

Pre- and Post-Grassroots Professional Development Workshop Descriptions and Presenters

Wednesday, March 7, 8:30 a.m.–noon, and Saturday, March 10, 8:30 a.m.–noon

The workshops described below will be offered on Wednesday, March 7, and Saturday, March 10, from 8:30–noon in the Grand Hyatt Washington.

Workshop 1. Board Roles and Goals (3 LUs)

Bob Harris, CAE, *Harris Management Group, Inc., Tallahassee*

This workshop will be offered on Wednesday, March 7, ONLY.

Workshop 2. Component and Firms Driving Change Through the AIA 2030 Commitment (3 LUs)

This workshop will be offered on Wednesday, March 7, ONLY.

Kelly Pickard, *Director, Building Science and Technology, AIA National Component*

Andrea Pease, AIA, LEED AP, *AIA Central Valley*

Rand Ekman, AIA, LEED AP, *President-elect, AIA Chicago*

Workshop 3. Getting Centered: How to Create and Operate a Center for Architecture (3 LUs)

Wednesday's workshop will be presented by

Fredric Bell, FAIA, *Executive Director, AIA New York*

David Crawford, Hon. AIA, *Executive Vice President, AIA North Carolina*

Lisa Richmond, *Executive Director, AIA Seattle*

Saturday's workshop will be presented by

Dan Bosin, AIA, *President, AIA Pennsylvania*

John Claypool, AIA, AICP, *Executive Director, AIA Philadelphia*

Mary Fitch, Hon. AIA, AICP, *Executive Director, AIA DC*

Jonathan Penndorf, AIA, LEED AP BD+C, *President, AIA DC*

Steven Spurlock, FAIA, *2010 President, AIA DC and 2012 Chair, Legacy Committee, AIA National Convention*

Attendees will have an opportunity to visit the District Architecture Center on Saturday.

Workshop 4A. The IGCC and Its Impact on the Practice of Architecture (1.5 LUs, HSW)

This session is offered 8:30–10 a.m. for *presidents, presidents-elect, emerging professionals, knowledge leaders, and other member group leaders.*

Moderator: Norman Strong, FAIA, LEED AP, *Former Vice President, AIA National Board of Directors, and 2012 Co- Chair of the IgCC Taskforce*

Panelists:

Dennis Andrejko, FAIA, *2011-2012 Vice President, AIA National Board of Directors and Education Liaison, IgCC Task Force*

David Collins, FAIA, *Code Development Liaison, IgCC Task Force*

Cara Hall, FAIA, *Business and Risk Management, IgCC Task Force*

Maurya McClintock, Assoc. AIA, *Energy Modeling Liaison, IgCC Task Force*

Joseph Simonetta, CAE, *Advocacy Liaison, IgCC Task Force*

Workshop 4B. [The IGCC and Its Impact on the Practice of Architecture](#) (1.5 LUs, HSW)

This session is offered 10:30 a.m.–noon for *component executives and component staff*.

Moderator: Norman Strong, FAIA, LEED AP, *Former Vice President, AIA National Board of Directors, and 2012 Co- Chair of the IgCC Taskforce*

Panelists:

Dennis Andrejko, FAIA, *2011-2012 Vice President, AIA National Board of Directors and Education Liaison, IgCC Task Force*

Dave Collins, FAIA, *Code Development Liaison, IgCC Task Force*

Cara Hall, FAIA, *Business and Risk Management, IgCC Task Force*

Maurya McClintock, Assoc. AIA, *Energy Modeling Liaison, IgCC Task Force*

Joseph Simonetta, CAE, *Advocacy Liaison, IgCC Task Force*

Workshop 5. Insider Information That Boosts Your Non-Dues Revenue (3 LUs)

[Pre-workshop \(Wednesday\) Handout](#) & [Post-workshop \(Saturday\) Handout](#)

Ann Casso, *Executive Director, The AIA Trust*

John Crosby, *AIA Business Liaison, Hanley Wood, LLC* (Wednesday Presenter Only)

Jennifer Hughes, *Design Specialist, National Endowment for the Arts*

Cheryl Jacobs, *Executive Director, AIA Miami* (Wednesday Presenter Only)

Albert Rubeling Jr., FAIA, *Secretary, College of Fellows* (Wednesday Presenter Only)

Sean Stadler, AIA, LEED AP, *Director, Honors Nominating Committee, Design Excellence, AIA DC* (Saturday Presenter Only)

Workshop 6. NCARB Today: Connecting the Programs to the Profession Through Communication (3 LUs)

Michael J. Armstrong, *Chief Executive Officer, NCARB*

Erica J. Brown, AIA, NCARB, *Director, Architect Registration Examination, NCARB*

Harry M. Falconer Jr., AIA, NCARB, *Director, Intern Development Program, NCARB*

Kevin A. Fitzgerald, AIA, PMP, *Director, Emerging Professionals, AIA National Component*

Nicolas P. Serfass, AIA, NCARB, LEED AP, *Assistant Director, Intern Development Program, NCARB*

Workshop 7. [Leadership Effectiveness: The Next Skill Set Needed](#) (3 LUs)

Peter A DeLisle, PhD, *Director, Posey Leadership Institute, Austin College, Sherman, Tex.*

This workshop is offered on Saturday, March 10, from 8:30--noon. ONLY.

MORNING Leadership, Advocacy, and Communication Workshop Descriptions and Presenters

Friday, March 9, 10:30 a.m.–noon

These workshops are designed to help participants in their leadership and advocacy roles and to empower attendees to best serve their communities and the profession through the delivery of a cogent message about the value of design through effective communication.

You are encouraged to attend the session that is best suited to your needs, background, and interests. These workshops are intended to increase communication, sharing, and collaboration in an engaging, creative environment.

Volunteer leaders are highly encouraged to attend sessions based on their level of leadership experience and interest. All workshops offer 1.5 learning units unless otherwise noted.

LEADERSHIP

Workshop A. [Are Your Residential Architects Providing \(or Finding\) Membership Value?](#) (1.5 LUs)

Patricia Daugherty, Hon. AIA, SDA/C, RUF, *Executive Director, AIA Cincinnati*

John Isch, AIA, LEED AP Homes, *Vice-Chair, AIA Custom Residential Architects Network (CRAN) and Director, AIA Cincinnati*

Mark Demerly, AIA, LEED AP, *Chair, AIA Custom Residential Architects Network (CRAN) and Member, AIA Indianapolis*

Workshop B. [Association Law and Ethics Made Easy: What You Need to Know to Avoid Legal, Ethical, and Governance Problems](#) (1.5 LUs)

Jay Stephens, Esq., *General Counsel and Vice President, AIA National Component*

Workshop C. [Connecting with the Next Generation of Leaders](#) (1.5 LUs)

Lawrence W. Speck, FAIA, *President-elect, Texas Society of Architects and Faculty Member, University of Texas at Austin*

Workshop D. [Critical Professional Response \(CPR\) to Build Diverse and Inclusive Practices](#) (1.5 LUs)

Kenneth Casey, AIA, *AIA Chicago*

Bradford C. Grant, AIA, NOMA, *Associate Dean of the College of Engineering, Architecture and Computer Sciences and Professor and Director, School of Architecture, Howard University, Washington, DC*

Judson A. Kline, FAIA, LEED AP, *President, AIA Cleveland*

ADVOCACY

Workshop E. Advocacy365—Your Component Checklist (1.5 LUs)

Jim Rains, FAIA, *ArchiPAC Chair*

Benedetto Tiseo, FAIA, NCARB, *Director, AIA Michigan*

Hannah Wesolowski, *Manager, Advocacy Outreach and Political Engagement, AIA National Component*

Workshop F. Advocating for the Architect's Role in Disaster Assistance (1.5 LUs)

James E. Grimes, AIA, *Councilor, AIA Alabama and Disaster Assistance Coordinator, State of Alabama*

Michael D. Lingerfelt, AIA, LEED AP, *Immediate Past President, AIA Florida*

Rachel Minnery, AIA, LEED AP, *Chair, AIA Disaster Assistance Advisory Group*

Cooper Martin, *Manager, Federal Relations, AIA National Component*

COMMUNICATION

Workshop G. Building a Solid Social Media Strategy (1.5 LUs)

Caroline Devereaux, *Assistant Director, AIA Baltimore*

Katie Hitt, Assoc. AIA, *Communications and Graphics Coordinator, AIA Dallas*

Sybil Barnes, *Director of Social Media, AIA National Component*

Workshop H. You Too Can Speak (1.5 LUs)

David Zach, *Public Director, AIA National Board of Directors and Futurist*

AFTERNOON Leadership, Advocacy, and Communication Workshop Descriptions and Presenters

Friday, March 9, 1:45–3:15 p.m.

The workshops described below each represent critical sessions designed to help participants in their leadership and advocacy roles. You are encouraged to attend the session best suited to your needs, background, and interest. The workshops are intended to increase communication, sharing, and collaboration in an exciting and creative environment.

Volunteer leaders are highly encouraged to attend sessions based on their level of leadership experience and interest. None of the workshops will be repeated. All workshops offer 1.5 learning units unless otherwise noted.

LEADERSHIP

Workshop I. Emerging Professionals: Grooming Our Future Leaders (1.5 LUs)

Wayne Conners, *Director of Professional Development, Virginia Society AIA*

Brian Frickie, AIA, LEED AP, *Virginia Society AIA*

Christopher Kehde, AIA, LEED AP, *Member, AIA Northern Virginia*

Jason Silva, AIA, *2011–2012 AIA California Council Young Architects Forum Director-North*

Alexander Tsai, Assoc. AIA, *2012–13 AIA California Council Academy for Emerging Professionals Vice President*

Workshop J. Emerging Professionals Forum: Lessons from the YAF20 Summit (1.5 LUs)

Matthew Dumich, AIA, *Program Advisor, AIA National Young Architects Forum Advisory Committee*

Deepika Padam, AIA, LEED AP, *Communications Advisor, AIA National Young Architects Forum Advisory Committee*

Jason Dale Pierce, AIA, LEED AP, *Young Architects Forum Regional Director Advisor, AIA National Young Architects Forum Advisory Committee*

Jennifer A. Workman, AIA, *Chair, AIA National Young Architects Forum Advisory Committee*

Workshop K. Evolution of an Architect: Private/Public Practitioner, the Educator, the Public Sector Official/Community Leader (1.5 LUs)

The Honorable Stephen Ayers, FAIA, LEED AP, *Architect of the Capitol*

Gregory Kessler, AIA, *Director, Northwest and Pacific Region, AIA National Board of Directors*

Virginia Marquardt, AIA, LEED AP, CDT, *2012–2013 Events Advisor, YAF National Advisory Committee*

Thompson Penney, FAIA, LEED AP, *2003 AIA President and Member, AIA Charleston*

Edward Vance, AIA, NCARB, *Director, Western Mountain Region, AIA National Board of Directors*

Workshop L. [Influencing Culture to Enable Innovation and Insight: The Leader's Contribution](#)

Jeffrey Cufaude, *Organizational Development Specialist, Idea Architects, Indianapolis*

**Workshop M. [Managing an All-Volunteer Component: Support and Tools for the Leader](#)#1
[Managing an All-Volunteer Component: Support and Tools for the Leader](#)#2**

(1.5 LUs)

Chris Johnson, AIA, *President, AIA Omaha*

Stacey Z. Keller AIA, *President, AIA Topeka*

Gretchen Penney, AIA, *AIA Charleston*

Suzanne Rogers, *Senior Director, Component Resources and Collaboration, AIA National Component*

Bruce D. Turner, AIA, *LEED AP BD+C, President, AIA South Jersey*

Workshop N. [Understanding Your Component's Financial Responsibilities](#) (1.5 LUs)

Deborah G. Kosnett, CPA, *Tax Principal, Tate and Tryon, Washington, D.C.*

Anne Swager, Hon. AIA, *Executive Director, AIA Pittsburgh*

ADVOCACY

Workshop O. [A Conversation on Civic Engagement: Equipping Architects to Take Action in Their Communities-Pt 1](#)

[A Conversation on Civic Engagement: Equipping Architects to Take Action in Their Communities-Pt 2](#)

Mary Cox, FAIA, AUA, LEED AP, *Director, The Virginias, AIA National Board of Directors*

Daniel J. Feil, FAIA, *Executive Architect, Eisenhower Memorial Commission, Washington, DC and the Recipient of the Thomas Jefferson Award for Public Architecture*

Kevin J. Flynn, FAIA, NCARB, IES, *Director, Central States Region, AIA National Board of Directors and Chair, Outreach Sub-Committee, AIA Board Advocacy Committee*

Adam Melis, *Director, Political Affairs and Engagement, AIA National Component*

COMMUNICATION

Workshop P. [Working with the Media](#) (1.5 LUs)

Scott Frank, *Director, Media Relations, Marketing and Publishing, AIA National Component*

John Schneidawind, *Director, Public Affairs and Media Relations, AIA National Component*