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| ***Advancing the Practice of Architecture*** | **Spring 2014 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 Donald Simpson, AIA and Dave Richards, AIA

In our first edition for 2014 we are taking a look to the future and the trends in our industry that affect the way we practice architecture. Over the course of this year we will be exploring more of these and other trends in depth with webinars, conferences, and future PM Digest articles. [Read...](http://www.aia.org/akr/Resources/Documents/AIAB102308?ssSourceSiteId=null)

* **The Firm of the Future: Big-Picture Trends Shaping the Future of Architecture Firms.** The future is upon us, and every firm and every firm leader with whom we work in our strategic planning practice feels the pressure. This article takes a step back from the day-to-day crush of business deadlines and encourages you to take a long view of your firm, of our industry, and of the world in which we will be practicing…before you know it. .”[Read...](http://www.aia.org/akr/Resources/Documents/AIAB102060?ssSourceSiteId=null)
* **Future Trends in Business Development for Architecture Firms.** Since the late 1970s, architecture firms have been allowed to obtain work by actively seeking new business. This proactive, methodical and strategic approach is commonly referred to as business development, often shortened to BD. With BD firmly entrenched in many design firms after almost 45 years, the Society for Marketing Professional Services (SMPS) Foundation, embarked on a research initiative whose purpose was “to predict the future” by identifying trends and forecasting changes related to business development in the architecture, engineering and construction fields in the coming years. [Read...](http://www.aia.org/akr/Resources/Documents/AIAB102309?ssSourceSiteId=null)
* **Game Change: An Evolving Role for Healthcare Architects.** Healthcare is headline news. Politics aside, the healthcare industry is undergoing radical change as healthcare providers face three major challenges: the unsupportable cost of care, the desire for quality care and the demand for accountability. [Read...](http://www.aia.org/akr/Resources/Documents/AIAB102311?ssSourceSiteId=null)
* **Public-Private Partnerships – Threat or Opportunity?** Public-Private Partnerships, or PPPs are being discussed with greater frequency these days. This article is meant to introduce readers to existing AIA resources that address this form of project delivery and provide paths to additional information. Over the past months the AIA’s State and Local Relations Team has published several papers to help architects and local components understand Public-Private Partnerships. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB102310?ssSourceSiteId=null)
* **Choosing the Best Finish for Your Design Project.** The finish on door hardware is just that—the final touch that turns a functional piece of hardware into an attractive design element. But not all finishes are the same. While the “look” is important, it should not be the deciding factor on door hardware—particularly for commercial use. [Read…](http://www.aia.org/akr/Resources/Documents/AIAB098930?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=2c3d8036-d48a-4a9d-9fca-69bafe47f64d) for ease of printing and reading later.

**Upcoming Issue**

The next edition will examine **BIM and the Future of CD’s**. If you have expertise or information in that regard to share with the AIA PMKC Community, please contact Donald Simpson at 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:

**Managing Crisis Communications**

This Best Practice outlines steps to take in order to be prepared for, manage, and avoid a crisis. [www.aia.org/practicing/bestpractices/AIAB100972](http://www.aia.org/practicing/bestpractices/AIAB100972) (PDF)

**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

## PMKC Programs at the 2014 AIA Convention in Chicago\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Join us at the Convention!

**Excellence by Design**

Practice Management Luncheon

How does a firm maintain a culture of creativity and excellence as it grows from a start-up to a nationally recognized mid-sized firm? Jane Weinzapfel, FAIA will share her insights and her “secrets to success” in building a firm worthy of winning the AIA Firm of the Year Award in 2007 and widely known for its design excellence.

Keynote: Jane Weinzapfel, FAIA, founder Leers Weinzapfel Associates

Friday, 6/27, 11:30 – 1:30

For more information [Click Here](http://eventscribe.com/2014/AIA/TwitterPres.asp?Pres=48887)

**Profitable Project Management for Small Projects**

PMKC / SPP pre-convention workshop:

Most firms design at least some small projects, which fall into a range of building types. This workshop will provide tools and strategies to help firms of all sizes manage small projects profitably.

Wednesday, 5/25, 1:00 – 5:00pm

For more information [Click Here](http://eventscribe.com/2014/AIA/TwitterPres.asp?Pres=48947)

**Get a Free Marketing Communications Check-up**

Gain valuable feedback on the effectiveness of your firm's marketing communications. Bring your marketing plans and collateral to AIA Town Hall on the convention expo floor to take advantage of a 15-minute communications checkup with a seasoned marketing professional. This event is brought to you by the [AIA Practice Management Knowledge Community](http://network.aia.org/practicemanagement/home/) and the [Society for Marketing Professional Services](http://www.smps.org/).

Thursday and Friday, June 26-27, 2014 | 11:00 AM - 1:00 PM | Fee: Free

## a/e ProNet Scholarship 2014 Now Open\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Practice Management Knowledge Community is accepting applications for the a/e ProNet David W. Lakamp Scholarship program. Two students who best demonstrate strong interest in practice management will receive a $5,000 award.

The deadline to submit is May 16, 2014. The results will be announced mid June 2014.

Please direct any questions or inquiries to [pmkc@aia.org](pmkc%40aia.org). [Download the application form](http://network.aia.org/PracticeManagement/resources/viewdocument/?DocumentKey=9fe5d4b8-28ba-4573-82fe-61bd5e21e1f7).

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

Upcoming Webinars will be announced soon. Subscribe to the Practice Management play list and view archived webinars on [Youtube](http://www.youtube.com/playlist?list=PL4AFEEE291F953875&feature=plcp).  To get access to our webinar Archives [Click here](http://network.aia.org/PracticeManagement/home/webinarresources).

## Online Benchmark Surveys\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Equity in Architecture Survey**

AIA San Francisco is conducting the Equity in Architecture Survey. Please join them in this groundbreaking study that they hope will feed the discussion for equitable practice and result in positive benefits for the profession at the local, state and national level. They are hoping to first gain a better understanding of the issues that influence the recruitment, hiring, retention and promotion of our profession’s best resources at every level of practice. We encourage you to participate and help spread the word about the Equity in Architecture research study. Women and Men who have graduated from an accredited program are eligible to participate. For more information about the project and to take the survey, please go to <http://themissing32percent.com/>

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

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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