

2009 ANNUAL REPORT



A Message from the Executive Vice President/ CEO

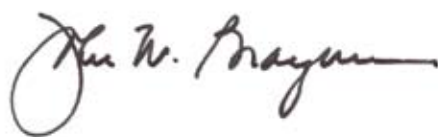
In what has been called the Great Recession, 2009 was a bad year for most architects. Not all regions of the country experienced identical challenges, but Virginia took heavy hits as public entities shelved or slowed projects, commercial development ground to a halt, and churches and other institutions hesitated as donors pulled back on pledges and other gifts.

In retrospect, it is not surprising that organizations closely tied to architecture and construction like the Virginia Society AIA would feel the effects of the downturn in significant ways. Dues revenue fell from 2008's level by more than \$55,000 as firms laid off staff or closed their doors altogether. And construction products and service providers—the staple for magazine advertising and exhibition booth sales—cut budgets and spending, and both *Inform* and ArchEx experienced that contraction. In all, year-end revenues were \$359,057 below budgeted projections.

Nonetheless, as you will read in the following reports, the Virginia Society AIA's government advocacy, professional excellence, and communications and outreach programs strove to focus on fundamentals, even as the staff was reduced by 20% and the remaining staff adapted to reduced salaries and staggered furloughs.

Government Advocacy managed to lay important groundwork for the early 2010 legislative initiative; Professional Excellence launched Emerging Leaders in Architecture, an intensive year-long honors academy for 16 promising members; *Inform* became a bimonthly publication and our family of websites entered a process of redevelopment with the launch of www.archex.net.

As each year draws to a close and a new group of officers and directors takes its place at the board table, your Society is poised for renewal. Architecture is a profession of optimism, and even in rough times, the Virginia Society AIA represents you in efforts to shape the things we can and to make difficult situations better. I think you will find in the following reports that your investment in your profession through the AIA was money very well spent.



Board of Directors 2009

M. Kirk Train, AIA
President

Mark C. McConnel, AIA
First Vice President/
President-Elect

Gary F. Arnold, AIA
Vice President

Michael T. Foster, FAIA
Vice President

Scott M. Poole, AIA
Vice President

Lori S. Garrett, AIA
Secretary

Stephen L. Sowder, AIA
Treasurer

Brian J. Frickie, AIA
Immediate Past President

John W. Braymer, Ph.D., Hon. AIA
Executive Vice President/CEO

John L. Bush, AIA
John Crouse, AIA
Nicole Davilli, AIA
Robert Easter, AIA
Paul R. Erickson, AIA

Valerie Hassett, AIA, IIDA, LEED AP
Niada Hoxha-Parker, Assoc. AIA, LEED AP

John (Jay) A. Hugo, AIA
Patricia F. Jessee, AIA
Randall A. Mars, AIA

Bradley V. Richards, AIA
Carolyn Rickard-Brideau, AIA
Marlene W. Shade, AIA, LEED AP

GOVERNMENT ADVOCACY

GENERAL ASSEMBLY

Bills introduced in 2009 showed a marked increase in support for actions that would improve the environment. In the past decade, the number of legislators introducing or supporting such legislation has grown to the point that the effort can be viewed as mainstream from both sides of the aisle.

These were wide-ranging in their collective scope. Some eased the regulations on establishing net-metering agreements between building owners and the electric utility. A few allowed localities to offer special tax incentives to owners of high-performance buildings. An off-shore wind energy compact was supported as well.

Also addressed and passed were bills

- to raise the threshold for professional fees at which competitive negotiation is required of public entities to procure professional services,
- to double the number of years a term contract may be renewed to four, and
- to license landscape architects.

After the session, architects, professional engineers and our legislative counsel prepared a strategic counter to a 2007 judicial decision. Supported by supplemental firm dues and an AIA grant, the Society helped finance and participate in a one-on-one program to build support among legislators to allow architects and their clients to agree to limit the liability of the architect by contract.

A judge put these agreements in jeopardy when he made a decision disregarding the limit of liability written into a contract. Subsequently, his decision was used in at least two other Virginia cases where lawyers argued for awards beyond the limits established in contracts between the design professional and the client. Our arguments included the decades of tradition in the design industry that included such agreements and the even longer Virginia tradition that a contract established by two equal parties is inviolate.

Society staff scheduled meetings between

members and their representatives in the House and Senate. Participating architects were: **Kirk Train, AIA, William Adams, AIA, Mark McConnel, AIA, Gwyn Gilliam, AIA, Jim Draheim, AIA, Bob Magoon, AIA, Scott Spence, AIA, David Puckett, AIA** and **Jim Boyd, AIA.**

They met with these representatives: Sens. John Edwards (D-Roanoke), George Barker (D-Alexandria) and Creigh Deeds (D-Bath); and Dels. Morgan Griffith (R-Salem), Sal Iaquinto (R-Virginia Beach), William Barlow (D-Smithfield), Shannon Valentine (D-Lynchburg), David Marsden (D-Burke), David Toscano (D-Charlottesville), Rob Bell (R-Albemarle) and Jackson Miller (R-Prince William). All of these members are either on the Courts of Justice committee, the General Laws committee or both. These were the most likely committees for such legislation to be reviewed.

As it turned out, Del. Griffith and Sen. Ryan McDougle (R-Mechanicsville) agreed to act as patrons for the resulting bills in the 2010 legislative session.

The Society was represented in 2009 on the Joint Legislative Committee by **David Puckett, AIA, Tom Heatwole, AIA, and Jim Snyder, AIA.** The Society's partners on the JLC and its legislative work are representatives from the American Council of Engineering Companies/Virginia and the Virginia Society of Professional Engineers. Together we work with legislative counsel from Williams Mullen — Reggie Jones, Esq. and Christopher Nolen, Esq. The full report of the legislation affecting

the profession for 2009 and several prior years can be found at www.virginiaarchitecture.org/vsaia_adv_leg.html.

APELSCIDLA

In 2009 several changes were made to the regulatory arena including mandatory continuing education (MCE) and the reporting of credits earned by interns enrolled in the Intern Development Program. In addition, the Society made strong efforts to push the regulatory board for more enforcement of the existing laws against practicing architecture without a license.

MCE went into effect on April 1 in Virginia with a one-year grace period. This means that professionals renewing their registrations April 2, 2010, or later, will need to have the full 16 credits to renew their license. In subsequent two-year renewal cycles, the same 16 credit requirement will apply.

Every state surrounding Virginia implemented MCE years ago. In Virginia, the acceptable education credits must be related to maintaining or improving the regulator's ability to practice his or her profession. Virginia's law and regulations affect all of the professions licensed by the Board for Architects, Professional Engineers, Land Surveyors, Landscape Architects and Certified Interior Designers. The full regulations can be found at www.dpor.virginia.gov/dporweb/ape_reg.pdf. The MCE requirements begin on page 67.



Members of the Society meet with legislators to explain our legislative priorities

ADVOCACY CONTINUED

The National Council of Architectural Registration Boards implemented an electronic system of reporting interns' work records. Under the new system, interns are required to submit their work every six months.

Following up on the volunteer efforts of members throughout the state in 2008, the Society filed complaints with the regulatory board against those who were listed in paid phonebook advertisements under the heading "Architect" and who were not also identified in the regulatory board's list as licensed.

As a test, the Society filed a joint complaint naming 25 firms or individuals listed in the Richmond-area telephone directory and nine listed in the Charlottesville-area directory. We were told by a representative of the investigating arm of the Department of Professional and Occupational Regulations that the complaints were reviewed and closed. But as a result of the complaints, the department began its own investigation and came up with 11 complaints against licensees and nine complaints against unlicensed individuals.

Of these, all 11 cases against the licensees have been resolved. All were simple matters of updating information: clarifying an address, identifying the architect in charge, or adjusting the services offered at a branch office where an architect might not have been in residence.

Of the unlicensed complaints, seven were closed with the person agreeing to remove their names from the architects section in the next edition of the phone directory. The remaining two were still open at the end of the year. The Society intends to check the same directories in 2010 and file complaints, if warranted.

BUILDING CODE

The review of the next building code began in 2009 with the model code's publication. Virginia traditionally adopts the International Code Council's family of codes, which are updated on a three-year cycle, after a year-long review by all interested organizations. Again in 2009, **Kenney Payne, AIA**, led the Society's efforts to protect the public while keeping an eye on the cost of doing so, which is a legislative mandate on the Department of

Housing and Community Development.

The 2009 Virginia Uniform Statewide Building Code will be out for public comment in the spring of 2010. Coincidentally, the ICC also will unveil the first look at its new International Green Construction Code at the same time. The AIA has played a major role in the IGCC's development throughout 2009 and will continue to shape its development during public comment periods that will continue until it joins the rest of the ICC family of codes in the 2012 adoption cycle.

Joining Payne in the code reviews were **Jim Snowa, AIA, Megan Shope, AIA, John McGrann, AIA, Matthew Arnold, AIA,** and **Tip Strickland, AIA**. Other architects have offered thoughtful comments via email on various amendments to the code.

CITIZEN ARCHITECT

The Citizen Architect program — initiated by **Scott Spence, AIA**, and adopted by the Society in 2006 and the AIA in 2007 — is updated and promoted continually through the Government Advocacy programs

The roster of Citizen Architects was updated and expanded in 2009, showing more completely how and how many design professionals are serving their local communities in appointed and elected positions.

The number of architects in local public service in 2009 was 145. Of these, 101 are AIA members. In addition, there are 91 professional engineers and landscape architects serving their communities on these same boards and commissions. This amounts to an increase over 2008 numbers of 19 percent in the number of architects serving, 4 percent in the number of AIA members, and 25 percent in the number of professional engineers and landscape architects.

Joining the number this year was **John Bush, AIA**, who was one of three residents elected to the Blacksburg Town Council. He joins **Bruce Tyler, AIA**, of Richmond, in the top elected bodies of their respective communities.

To underscore the importance of such involvement, Blacksburg Mayor Ron Rordam and Loudoun County Design Cabinet co-founder **Al Hansen, AIA**, reprised their roles on a panel discussing leadership at the Society's annual conference Architecture Exchange East. Joining them was **Robert Magoon, AIA**, former member of the James City County Board of Supervisors.

POLITICAL OUTREACH

The Society moves through the political landscape in many different ways to extend the influence of the architecture profession. This runs the gamut from speaking to individual legislators to recommending architects to appointed positions in state government.

One long-standing method is to intervene when notified that a political body is seeking architectural services in a manner that appears to contradict public policy. In all cases, this provides the Society an opening to describe how processes — such as the qualifications-based selection system required by the Virginia Public Procurement Act — positively affect the community in general and the project in particular.

In some cases, the Society becomes an informal adviser, as in the case of a school board procurement activity highlighted in a series of Richmond newspaper stories. The reporter received background information on the public procurement process from the Society, providing an unbiased source for the basic ideas underlying why a system to protect the taxpayer exists, and how the process works to everyone's advantage.

The articles uncovered a flawed process and led to the reissuing of the RFP in a manner consistent with the Public Procurement Act.

EXCELLENCE

ARCHITECTURE EXCHANGE EAST

The twenty-first Architecture Exchange East was held in Richmond on Nov. 4–6, 2009. In spite of the gloomy economic environment, ArchEx 2009 was very successful, and registrants and exhibitors were pleased with the convention.

Participants came from 18 states and the District of Columbia. Of the Society participants, 13% were from the Blue Ridge Chapter, 11% from the Central Virginia Chapter, 20% from the Hampton Roads Chapter, 34% from the Richmond Chapter, and 22% from the Northern Virginia Chapter.

Brad Cloepfil of Allied Works Architecture, designer of the controversial renovation of the Museum of Arts and Design in New York, headlined the conference program with his keynote address. One full-day workshop, three tours, and fifty-seven 90-minute seminars comprised the rest of the three-day program, offering a total of 91.5 AIA/CES learning units. The Friday Keynote address featured Randall Stout, FAIA, speaking about his work on the Taubman Museum of Art in Roanoke.

As many as 18 AIA/CES (HSW) learning units could be earned, all of which could fulfill the AIA's new Sustainable Design requirement, if desired. Six tracks were offered: Design, Business, Historical, Tech, Green, and General Issues. In collaboration with Virginia Interfaith Forum on Religion, Art and Architecture: A Knowledge Community of the VSAIA, a series of sessions entitled *The Nature of Sacred Space: Context and Culture* was offered as the second annual Virginia IFRAA program at ArchEx.

The Mid-Atlantic Design Showcase, now in its eighth year, displayed 56 design boards from 22 firms in the exhibit hall. Exhibit floor traffic was enhanced by improved lunch service, various prize giveaways, and a drawing for a Smith Mountain Lake vacation package. Once again, the bookstore collaboration with the Virginia Center for Architecture was highly popular, with a broad range of gift items as well as books.

2009 revenues from booth sales were below 2008 by 22%. Sponsorship revenues — including both seminar presenter sponsorships and general sponsorships — were below 2008 by 16%. Overall 2009 exhibit floor revenues including booth sales, sponsorships and conference program revenues were 21% below 2008.

PROGRAMS

The Virginia Knowledge Forum was held in June in collaboration with the Region of the Virginias' Annual Meeting at the Virginia Center for Architecture. The VKF 2009 program featured a keynote address by Shane Burger of Grimshaw Architects, and sessions by **Joe Wheeler, AIA, Keith Zawistowski, AIA, Marie Zawistowski, AIA, Peter Cully, Kirk Train, AIA,** and Julie Beckman.

Economic Roundtables and building code seminars were held in various locations in 2009.

The inaugural class of Emerging Leaders in Architecture participated in the intensive leadership development program, meeting monthly from January until November in various locations across Virginia. The class of 16 of the best and brightest emerging professionals participated in classes and activities designed to expose them to cutting-edge knowledge and skills to "jump-start"

their advancement in the profession. A key element of the program was the class project for the City of Alexandria, which culminated in a presentation to the City's Interdepartmental Plan Review Group, and again at Architecture Exchange East.

PRIZES

The second VSAIA Prize for Design Research & Scholarship attracted thirteen entrants from the worlds of academia and practice, who submitted their scholarly work to be evaluated by the jury chaired by Stephen Kieran, FAIA. The winning work was *The Small House Problem in the United States 1918-1945: The American Institute of Architects and the Architects' Small House Service Bureau*, submitted by **Lisa Tucker, Ph.D., AIA,** of Virginia Tech.

The Virginia Society AIA Prize, the annual design charrette for architecture students from Virginia's four architectural schools, was awarded to Ornnicha Duriyaprapan of Virginia Tech Washington Alexandria Architecture Center. Best of School from Hampton University was Smitty Lynch, Best of School from Virginia Tech Blacksburg Nick Doermann, Best of School University of Virginia Oscar Obando. Two Honorable Mentions were awarded: to Ryan Patterson and Jeremy Rineer, both of Virginia Tech Blacksburg. The challenge was a program designed by faculty at Virginia Tech WAAC to design a water taxi terminal for the Potomac River Tidal Basin. The Prize Jury convened in March, and was comprised of **David Jameson, FAIA, John Bush, AIA,** and **Chris Fultz, AIA.**



Members of the 2009 Emerging Leaders in Architecture at Architecture Exchange East

OUTREACH

The Society continued to educate members of the public about the social, aesthetic and economic value of architecture and architects by providing marketing and communications support to the Virginia Center for Architecture. To complement those efforts, the Society upheld excellence in design through various awards programs. The winners of VSAIA Honors Awards, the Awards for Excellence in Architecture, the Inform Awards, the VSAIA Student Prize and the Prize for Design Research & Scholarship were commended to the media and, in turn, to the public.

Winners of the 2008 Awards for Excellence in Architecture were displayed in an exhibition at the Virginia Center for Architecture entitled *Pitch Perfect: Design Excellence in the Region*. The well-attended exhibition featured 17 projects from throughout the mid-Atlantic designed by Society members. It is expected that award winners will be featured in an annual exhibition at the Center.

COMMUNICATIONS

Thirty-seven public outreach electronic-messaging campaigns were launched, with 97,004 messages sent to individuals. Eleven media releases, two media alerts, and 24 event calendars, were distributed to local, state and national media outlets.

The Society made frequent use of its capacity for electronic communication, sending timely messages to members via email throughout the year. One hundred and fifty-five messaging campaigns were sent to varied audiences within our constituency, making members and affiliated businesses aware of available services, professional development opportunities, government advocacy efforts and legislative updates.

The Society website, www.aiava.org, continues to be a resource for both members of the Society and the general public.

VSAIA NEWS

Six issues of *VSAIA News* were distributed to members. 2009 marked the first full year of electronic distribution. It is also available online at www.aiava.org at the start of each February, April, June, August, October and December.

INFORM MAGAZINE

Under the editorial direction of William Richards, *Inform magazine* continues its bi-monthly publication schedule and an expansion of its editorial scope in the mid-Atlantic region. The print edition, completing its twentieth year, remained focused on issues pertinent to the profession, which included museum and exhibition space, a review of Virginia architecture, campus architecture and architectural education. Three new columns anchored the magazine's news coverage of technology, new materials, and the business of practice. Exhibition reviews, book reviews, small projects, emerging architects, and, of course, project features rounded out the magazine's offerings. Lastly, in response to reader requests over the past year, *Inform* will increase its coverage of residential architecture in the coming months and continue to seek out innovative designers in its "Design Dialogue" feature.

Looking ahead, plans to launch readinform.com and expand its readership and editorial offerings were formalized in 2009. Through a close collaboration between the Editor-in-Chief, the Director of Marketing and Communications, the magazine's long-time graphic designer, and the Sales Department, *Inform* will continue its tradition of excellence for a 21st-century readership in both print and digital forms.

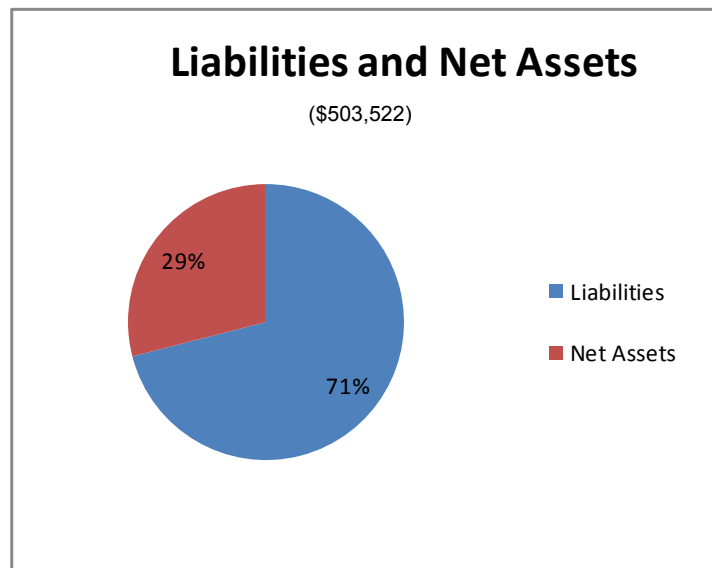
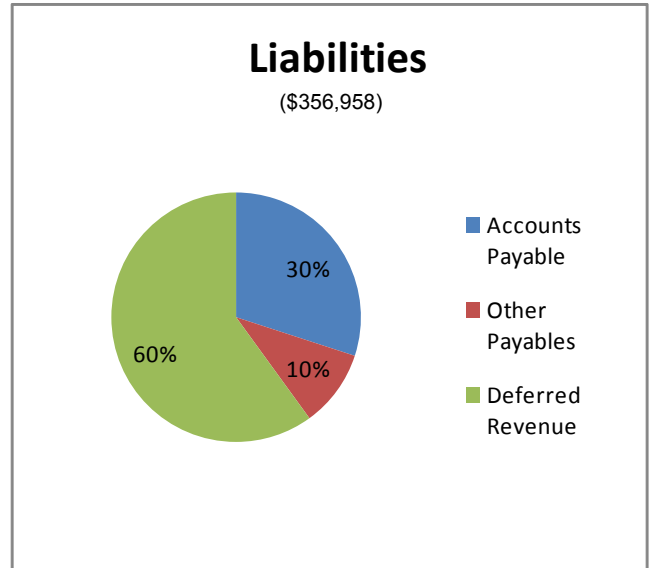
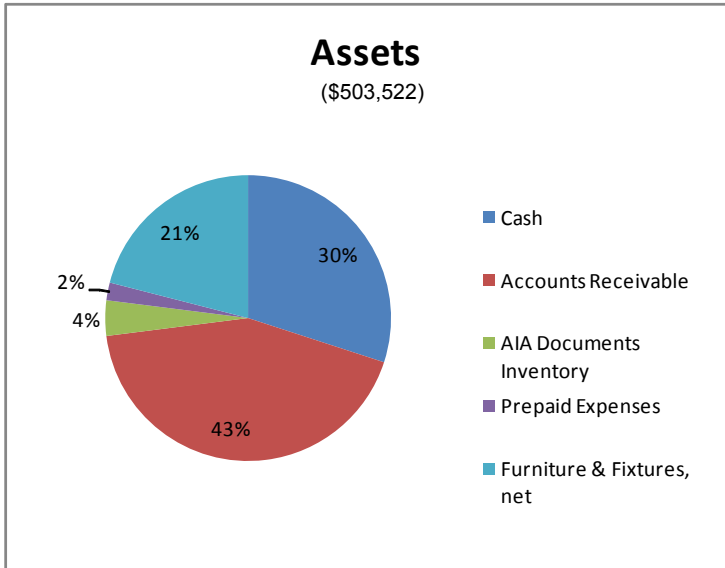
2009 *Inform* revenues were below 2008 by 22%, and 33% below the board-approved budget. The US and Global economies fell further into recession during 2009. The fourth quarter showed overall improvement due mainly to manufacturers replenishing inventories, after delaying doing so earlier in the year in order to raise their cash balances. As it now stands, *Inform* advertising (and advertising in general) will — in all likelihood — have another very challenging year in 2010.

Revenues came not only from advertising, but also from niche directories, "On the Boards" and reprints. Feature stories, with vendor tie-in opportunities, remained very popular with materials and services suppliers, and continued to make up a significant proportion of *Inform* revenues.



Visions for Architecture 2009, recognizing the honorees of the Society's Honors and Design Awards programs, was held at the Virginia Center for Architecture

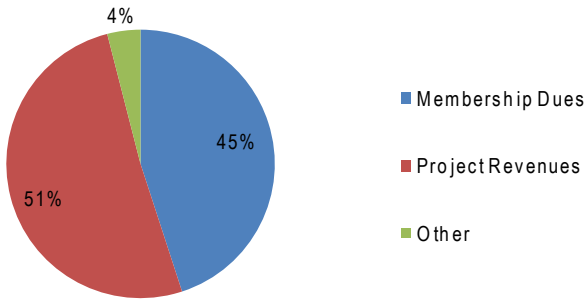
FINANCIAL STATEMENTS



FINANCIAL STATEMENTS

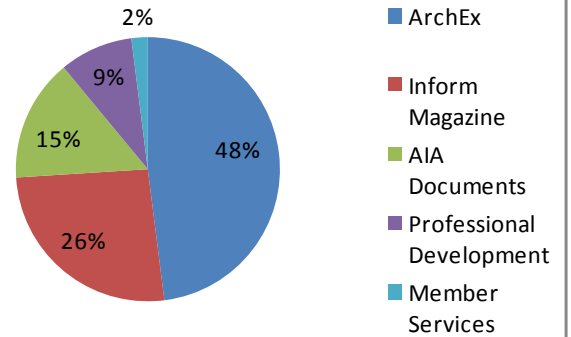
Total Revenues

(\$1,539,462)



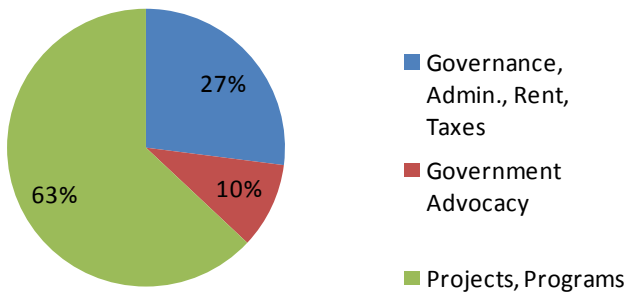
Project Revenues

(\$781,783)



Expenses

(\$1,611,034)



Projects & Programs Expenses

(\$1,010,591)

