



CACE Annual Meeting 2023 Schedule

CACE ExCom Meeting

AIA Georgia

50 Hurt Plaza SE, Suite 109
Atlanta, GA 30303
678-553-0500

Sessions & Hotel

Loews Hotel

1065 Peachtree Street, NE
Atlanta, GA 30309
404-745-5000

Welcome Reception

Lord Aeck Sargent

1175 Peachtree St. NE
Atlanta, GA 30309
404-253-1422

Thursday, August 3

1-5pm

Registration

Mercer Pre-function

1-2:30pm

CACE Executive Committee + AIA Leadership Meeting (CACE ExCom only)

AIA Georgia, 50 Hurt Plaza SE, Suite 109, Atlanta, GA 30303

3-3:45pm

New CACE Meet Up

Mercer Salon H

An opportunity to meet and greet other new and first-time attendees, AIA leadership, and AIA staff. You'll also get the inside scoop on the conference and which sessions you should plan to attend.

4-5:30pm

Opening Session: CACE Annual Meeting Kick Off

Mercer Salon I

Jen Schlueter, CAE, managing director, Component Engagement, AIA national
Lakisha Ann Woods, CAE, executive vice president/chief executive officer, AIA national

We're so excited to be together at the CACE Annual Meeting! Join us as we kick off the meeting with a preview of what's to come, meet your CACE leaders, and hear a message. After that, you'll have the opportunity to connect with CACE members that you don't usually talk with to build your list of contacts when you need to problem-solve or find a new idea.

6-7pm

CACE Happy Hour

Lord Aeck Sargent, 1175 Peachtree St NE, Atlanta, GA 30361

Connect with your colleagues from different parts of the country and meet AIA staff. Beverages and appetizers provided.

Evening

Dinner on your own. This is a great opportunity to meet up with your Component Alliance Network or head out with a new friend.

Friday, August 4

8-9am

Networking breakfast

Mercer Salon GH

Network with colleagues and friends.

9-10:45am

A Conversation with AIA Leadership + Keynote Speaker: Beth Ziesenis

Mercer Salon I

A Conversation with AIA Leadership

2023 President Emily Grandstaff-Rice, FAIA

2023 AIA First Vice President Kimberly N. Dowdell, AIA, NOMAC

2023 AIA CACE President Amber Lombardo

AIA leaders will discuss issues impacting architects and how components play a crucial role in helping members overcome these challenges.

Powered Productivity: Super Tech Tools to Get Stuff Done

Beth Ziesenis, Your Nerdy Best Friend

Exasperated by email? Peeved about passwords? Tired of tedious tasks? You're not alone. Join Your Nerdy Best Friend, aka Author Beth Ziesenis, for a research-based look of common productivity problems, followed by the technology to solve them. Discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, get organized, and finally get stuff done.

11-11:45am

Concurrent Sessions

Session 1: Governance Challenge Smackdown

Mercer Salon I

Mary-Margaret Zindren, CAE, executive vice president/executive director, AIA Minnesota, AIA Minneapolis, AIA Northern Minnesota, AIA St Paul

Is your board making you lose sleep? Does the relationship among board members and/or between board members and staff need help? Are you questioning old practices and trying new approaches? Are you ready to be honest about your mistakes and successes, and to help your peers learn from your experience? Come prepared to participate and share your experiences on governance challenges that are getting in the way of our best work.

Session 2: The Executive Director Role on the Component Leadership Team

Piedmont

Valerie Brown, Hon. AIA, CAE, executive director, AIA Westchester + Hudson Valley
Kate Shelton, CAE, executive director, AIA Charlotte

The role of executive directors is pivotal to the success of your component. They oversee the board of directors and are responsible for leading the organization and helping to determine **which issues** the board will address. In essence, they guide the board towards a true governance role. But what does it take to do this? This discussion will cover the team roles and responsibilities to creating clear paths for your volunteers, chains of communication, the creation of essential manuals and more.

Session 3: Creating More Value through Partnerships

Ravinia

Gina Calabro, Hon. AIACT, NOMA, executive director, AIA Connecticut
Kathleen Gordon, Assoc. AIA, executive director, AIA Louisiana

For partnerships to be a success, it is essential that all partners focus regularly on the question of how the partnership is creating value. "In business terms, this would be called the cost: benefit analysis, and it would be expressed in purely financial terms." In partnership terms, it is necessary to go beyond purely financial considerations and think about the multiple forms of value. Partnerships bring about extra power in combining diverse resources in creative ways and going way beyond what your component can do alone. Although every partnership is different, there are several common advantages of working together. Hear from your colleagues on programs and initiatives that have had impactful outcomes through collaboration.

12pm

Networking Lunch

Mercer Salon GH

Network with colleagues and friends.

1:15-2pm

Concurrent Sessions

Session 4: From Sponsors to Partners: Designing Sponsorship Packages that Create Value, Buzz, and Financial Predictability

Mercer Salon I

Jen M. Masengarb, Assoc. AIA, executive director, AIA Chicago

Kirsten Osgood, director of sales & development, AIA Chicago

There is not a one-size-fits-all solution to sponsorships. With increasing competition for marketing dollars and the need to demonstrate return on investment, how do components create and maintain successful sponsorship programs? The panelists will share their experiences in developing an annual sponsorship program designed to support both the chapter and the foundation. What are the differences between what motivates a vendor, supplier, or consultant versus an architectural firm to sponsor an event or program series: How can you design benefits – using your existing component assets/programs – that appeal to each type of sponsor and create buzz among members? What are some strategies to incentivize larger sponsorship commitments that also reduce the workload on your component staff to deliver? Join us for a discussion and exchange tips, strategies, approaches to creating compelling, innovative, and meaningful sponsorship programs.

Session 5: No Government Affairs Director? No problem!

Piedmont

Stephanie Lamore, senior manager, Advocacy, AIA national

Advocacy is a key component of any chapter, and it can be a challenge if you don't have a dedicated staff to support advocacy initiatives. Join AIA staff who will highlight the resources, systems, and strategies that can help you engage local officials, impact your community, and educate your members on the importance of advocacy.

Session 6: Fostering & Advancing EDI in Your Component

Ravinia

Members of the CACE Equity, Diversity, Inclusion and Belonging Working Group including:

Kate Shelton, CAE, executive director, AIA Charlotte

Elizabeth Krile, CAE, executive director, AIA Columbus

Components across the country have committed to catalyzing equity in the profession and our communities. There has been progress in achieving goals in the past few years, yet there is still much work to be done. How can we expand and strengthen our commitment to equity, diversity, and inclusion while avoiding EDI fatigue? Join us in an interactive and engaging roundtable conversation with your peers to hear success stories, hinderances, and how to overcome challenges within your component.

2-2:30pm

Wellness Break

Mercer Salon I

You're invited to a wellness break with exhale! In this 30-minute class you will be guided in stretches, light movement, and breath-work. Leave feeling rejuvenated, energized, and centered as you head into the rest of the day.

2:45-3:30pm

Concurrent Sessions

Session 7: Drivers of Change for Continued Component Success

Piedmont

Hannes Combest, FASAE, CAE, partner, Governance Directions

Dawn Taylor, executive director, AIA Kansas City

With the ever-changing landscape of the world, knowing what is shaping these changes is crucial to your component's future. How do drivers of change impact your strategic direction? How should your component prepare and plan? Hear how AIA Kansas City has been using "drivers of change" to transform how their component governs and leads into the future. Recognize how you can see ahead, identify, and anticipate future opportunities and challenges and evaluate how best to move forward. Come away with a better understanding of meeting, adapting and even creating change for continued success.

Session 8: The Path to Fellowship

Ravinia

David Crawford, Hon. AIA, executive director, AIA North Carolina

RK Stewart, FAIA, 2023 former jury chair, AIA Honors & Awards

Daniel Lobo, senior director, Honors and Awards, AIA national

The AIA College of Fellows is composed of members of the Institute who are elected to Fellowship by a jury of their peers. Fellowship is one of the highest honors AIA can bestow on members (only the Gold Medal is higher). Advance to Fellowship recognizes the significant achievements of individuals in design, education, literature, and service. Members who have made significant contributions to society on a national level are awarded this distinction. This program will present

an overview of the submittal process, objects, jury, and resources. You will come away with a better understanding of expectations and dismiss myths.

Session 9: Everything You Need to Know about ChatGPT: The Hottest (and Scariest) Technology of 2023

Mercer Salon I

Beth Ziesenis, Your Nerdy Best Friend

Just a few months ago, a plain little website shared a free “Research Preview” of ChatGPT, and the world as we know it changed forever. ChatGPT can write whole essays from a simple text prompt, formulate 100 social media post ideas from a single sentence, create computer code with just a description, and compose poetry and songs in any artist’s style in milliseconds. It’ll create a summary from a long legal document, recommend resources for research and, by the time you read this, make your bed and bring you coffee. With this type of AI tool, there are ethical issues, legal issues, bias issues, quality issues, creativity issues, copyright issues, issue issues... and issues we haven’t even considered. Join us for an in-depth look at ChatGPT and similar tools to learn more about where it came from, how it works, what can it do, how can it help you do your job better, who does it hurt, and most importantly, how far can it go?

3:45-4:45pm

General Session: Determined: The Power of Storytelling for Climate Action

Mercer Salon I

Allison Anderson, FAIA, principal, unabridged Architecture & 2022 chair, AIA Framework for Design Excellence Working Group

John Anderson, AIA, LEED BD+C, principal, unabridged Architecture

Amber Lombardo, CACE president & executive director, AIA Memphis

Kathleen Lane, managing director, Climate Action and Design Excellence, AIA national

In December 2022, the CBS television series *America by Design: Architecture*, announced its Season I winner: the Marine Education Center in Ocean Springs, Mississippi. Designed by Lake Flato in association with unabridged architecture, the nation was captivated – not by the prominence and project budget, but rather by the magic of storytelling. The panelists will share insight into how AIA Components can serve as the megaphone for the stories of architecture, drawing minds into a world of design that feels elusive and exclusive at times, demystifying it for people of all socioeconomic backgrounds and instilling the quality of life and living that results from a well-designed space. The session will conclude with a library of resources that will empower components to launch local, personal, and actionable Sustainability and Framework for Design Excellence education programs quickly, efficiently, and most importantly, in concert as a harmonious global network of voices.

5:30-7pm

Components Celebration Event

Overlook West

Before you head out to dinner, join us for a fun event to celebrate each other and the component network with a few surprises along the way.

Evening

Dinner on your own. This is a great opportunity to meet up with your Component Alliance Network or head out with a new friend.

Saturday, August 5

8-9:15am

Component Alliance Group Meet Ups Over Breakfast

Mercer Salon I

Use this time to meet up with your established networking groups for peer-to-peer collaboration and creativity. No agenda, no presentation, just idea sharing.

9:15-9:45am

AIA Update

Mercer Salon I

Kevin Watkins, CAE, senior vice president, Member and Component Engagement, AIA national
Rusty Bienvenue, executive director, AIA Houston

This session will highlight important updates from Kevin and Rusty. CACE Members will hear what's coming up from AIA on a variety of matters including the component investment fund and accreditation - all with the goal of elevating our partnership. Dialogue is encouraged in this session, so there will be plenty of time for Q&A with Kevin, Rusty, the CACE ExCom, and other AIA staff.

9:45-10:45am

Ignites + Roundtable Discussions

Mercer Salon I

Jen Schlueter, CAE, managing director, Component Engagement, AIA national

In a fast-paced and interactive session, we're giving chapters the spotlight to share a successful program or event to inspire you. It will be fast, engaging, and informative, giving you ideas to implement at your own chapter.

Following these presentations, you'll have the opportunity to join a table of the topics presented to learn more and hear what other chapters are doing around the country in that same area.

11am-12pm

Closing Session: It's the End of the World, and We Know It

Mercer Salon I

Dean West, FASAE, president, Association Laboratory

In today's fast-paced and ever-evolving business landscape, associations must adapt and redefine their strategies. Get ready to revolutionize your approach with Looking Forward® 2023 Solutions, the groundbreaking annual study that reveals the most critical strategies association executives believe are essential for success.

Join us as Dean West, FASAE, president of the Association Laboratory and a visionary Futurist for the association community, unveils exclusive insights from Looking Forward® Solutions. This unrivaled examination of association strategy is the most current and comprehensive resource available.

During this event, you will:

- Grasp the primary challenges that association strategy faces amidst the ever-changing landscape of current events, ensuring you stay ahead of the curve.
- Discover the essential strategies associations consider vital for their future success and understand why they are indispensable.

From membership to meetings, advocacy to education, this presentation offers the most up-to-date and comprehensive dataset on the strategies association leaders deem essential to address the future. Dean West will comprehensively interpret the 2023 data, supplemented with valuable benchmarking insights from the previous year.

But that's not all! As a special bonus, we're granting you complimentary access to the Looking Forward Dashboard—an intuitive online tool that empowers you to create personalized reports tailored to your unique needs.

Furthermore, you'll be able to explore and customize the data from the transformative Looking Forward Impact study. This examination encompasses over 75 influential factors affecting your members, their association relationships, and the strategic challenges they pose. And take advantage of the DEI Association study, which unveils profound insights into the perceptions, challenges, and innovative solutions related to DEI issues within the association sector.

12-12:15pm

Wrap-up

Mercer Salon I

Jen Schlueter, CAE, managing director, Component Engagement, AIA national

Saying goodbye isn't easy! Join us for a quick wrap-up of the conference and learn about what's next. Plus, if you're staying for the ASAE Annual Meeting, connect with your colleagues to plan for making the most of your experience.

Thank you to our CACE Annual Meeting sponsors.



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