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| ***Advancing the Practice of Architecture*** | **Fall 2013 Issue** |

As the Practice Management Knowledge Community, our mission is to advance the practice of architecture through discovering, generating, organizing, and sharing insights, resources, and tools that enable architects to practice more effectively.

## Features \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Letter from the Editors By Rena M. Klein, FAIA and Donald Simpson, AIA

Speaking broadly, architects need more than money to find meaning in their work. Participating in design for the public good, and serving the underserved, is loosely known as engaging in socially responsible architecture. An increasing number of design professionals are finding their skills make them uniquely capable of positively impacting their local communities, and the lives of those far away.

This quarter, the PMKC Digest is highlighting the diverse ways in which architects participate in direct action to improve lives, communities and the environment. We start with the preface from a book written by David Hinson and Justin Miller from the Auburn School of Architecture, Planning, & Landscape Architecture on the collaborations with Habitat for Humanity. This is followed by the story of “ABOD Shelters” in which American architects take on the challenge of affordable shelter for people of developing countries. They created a sturdy home of lightweight materials that can be built by one family in one day and describe the places in South Africa where they have already been constructed.

Back in the United States, this issue has an article about HOK IMPACT, which describes how a large firm can use its resources to participate in pro-bono work to benefit the public interest and to serve those in need. Small design organizations, such as community design centers can also have a big impact. This is described in an article about the effort and impact of establishing a community storefront space in a hard-hit Detroit neighborhood.

AIA components can also have a role in public interest design. An article in this issue describes an effort by members of AIA Connecticut to improve the design of a significant public infrastructure project. Finally, because our mission relates to practice management, an article by a member of the Society for Marketing Professional Services (SMPS) offers insight into the marketing power of “doing good.”

* **Seeking Common Ground.** In the summer of 2001, as I was planning my first design–build collaboration with Habitat for Humanity®, I discussed the impending project with Samuel Mockbee, my Auburn colleague and founder of Auburn’s acclaimed Rural Studio. Mockbee listened carefully to my plans and offered encouragement and advice, and a note of caution. He said, “Millard Fuller called me one day and tried to convince me that the Rural Studio should be designing homes for Habitat. I told him we would be happy to, provided he would commit to building a truly decent house.” [Read...](http://www.aia.org/akr/Resources/PDFS/AIAB100690?ssSourceSiteId=null)
* **A Dream Realized: Every Family Deserves to Live in a Home Designed by an Architect.** It is not easy to champion an altruistic venture in the best of economic times let alone during America’s great recession that expanded into a global financial crisis. Yet, I would not change a thing. The journey of hope that we - my colleagues, our volunteers and I have been on together has been full of life lessons and memorable moments. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB100678?ssSourceSiteId=null)
* **HOK IMPACT – Design Making a Difference.** What happens when an international design firm mobilizes to make the world a better place through service and philanthropy? IMPACT. That is exactly what our intent was when in 2010 a handful of HOK employees from offices across the United States came together in a grassroots effort to increase our culture of socially responsibility – responsibility to our clients, to our employees and to our communities. [Read...](http://www.aia.org/akr/Resources/Documents/AIAB100679?ssSourceSiteId=null)
* **The Collaborative Design Center Process.** This coming year the Detroit Collaborative Design Center ([DCDC](http://dcdc-udm.org/)) will celebrate its 20th anniversary. Early in the new wave of community design centers—which build on the foundations of design centers originating in the 1960s and 70s—DCDC emphasizes collaborative community design in name and practice. With a portfolio ranging from award-winning homeless shelters and graffiti galleries to neighborhood master plans and green infrastructure visions, DCDC has long collaborated with community-based clients. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB100676?ssSourceSiteId=null)
* **Pearl Harbor Memorial Bridge: AIA Connecticut’s volunteer leadership encourage a strong design solution.** AIA Connecticut played a pivotal role influencing a monumental bridge now under construction along the interstate 95 in New Haven Connecticut. Without its advocacy and the volunteerism of its members it is unlikely a design as significant as the one under construction would have been realized. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB100677?ssSourceSiteId=null)
* **The Value of Doing Good.** With the holiday season mere weeks away, design firms are discussing charities and initiatives to support. For many firms, though, the thought of “doing good” is not just a seasonal approach. When planned and executed well, these activities are engrained into the firm’s culture and provide added benefit to the bottom line. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB100673?ssSourceSiteId=null)

For those that would prefer to download the entire edition: simply [download a single PDF](http://network.aia.org/PracticeManagement/Resources/ViewDocument/?DocumentKey=1cfcd67e-043b-4e98-ace0-967416ddcac6) for ease of printing and reading later.

**Upcoming Issue**

The next edition will examine future trends affecting our industry. If you have expertise or information in that regard to share with the AIA PMKC Community, please contact Donald Simpson at [dsimpson@kpsgroup.com](mailto:dsimpson@kpsgroup.com). The deadline will be here before you know it so send Donald your thoughts this week.

## Best Practices \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

One of the PMKC’s initiatives is to continuously improve the AIA’s Best Practices. AIA Best Practices represent the collective wisdom of AIA members and related professionals. We like to highlight one or two new best practice articles in each issue of the Practice Management Digest. We encourage you to read this edition’s pick:

**09.01.12 Emergency Response—Providing Professional Services**

Considering the humanitarian acts of our U.S. A/E community over the course of many catastrophic events this past year, we anticipate that it is only a very short matter of time until our professionals’ boots hit the ground in the growing number of disaster sites, protecting the public from further damage and injury in the massive ongoing search, rescue and recovery efforts. We want to remind the professional men and women providing these random acts of humanity to protect themselves. [Click here to read the full text...](http://www.aia.org/practicing/bestpractices/AIAB099474)

**Membership:** The Best Practice Committee currently has openings for new members. If you have interest in serving the profession in this way, contact the Chair of the committee, Dave Richards, to express your interest and find out more about the work of the committee. Dave can be reached at [DRichards@rossetti.com](mailto:DRichards@rossetti.com)

## Webinars \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Subscribe to the Practice Management play list and view archived webinars on [YouTube.](http://www.youtube.com/playlist?list=PL4AFEEE291F953875&feature=plcp) Recorded webinars are generally posted to YouTube 10 business days after the event. CE credit is available only for viewing live webinars. Dates and topics are subject to change.

#### The Firm of the Future: Big Picture Trends Shaping the Future of Architecture Firms

**Tuesday, December 3, 2013** | 1:00-2:15pm ET | Earn 1.25 AIA LUs | [Learn more »](http://network.aia.org/Events/EventDescription/?CalendarEventKey=67afeb40-5501-47bb-a724-527cfd72c143&EventTypeKey=b582f4c2-67b6-4b50-a9cf-ad986b407ecf&Home=/AIA/Events/WebinarArchive/) | [Register now](https://www4.gotomeeting.com/register/407327767)

Yogi Berra’s wisdom that “It’s tough to make predictions, especially about the future,” points out the reality that nothing is more important to the leadership of architecture firms in these tumultuous times than stepping back from the day-to-day struggle, scanning the horizon, and taking the long view. This webinar will examine “megatrends” that are profoundly influencing what successful design firms will look like in the future, including:

* Demographics: the most powerful, pervasive—and maybe predictable—of all forces
* Projects: the beginning of a wave of sweeping changes in project delivery
* People: the impending labor shortage—in quantity and quality—as well as generational challenges and opportunities
* Transitions: both leadership and ownership that will challenge firms far into the future

#### COBie for Designers (CIP Webinar)

**Tuesday, December 10, 2013** | 1:00-2:00pm ET | Earn 1.0 AIA LUs | [Learn more »](http://network.aia.org/Events/EventDescription/?CalendarEventKey=cd332798-da17-4514-83c3-a4191833b73a&EventTypeKey=b582f4c2-67b6-4b50-a9cf-ad986b407ecf&Home=/AIA/Events/WebinarArchive/) | [Register now](https://www4.gotomeeting.com/register/448780071)

The Construction-Operations Building information exchange (COBie) allows designers to extract scheduled asset information to help owners identify the assets in their facilities and to eliminate multiple transcriptions of scheduled assets that occur throughout the project life-cycle. COBie starts with an outline of room and equipment schedules. Into that outline installed equipment, product data, signage schedules, warranties, maintenance plans, and replacement parts are captured.   
  
This presentation describes how an investment in COBie can result in reduced overhead costs and the delivery of an improved product for the owner. This presentation will also cover the requirements of the new Corps of Engineers’ Unified Facility Guide Specification 01 79 00 that requires the delivery of COBie on design-build and construction contracts starting October 2014.

## Resources \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**a/e ProNet Scholarship Application Deadline Approaching**

This scholarship was initiated in 1990 by a/e ProNet, a group of insurance professionals providing risk management services to architects and engineers. In 1999, the scholarship was renamed for David W. Lakamp. Mr. Lakamp was a founder of a/e ProNet and a trusted advisor to the profession. He left behind a legacy of professionalism and integrity that set new standards in the field of insurance services. Two students, who best demonstrate strong interest in practice management, will each receive a $5,000 award.

**Submission Deadline:** Friday, November 29, 2013

**QUESTIONS?**Contact [pmkc@aia.org](mailto:pmkc@aia.org)

[Apply now](http://www.aia.org/education/AIAB086844?dvid=&recspec=AIAB086844)

**AIA Contract Documents Release New Sustainable Project (SP) Documents**

AIA Contract Documents just released Sustainable Project (SP) versions of the Construction Manager as Adviser (CMa) and the Construction Manager as Constructor (CMc) documents. The CMc and CMa delivery models are beneficial for sustainable projects because the construction manager’s involvement in the early stages of the project results in collaboration between the owner, the architect and the construction manager in development of the owner’s sustainable objective and the sustainability process.

[Get free samples of the new Sustainable Project (SP) documents »](http://info.aia.org/aia/sustainability-samples.cfm?utm_source=kc+copy&utm_medium=kc+copy+for+cma/cmc+sp+docs&utm_content=cma/cmc+sp+docs&utm_campaign=kc+copy+for+cma/cmc+sp+docs)

**PMKC Online**

See everything that the Practice Management Knowledge Community has to offer at <http://network.aia.org/practicemanagement/home/>

Visit the Practice Management Digest [archives page](http://network.aia.org/PracticeManagement/Home/PMDigestArchives/) for past issues.

**Connect with Practice Management on:**

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