Today the CKLPD has expanded to a total of seven state or local components successfully delivering the 9-month program annually. Hear from alumni of the program on how their participation has created leaders within their chapters, how firm leaders have become engaged, and how the community has become a bigger advocate of AIA. Alumni will provide examples of their chapter's successful initiation of the program, demonstrate the financial model, share how the program has impacted their career, and explain how chapter leaders ensure a successful transition of emerging professionals to lead the program year after year.

Learning objectives:

- Recognize and advocate for the role of advanced architectural education toward developing leadership skills essential to firm/business, and personal growth opportunities.
- Strategically analyze the role of leadership training and how personal skills can be harnessed or developed to advance one's career and/or extend the reach of one's contributions within the industry.
- Demonstrate how a successful partnership with emerging professionals can lead to the engagement of chapter members.
- Summarize how to provide a consistent leadership program that delivers relevant content to engage, enhance and elevate emerging professionals' contributions to practice, the community and AIA.

SESSION C5

***2030 Firm Commitment (1.5 L HSW)**

Heather Jauregui, LEED AP, Associate | Sustainability Specialist, Perkins Eastman
Anica Landreneau, Assoc. AIA, LEED AP, Senior Principal | Director of Sustainable Design, HOK
Greg Mella, FAIA, LEED AP, Vice President | Director of Sustainable Design, SmithGroup

The AIA 2030 Commitment, born out of the 2030 Challenge, was created as a framework to help firms achieve the vision that all new buildings, developments, and major renovations be carbon-neutral by the year 2030. The mission is to support the 2030 Challenge and transform the practice of architecture in a way that is holistic, firm-wide, project based and data-driven. By prioritizing energy performance, architects and firms can easily work toward carbon neutral buildings, and developments and major renovations by 2030. The 2030 Commitment elevates practice, save clients money, and combats the effects of the global climate change. Hear how three firms are doing just that.

Learning objectives:

- Discuss the 2030 Design Data Exchange (DDx) and its usage.
- Discuss processes and innovative sustainable design strategies.
- Share resources and experiences.
- Gain insights from peers.