

Grassroots Leadership & Advocacy Event

February 16, 2021

10–11:15am

Pre-event optional activities

Session A1

Developing a Partnership Between Board of Directors and Component Staff

Moderator: Jana Itzen, AIA, former president, AIA California Council, and former member, AIA Strategic Council

Bob Harris, CAE, president, Harris Management

Session A2

Strategically Developing the Right Board

Moderator: Mike Waldinger, Hon. AIA, executive vice president, AIA Colorado

William Pawlucy, CAE, IOM, Association Options

Session A3

The Economy & the Pandemic: Outlook & Implications for Architecture Firms & the Profession

Moderator: Manoj Dalaya, FAIA, president, AIA Northern Virginia

Kermit Baker, chief economist, AIA national

11:30am–1pm

OPENING GENERAL SESSION: 2021 Advocacy Conference: Where are we now?

Advocacy introduction

Advocacy platform

Advocacy issues briefing

1–4pm

Virtual congressional visits

Meet with members of Congress to discuss the federal issue that is important to you, your community, the profession, and AIA.

February 17

11am–1pm

Opening General Session

Keynote Address: Design Thinking—Tackling Challenges of the Built Environment

Dan Roam, management consultant and author

Breakout sessions

Visual Thinking—Tools and Strategies to Solve Problems Discussions

How can the profession lead through design with COVID-19, racial injustice, and climate change in a meaningful way that makes a difference? How are you leveraging efforts in health, safety, and well-being? Using your strategic plan as a guide, attendees will discuss the most important problem that needs to be solved in your chapter in 2021. Discussions will be led by members of the AIA Strategic Council.

Please register for the breakout session based on your **local component affiliation**, with the exception of AIA Maine, AIA Mississippi, AIA Montana, AIA New Hampshire, AIA Puerto Rico, AIA Rhode Island, AIA South Dakota, AIA Utah, AIA West Virginia, AIA Virgin Islands, AIA Vermont, and AIA Wyoming.

- Break-out session 1: Components with less than 50 members
- Break-out session 2: Components with 50–99 members
- Break-out session 3: Components with 100–199 members
- Break-out session 4: Components with 200–299 members
- Break-out session 5: Components with 300–399 members
- Break-out session 6: Components with 400–499 members
- Break-out session 7: Components with 500–599 members
- Break-out session 8: Components with 600–799 members
- Break-out session 9: Components with 800–999 members
- Break-out session 10: Components with 1000 or more members

1:10–2pm

Break

2–3pm

Keynote Address: Equity, Diversity, Inclusion, and Belonging

Stacey Abrams, political leader, nonprofit CEO, author, and serial entrepreneur

3:15–4:30pm

LEAD (Leadership Exploratory and Development) sessions

Choose from three concurrent sessions on equity, diversity, inclusion, and belonging. Members receive 1.25 AIA LUs for sessions.

Session B1

Incorporating Equity, Diversity, Inclusion, & Belonging Into Your Programs & Initiatives

Session B2

Fostering Partnerships to Advance Equity, Diversity, Inclusion, & Belonging

Session B3

Planning & Designing for Equitable Communities

February 18

11am–12:15pm

Opening General Session

Keynote Address: Talking About Climate Change

Katharine Hayhoe, atmospheric scientist, professor and director, Climate Center, Texas Tech University

1–2:15pm

LEAD (Leadership Exploratory and Development) sessions

Choose from three concurrent sessions on climate change. Members receive 1.25 AIA LUs for sessions.

Session C1

Staying Relevant—Mitigating the Effects of Climate Change

Session C2

Transformation at the Intersection of Climate Change, Equity, & COVID-19

Session C3

Architects as Climate Activists

3–4:30pm

Regions Task Force Update

Join us for a conversation about the work of the Regions Task Force.

February 19

11am–12:15pm

LEAD (Leadership Exploratory and Development) sessions

Choose from three concurrent sessions on leadership. Members receive 1.25 AIA LUs for sessions.

11am–12:15pm

Session D1

Board Roles & Goals

Session D2

Creatively Generating & Maintaining Non-Dues Revenue

Session D3

Dollars & Sense: Sound Financial Practices

1:30–2:45pm

LEAD (Leadership Exploratory and Development) sessions

Choose from three concurrent sessions on leadership. Members receive 1.25 AIA LUs for sessions.

Session E1

Emerging Professionals Friendly Firm Initiative

Session E2

The Unstaffed Component Experience

Session E3

Strategic Thinking During Turbulent Times

3:30–5:30pm

Closing General Session

Keynote Address: Reflection: Bring the Message Home

Dan Roam, management consultant and author

Wrap-up