

# Small Firm Exchange

**AIA** Member group

# Newsletter

June 2023

## Latest SFX Updates

**1** SFX State Representatives are filling positions and we are almost to full representation. We are still in need of state representatives for:

- Arkansas
- Alaska
- California
- Hawaii
- International
- Kansas
- Montana
- North Dakota
- New Hampshire
- South Carolina
- Vermont

Send a link to someone to apply [here](#)

**2** YAF and SFX are building a relationship for future collaboration

**3** SFX work groups focus topics

- Sustainability + the Architecture 2030 Challenge
- Advocacy for Small Firm Representation + DEI (Diversity, Equity, Inclusion, Justice) Work in our Industry
- All-Call Topics around a 2023 Mission of focusing on DEI Work
- Conference Curation and Topic Generation specific to Small Firms

**4** Women in Architecture (WIA) + Women's Leadership Summit (WLS) All Call

- [Sign up for the WLS Summit, see info to the right, or APPLY FOR THE SHO-PING WOMEN'S LEADERSHIP SUMMIT GRANT from Architects Foundation](#)
- [BSA Women in Design](#)
- [AIA Guides for Equitable Practice](#)
- [BSA Equity in Practice Resource Guide](#)

**5** 2030 Commitment Myths

**It takes too much time..**

Typical time to gather and input data is less than 30 minutes

**It requires too many resources...**

The program is free! A variety of resources are available to support you.

**I may have poor-performing projects in my portfolio...**

All data is aggregated and anonymous.

## Get to Know the AIA Small Firm Exchange

The mission of the AIA Small Firm Exchange (SFX) is to advance the mutual interests of architects practicing in small firms. The objectives of the AIA SFX are three-fold, to Advocate, Curate and Inform. Learn more [here](#).

## Upcoming Events for the SFX Community

**June 14**  
**Wednesday**  
**6-7:30 pm EST**

AIA DC - 1.5 LUs

### Creating a Small Firms Collective

This virtual panel event will discuss the viability of creating a Small Firms Collective, the purpose of which would be twofold. One purpose being to share resources, operational consultants, services, etc. The other purpose being to create temporary or permanent joint ventures to procure projects.

**June 15**  
**Thursday**  
**12-1:00 pm PST**

AIA Oregon

### The Power of Video for Small Firm Marketing

Small Firm Exchange Monthly Meeting  
Darguin Fortuna, AIA is a founding principal of Flow Design Architects, based in Salem, Massachusetts. The firm's use of video storytelling & their YouTube channel has led to many opportunities for community outreach, project connections & retaining talented staff. Last year Flow Design Architects won the 2022 AIA Film Challenge People's Choice Awards with their short film "The Change We See".

**July 27**  
**Thursday**  
**5-6:00 pm PST**

AIA Oregon

### TRT - Path to Fellowship: Organizing Your Opening Statement

35 words - it sounds like it should be easy, but it might be the toughest portion of your Fellowship application! Join FAIA members from Oregon and your CEO/ EVP Heather Wilson for the next installment of the 2023 Fellowship Application Series, Refining Your Opening Statement on July 27. Receive honest feedback that will align key areas of your opening statement with the remainder of your application. You won't want to miss this - it will literally put you on the right path!

**July 20 & 27**  
**Thursdays**  
**5-6:00 pm PST**

AIA New Jersey

### UPCOMING - COTE - EAST COAST GREEN - VIRTUAL 2-DAY CONFERENCE - SPEAKERS NEEDED

**September 12-14**

AIA Boston

### Women's Leadership Summit

Women's Leadership Summit, founded by AIA, is a premier event that brings together the industry's largest network of diverse women who are breaking down barriers, making themselves visible, and manifesting the careers they want—while making a difference in the world.

## Latest Resources and Posts

[Small Firms: Making the Pivot to a Sustainability-Focused Practice](#)

[May 2023 SFX Newsletter](#)

[AIA SFX Small Firm Guide to AIA '23 in San Francisco June 7-10](#)

[Welcome the 2023 SFX Chair](#)

[SFX Resources for Small Firms](#)

## Connect with SFX

[SFX Toolkit](#)

**Start a Local Chapter**



**Social**

**AIA KnowledgeNet**

**Join the Conversation**