



**CACE 2017**

**August 9–11**

**Portland, Oregon**

8–8:45am  
Pavilion

**Networking breakfast**

9–10am  
Broadway I/II

**CONCURRENT WORKSHOPS: Personal & Professional Development**

**Workshop 1**

**Work-Life Balance and Preparing for the Future**

Broadway I/II

Moderator: Melissa Hunt, Hon. AIA, AIA Oklahoma and AIA Central Oklahoma

Ann Casso, Executive Director, AIA Trust  
Adrienne Montare, AIA, Executive Director, AIA South Carolina  
Kate Shelton, Executive Director, AIA Charlotte

Achieving a balance between work and home life can be a challenge but provide great rewards. Better time management benefits all aspects of life. Part one of this workshop will focus on prioritizing the important things, setting accurate and achievable goals, and learning wellness tips to improve your mental and physical health. Part two will cover planning for your financial future to help avoid enormous stress and friction in your life. Learn the basics of retirement plans, saving, and investing.

**Workshop 2**

**Taking Charge: Developing Individual Performance Plans & Training Your Board**

Atrium Ballroom

Larry L. Robertson, Jr., SHRM-SCP, CAE, Vice President, Human Resources and Information Technology, AIA national  
Paul Welch, Hon. AIA, Executive Vice President, AIA California Council

An individual development plan is not a performance evaluation tool or a one-time activity. It should be a partnership between the component staff and the board of directors, involving preparation and continuous feedback. In an interactive discussion, you'll learn how to create a plan, assess progress, and train your board of directors to provide the resources and opportunities for your career goals.

### **Workshop 3**

#### **Architecture 101: Understanding Terminology, Acronyms, & the Language of Architecture** Broadway III/IV

Jason Winters, AIA, AIA Strategic Council Moderator

Have you been in a conversation or a meeting where someone used an unfamiliar acronym or abbreviation? You are not alone! The language of architecture can sometimes feel like it's written in code. Acronyms, abbreviations, and "archispeak" can sometimes be confusing and mysterious. This workshop explains terminology and helps you learn to communicate in the language of architecture. A licensed architect will introduce you to the most common terms and explain the acronyms and abbreviations that you may come across regularly.

10:15–11:15am

#### **CONCURRENT WORKSHOPS: Association Practice**

### **Workshop 4**

#### **Effective Strategic Planning** Broadway I/II

Moderator: Becky Magdaleno, CAE, Chief Operating Officer, AIA Florida

Tanja Bean, Executive Director, AIA Triangle  
Angela Lammers, Executive Director, AIA South Dakota

To make the most of strategic planning, your component should think carefully about its objectives and then back up these goals with realistic, thoroughly researched, and quantifiable benchmarks for evaluating results. Hear from three components that have developed strategic plans that reflect their aims for the future, how they got where they are now, and how they determine their success.

### **Workshop 5: Social Media 101**

Broadway III/IV

Portia Obeng, Social Media Manager, AIA national

Learn the basics of how to share engaging content on Facebook, Twitter, Instagram, and LinkedIn. You'll learn how to use social media as a tool to highlight the work your component is

doing, spotlight member projects, and advocate for the profession. Participants will come away with an understanding of which social media platforms your component should be using.

## **Workshop 6**

### **Creating New Value through Partnerships**

Atrium Ballroom

John Crosby, Managing Director, Corporate Partnerships, AIA national  
Laura Marlow, Vice President, Strategic Partnerships, ConstructConnect

Non-dues revenue is a continuous need. Ensuring balance between quality member experiences and sponsor sales requires skill, commitment, openness to new modes of thinking and new models for creating value. This session will explore avenues for creating new value through relationships and collaboration. The discussion will center on partner-driven content, component-led engagement, and revenue models that could change the way you look at your membership.

11:30am–12:30pm

### **CONCURRENT WORKSHOPS: Programs**

## **Workshop 7**

### **Developing Leaders: Effective Component Leadership Programs**

Broadway I/II

Moderator: Dawn Taylor, Executive Director, AIA Kansas City

Patricia J. Daugherty, Hon. AIA, SDA/C, Executive Director, AIA Cincinnati  
Robert A. Hoffman, AIA, Executive Vice President/Chief Executive Officer, AIA Portland, AIA Oregon and the Center for Architecture

Hear from three components that have developed robust leadership programs to help emerging leaders gain skills and introduce them to topics relevant to architects as business and community leaders. AIA Cincinnati's VISION is a program designed for emerging professional architects on established career tracks who want to improve their skills and advance in the profession. AIA Kansas City's Pillars Leadership Program is designed to prepare a representative cross-section of the chapter's emerging leaders for their role in shaping the future of both the architectural profession and the greater Kansas City metropolitan area. AIA Portland's PATH introduces emerging architects to key regional networks of experienced mentors, community leaders, and influential peers in allied professions.



## **Workshop 8**

### **How to Incorporate the Public Awareness Campaign in Your Area**

Broadway III/IV

Caitlin Reagan, Manager, Public Affairs, AIA national

Frank Scanlan, Managing Director, Strategic Communications & Content, AIA national

This workshop will be split into two parts. Part one will include a discussion about the entire public awareness campaign, the various assets and channels, and resources for AIA components. Part two presents three case studies of chapters who have executed an I Look Up Film Series in their town, used AIA's media team to help amplify their event for maximum press coverage, or hosted an AIA Message Book training with their members.

## **Workshop 9**

### **Developing Robust ARE Programs**

Atrium Ballroom

Moderator: Kathleen Lane, Assoc. AIA, LEED AP, Executive Director, AIA Baltimore

Kimberly Anderson, Hon. AIACC, Executive Director, AIA Central Valley

Deborah S. Burns, Hon. AIA, Executive Director, AIA Northern Virginia

Jennifer Jones, CAE, Executive Director, AIA San Francisco

Providing effective ARE prep programming at the chapter level is vital to supporting Associate Members who are on the path to licensure. Join this interactive workshop to learn about innovative ARE prep programs being created and offered by chapters, and exchange ideas with a panel of chapter executives and other audience members to help enhance your chapter's value to Associate Members.

12:45–2pm

**Networking lunch**

2–3pm

Atrium Ballroom

**Roundtable discussions and brainstorming sessions**

3:15–4:15pm

**CONCURRENT WORKSHOPS: Association Practice**

## **Workshop 10**

### **New Board Orientation**

Broadway I/II

Vicki Long, Hon. AIA, CAE, Executive Vice President/CEO, AIA Florida

This back-to-basics primer is designed for new component executives and those who just want a good refresher. Part one of the workshop will cover the basic governance issues of

operations, including bylaws, election of officers, and antitrust. Part two will enable participants to describe the charge of the board, lines of authority and responsibilities, and the importance of a strategic plan. Panelists also will address how to develop professional relations between board and staff, and ways to sustain healthy communication and relationships.

### **Workshop 11**

#### **What's Ahead for Continuing Education at AIA?**

Atrium Ballroom

Stephen Martin, Managing Director, AIA Professional Development & Resources

Curious about what's going on with continuing education? In this session, you'll learn about AIA's continuing education program including how to best work with other providers to meet your CE delivery requirement. You'll also find out about changes underway that impact course requirements and enhancements, and make it easier to schedule continuing education events and report attendance. You'll have an opportunity to discuss best practices in continuing education with your peers and to learn what topics and formats are most in demand and popular with AIA members.

### **Workshop 12**

#### **Using Foresight to Help Your Component & Its Members Thrive**

Broadway III/IV

Michele A. Russo, LEED AP, Senior Director, Research, AIA national

The latest Foresight Report can help organizations and firms identify and plan for the future so they can find opportunities and plan for success. This session will explore new report tools to help firms—and member—make the most of the report. This interactive session walks you through the steps of using Foresight strategic planning.