

Architecture Exchange **East** is an educational event and expo featuring over 70 educational sessions and workshops and more than 150 vendors. **ArchEx** brings architects, educators, materials suppliers, manufacturers, and other design professionals and support staff together to explore industry best practices and the emergence of new technologies, techniques and materials.

Engage in lively discussions, gain valuable insight from industry thought-leaders and stay on the cutting-edge of the profession while you earn up to 18 AIA/CES learning units.

Registration opens Sept. 2  
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# MAKE YOUR MARK

Nov. 12-14, 2008

Richmond, Virginia



# Architecture Exchange East 2008

## Special Events & Highlights

### CONNECTIONS Party

Thursday, Nov. 13

5:30–7:30 p.m.

Enjoy food, drinks, and good company! Meet new colleagues and reconnect with old ones.

### Mid-Atlantic Design Showcase

See project boards from your colleagues discover what your peers are working on!

### Virginia Society AIA Annual Meeting

Thursday, Nov. 13

1:15–2:30 p.m.

Hear about vital developments with your professional society, elect officers for 2009, and conduct other business affecting your society.

### Keynote Address: Vertical + Lateral

Thursday, Nov. 13

10:15–11:45 a.m.

Craig Dykers, AIA, of the firm Snøhetta, presents *Vertical + Lateral*. Hear about his work on the Library of Alexandria in Egypt, the new National Opera in Oslo, Norway, and the upcoming National September 11 Memorial Museum in New York City.

### The Nature of Sacred Space: Secular and Sacred

Friday, Nov. 14

7:30 a.m.–6 p.m.

Kick off a new track debuting at ArchEx focused on Religion, Art and Architecture with the **IFRAA Breakfast**. After that, tour Temple Beth Ahabah and Cathedral of the Sacred Heart. Then attend a seminar called *Understanding the Horizon*, a session on the Cathedral of Christ the Light, in Oakland, Ca., and a panel discussion on secular and sacred spaces.

presented with Virginia IFRAA, a Knowledge Community of Virginia Society AIA

## Tracks



Design



Business



Green



Tech



Historic



General

## Who Should Attend?

Architects • Engineers • Interior Designers  
• Landscape Architects • Planners •  
Engineers • Builders • Firm Administrators  
• Emerging Professionals

## Wednesday, Nov. 12

### Pre-conference Workshops

#### Full Day Session

9 a.m.–4 p.m. (with one-hour break)

#### W-01 2006 IBC Architectural Applications for Designers

Become familiar with choices in building classification, materials, fire resistance, fire protection and means of egress in order to design basic projects that are code compliant. John Gibson, Jr., International Code Council Instructor, M.C.P., C.B.O., C.P.C.A., and C.F.I. (HSW)

#### Afternoon Sessions

1–4 p.m.

#### W-02 Life Time Homes: A Study in the Use of Universal Design Features

Review best practices and explore how excellent design can be used to expand the market and increase the range of today's built environment. William E. Fuller, Ph. D., VHDA

#### W-03 Mr. Jefferson's BIM: How Architects Can Help Improve Democracy

Find out why Thomas Jefferson would use Building Information Models [BIM] if he were alive today. See a live, online BIM design exercise which will demonstrate new design processes enabled by advanced technologies available today. Finith E. Jernigan AIA, President, Design Atlantic Ltd.; Michael Bordenaro, Co-founder BIM education Co-op™

#### W-04 Managing Construction Risks in a Changing Industry

Add a few more tools into your kit to help you focus on practical techniques, applications, tools, and guidelines that you can apply to your projects. Blake V. Peck, PE, CCM, President & COO, Charles E. Bolyard, Jr., PSP, CFCC, Chairman and CEO, and Michael Prezioso, PE, CCM, Senior VP & Regional Manager, McDonough Bolyard Peck, Inc.

#### W-05 A.R.E. Graphic Divisions: Building Technology

Prepare for the successful completion of the A.R.E. Building Technology division. Review A.R.E. testing, instructional information and sample vignettes. Kurt Wassenaar, Architect and Principal of the Wassenaar Design Group, P.C.; Greg Winkler, Architect, the Wassenaar Design Group, P.C.

## Thursday, Nov. 13

### 100 Series • 8:30–10 a.m.

#### 101 A.R.E. Graphic Divisions: Site Planning

Prepare for the successful completion of the A.R.E. Site Planning division. Review A.R.E. testing, instructional information and sample vignettes. Kurt Wassenaar, Architect and Principal of the Wassenaar Design Group, P.C.; Greg Winkler, Architect, the Wassenaar Design Group, P.C.

#### 102 The Renaissance of the Steel Window

Discover a number of the modernizations and improvements that have been developed within the steel window and door industry. Broaden your understanding of the raw material and the fabrication of the product. Kelly D. Farrell, National Marketing Manager, Hope's Windows Inc.; Loretta Peter, Regional Sales manager, Hope's Windows Inc; Wally Crawford, Crawford Sales, President (HSW)

#### 103 Sustainable Building Projects Using Concrete Masonry and LEED®

Discuss the environmental advantages of using CMU and how to obtain LEED credits by incorporating concrete masonry products into a building project. Tom Kurtz, Regional Manager, Trenwyth / Anchor Concrete Products (HSW)

#### 104 [Master Architect Series] Erich Mendelsohn: Sketching a Vision for Architecture

Discover why Mendelsohn's famous sketches captured a vision for a new architecture more so than his buildings and more so than any other sketches produced by other master architects. Dr.-Ing. Markus Breitschmid, Dipl. Arch. S.I.A., Virginia Tech, School of Architecture and Design

#### 105 Facilitating Change: Modernizing Older Academic Buildings with Minimal Disruption

How do you modernize your older academic buildings without disrupting the process and quality of education? Virginia Tech took the boldly innovative approach of building a temporary facility to house a variety of academic departments over a 15 year renovation program. Michael Brennan AIA, Senior Vice President, Director of Architecture, HSSM AECOM; Bob G. Merrill, PE, CPD, LEED AP, Senior Associate, Project Manager, HSSM AECOM; Dixon Hanna, Associate Provost for Academic Planning, Resources and Space, Virginia Tech (HSW)


#### 106 How to Start a Design Firm

See a thorough, organized approach to building or expanding a firm, including strategies, information, real-world tips, and pitfalls to avoid in order to give the practice the best chance for success. Peter Piven, FAIA, Principal Consultant, The Coxe Group, Inc.


### 107 Fabric Architecture/Fabric Structures

Discover Fabric Structures and their use in a variety of applications — from awnings to large scale tension structures. Find out more about materials such as Teflon®-coated fiberglass, ETFE, recyclable PVC and structural meshes. See case studies of both local and well known projects. Samuel J. Armijos, AIA, Architect and Vice President, USA Shade and Fabric Structures (HSW) 


### 108 What the Code Official Doesn't Know Can Hurt You

Learn how to take the code information already gathered and assemble it onto documents to convey to the code official in a language and format that is understood and appreciated by the official. William Rakatansky, AIA, CSI, NCARB, LEED AP, Code / Quality Manager, FreemanWhite, Inc.; Brad Hall, AIA, Project Manager, PSA- Dewberry (HSW) 

### 109 Cultivating Your Firm's Most Valuable Assets: Young Professionals


Learn a dynamic new strategy for re-focusing and energizing the development of young professionals. By implementing a performance-based Architect Development Program, firms can effectively train and empower young professionals with demonstrable improvement in knowledge, practice skills, judgment and self-confidence. Robert Rosenfeld, Associate AIA, R. Rosenfeld Consultation Services LLC 

### 110 New Technology Utilizing Total Precast School Construction in Virginia

The precast industry is introducing Total Precast Structural Systems for School Construction. This technology, successfully achieved throughout the Southeast, is being introduced into Virginia. Through case studies, look at the evolving process and the resulting influence on the Construction Methodology. Gary D. Schoenfeld, Marketing Manager, Tindall Corporation, Virginia Division (HSW) 

## 200 Series • 2:45–4:15 p.m.


### 201 A.R.E. Graphic Divisions: Building Planning

Prepare for the successful completion of the A.R.E. Building Planning division. Review A.R.E. testing, instructional information and sample vignettes. Kurt Wassenaar, Architect and Principal of the Wassenaar Design Group, P.C; Greg Winkler, Architect, the Wassenaar Design Group, P.C. 


### 202 BIM Beware!! Best Practices for Navigating the Pitfalls

BIM does present designers and engineers with a unique opportunity to work together on an information model and validate it against leading standards, but it's not without its hurdles. Discuss those hurdles, their solutions, and the next era of BIM. Beau Turner, AIA, Director of Business Development, Avatech Solutions, Inc. 


### 203 Best Detailing Practices for Masonry Construction

Get an introduction to the Do's and Don'ts of detailing concrete masonry construction. Gain better understanding of both how and why many typical details for concrete masonry construction are used. Robert Zobel, Structural Engineer, Executive Director Concrete Masonry Promotions Council, Adjunct Faculty GMU, Civil Environmental and Infrastructure Engineering Department (HSW) 


### 204 [Master Architect Series] Touch is Essential: Materiality in the Work of Peter Zumthor

Touch is essential throughout the process of designing, constructing and inhabiting architecture. As Peter Zumthor's built works eloquently demonstrate, touch is a synergetic sensory link, amplifying our experience of architectural form. Phoebe Crisman, Associate Professor, University of Virginia School of Architecture 


### 205 The 18<sup>th</sup>-Century Way: Part I

Find out how millwork, carpentry, plaster, brick, and ironwork were done in the 18<sup>th</sup> century and how it can be applied today. See actual materials and live demonstrations. Mark J. Wenger, AIA, Director of Facilities, Colonial Williamsburg Foundation (HSW) 


### 206 [TOUR] The Rehabilitation of Miller & Rhodes

Tour the Miller & Rhodes department store, a Richmond landmark, as it is being adapted into a modern hotel. Get a brief overview of the project, including challenges, solutions and interesting facts, followed by a guided tour of the building which will be near completion. Ken Pope, AIA, Senior Associate, Commonwealth Architects; Jake Wiseman, RA, Project Architect, Commonwealth Architects 


### 207 Responding to the Climate Change Imperative: Designing for Reduced Emission Greenhouse Gases

Review the Environmental Protection Agency's new building design resources. See the strategies architects and engineers have used to design buildings estimated to provide superior energy performance. Steve Jurovics, Ph. D., the Cadmus Group, Inc; Karen Butler, US EPA (HSW) 


### 208 Diversity, Sustainability, and Integrated Project Delivery: Pursuing the Triple Bottom Line

Focused on the necessary goal of ecologically responsible design and fully integrated project teams, explore the AIA's strategic initiatives and the opportunities and benefits for architects that accrue through triple-bottom-line thinking. Barbara M. Price, FAIA, Principal, Jacobs, Architecture & Engineering Practice (HSW) 

### 209 Industrialized Furniture and Architectural Education

See innovative works that seek form through new technologies. The resulting furniture is a testing ground for architectural decisions and production processes that can be transferred to other scales. Robert Dunay, AIA, T.A. Carter Professor of Architecture, Director of Industrial Design, School of Architecture and Design, Virginia Tech; Joseph Wheeler, AIA, Associate Professor, School of Architecture and Design, Virginia Tech 

### 210 Elevating a Project Manager to a Business Manager

Discover four ways to get your project managers to manage their projects like a business. June Jewell, CPA, President, Jewell & Associates 

## 300 Series • 4:30–6 p.m.


### 301 A.R.E. Graphic Divisions: Test Preparation

Prepare for the successful completion of the A.R.E. Review testing, instructional information and sample vignettes. Kurt Wassenaar, Architect and Principal of the Wassenaar Design Group, P.C; Greg Winkler, Architect, the Wassenaar Design Group, P.C. 

### 302 Building Green: How Fenestration Materials, Manufacturing, & Installation Can Help a Green Project

See how window and door materials, manufacturing and installation practices can help qualify a project as green and learn more about rating programs that support "green" building. Marc Held CSI, CDT, Vice President Commercial Sales, Marvin Windows and Doors/Light Styles Ltd (HSW) 


### 303 Designing Worship Furniture in the Worship Space

Address the basics of seating and how to enhance the worship experience, maximize seating capacity, and seating functionality in both the main level of the nave and balcony. Richard D Ragan, Director, Marketing & Sales, New Holland Church Furniture (HSW) 

### 304 [Master Architect Series] A Child of the Sun: The Florida Southern College Campus Designed by Frank Lloyd Wright

The West Campus of Florida Southern College contains the largest single collection of Frank Lloyd Wright buildings in the world. *A Child of the Sun* is a documentary film which tells the story of each built and unbuilt structure, plus the unique collaboration developed between Wright and college president Dr. Ludd M. Spivey. Michael Miner. The Reel Shop Productions, Los Angeles, CA 


**305 The 18<sup>th</sup>-Century Way: Part II**

Find out how millwork, carpentry, plaster, brick, and ironwork were done in the 18<sup>th</sup> century and how it can be applied today. Actual materials and live demonstrations will be utilized. Mark J. Wenger AIA, Director of Facilities, Colonial Williamsburg Foundation (HSW) 


**306 Women in Design: The Leadership & Career Development Journey**

Discuss the roles women play in design. Explore career paths, hear personal interviews, and discuss why it is important to support a woman's career development. Sandra C. Shield, AIA, Principal Odell Associates, Inc.; Cynthia Meyer, CID, IIDA, Principal Associate & Director of Interior Design, Odell Associates, Inc.; Loriann McCourt, AIA, Principal Associate Odell Associates, Inc. 


**307 Move Toward Integrated Project Delivery with AIA Contract Documents**

Walk away informed about the steps the AIA is taking to provide the necessary practice tools the profession needs to move forward in an integrated project environment. Suzanne Harness, Esq., AIA, Managing Director and Counsel, American Institute of Architects (HSW) 


**308 What Goes Where? Drawing and Specification Coordination**

Learn best practices for drawing and specification content. Learn to use properly coordinated terminology and drawing notation as you develop your design and contract documents, so that your Integrated Practice doesn't disintegrate when it's time to interpret your design intent. Philip W. Kabza, FCSI CCS AIA, SpecGuy (HSW) 

**309 Sustainable Site Design: A Better Approach & More**

Discover a better approach to site design, and what you should expect from your civil engineer on sustainable and LEED projects. Get an overview of evolving technologies, such as rainwater reuse, permeable pavements, and how changes in regulations are driving changes in site design. Glenn Telfer, PE, LEED AP, Technical Leader for Sustainable Design, Draper Aden Associates (HSW) 

**310 Feedback: A Customized Process For Designers**

This case study illustrates the benefits of utilizing a highly-customized feedback system in a design firm's process. Mike Phillips AIA, President and Founder, Phillips Architecture 




**400 Series • 8:30–10 a.m.**


**401 Green and Sustainable Concrete Homes**

Get an overview of green building features using concrete homebuilding technologies, discussed within the context of the latest residential green building programs. Donn C. Thompson, AIA, LEED AP, CGP, Program Manager, Residential Technology, Portland Cement Association (HSW) 

**402 Design and Construction Practices for Laboratory Casework and Equipment**

Laboratory casework is a superstructure for all manner of utilities, teaching and bench work. Very high replacement costs and unavoidable abuse require specialized construction practices for laboratory furniture. Examine those practices and what architects should know. Randy Jensen, Vice President, Leonard Peterson & Co. (HSW) 



**403 VSAIA Prize for Design Research & Scholarship**

See a presentation by the winner of the 2008 VSAIA Prize for Design Research and Scholarship. 


**404 [TOUR] Historic Sacred Spaces**

What is a Church? Is it a warehouse for religious purposes or sacred space that inspires spirituality? Examine these questions postured against a national collection of architecturally significant works. Take an in-depth tour of Temple Beth Ahabah and the Cathedral of the Sacred Heart. Jim DePasquale, The DePasquale Gentilhomme Group, Architects (Va. IFRAA) (HSW) 


**405 Green Business 101**

Are you having trouble getting started? Learn the fundamentals of beginning to create a "green" practice that brings in the "green." Discover the basics of sustainability, how they apply to the practice of architecture, their financial impact on your business, and how to write a business plan for expanding into this thriving market. Marlene Shade, AIA, LEED AP, PSA - Dewberry 


**406 Automated Estimating with Revit and the Use of Acrobat 3D**

Get a short overview of BIM, and then discover how Revit can automatically estimate building costs with "WIN EST Design Pro." Adobe Acrobat 3D, and Autodesk Design Review demos will be given. H. Edward Goldberg, AIA, NCARB, Principle, HEGRA Architects 


**407 The Federal Government as Client: A Guide to the Basics**

Learn about Federal Supply Service Schedules, IDIQ and other contracting alternatives, and small and large business options. Find out how to navigate the world of Security Clearances. Margaret A. Beyer, AIA, CCM, PMP, Vice President, Mark G. Anderson Consultants 


**408 Introduction to Coatings: Field Performances and Application**

Understand field performance of architectural Kynar 500 paints, baked enamels, powder coating and anodized finishes. Learn anodize and paint application processes, specifications and performances, plus a summary comparison of all coating types. Tony Pupp, National Accounts Manager, Linetec (HSW) 

**409 Building Compression: Designing for Efficient Habitation**


The concept of "Building Compression" is illustrated through examples created by various design disciplines as well as speculative architectural projects from a variety of building types. R. Chadwick Everhart, AIA, NCARB, Assistant Professor of Building Science, Department of Technology, Appalachian State University (HSW) 

**410 Navigating the Green Building Maze**


Green building is a hot issue, and today's industry leaders are using green standards to ensure their projects are energy efficient. But with LEED®, Energy Star, and now NAHB's new green guidelines, which program is the right one? Review the guidelines and gain insight into each green building program. Douglas Olsen, LEED®AP, Land Planner/Project Manager, Barton Partners Architects/Planners (HSW) 

**500 Series • 10:15–11:45 a.m.**



**501 Architect-Led Communities**

What does the architect bring to public discourse? How can architects positively affect their communities' future from a public role (elected or appointed)? Panelists discuss the role of architects in public service and the role of public officials in design. Alan Hansen, AIA, Chair, Loudoun County Design Cabinet; the Honorable Ron Rordam, Mayor, Blacksburg, Va.; the Honorable Bruce W. Tyler, AIA, Baskerville, Richmond City Council 


**502 Insulating Concrete Forms (ICF) for High Performance Schools**

Educational Facilities have special needs - energy savings, protection from exterior noise and air pollution, and security from storms and fires. Using Insulating Concrete Forms (ICF's) for the thermal envelope is one of the easiest, cost-effective solutions to meet these goals, while also adhering to tight construction schedule. Learn more about the successful examples of ICF school construction, and contributions to LEED®. Vera M. Novak, LEED AP, Technical Services Manager, Insulating Concrete Form Association (HSW) 



**503 Sustainable Design & BIM**

Establish bridging strategies of environmental and architectural design to nurture sustainability. Analyze and understand applying practical fundamentals in BIM for a Sustainable Design Process. John B Boehms AIA, LEED AP, Technical Specialist, Autodesk, Inc. (HSW) 


## 504 Understanding the Horizon

Explore the bookends of today's religious architecture and look towards what the future might bring. How does architecture support worship in both secular and more traditional forms of worship environments? William Robson, AIA, Robson Group Architects, Rex Miller, author of *The Millennium Matrix*, Louis Nelson, Associate Professor of Architectural History, University of Virginia (Va. IFRAA) 


## 505 Seeing is Believing: 3-D Visualization in Historic Preservation & Rehabilitation

Discuss several examples of the impact of 3-D visualization on the preservation and rehabilitation of projects including Scotchtown, Centre Hill, and Fort Norfolk. Catlin "Trey" E. Tyler, III, Director, ProViz, Inc.; Bryan Clark Green, Ph.D., Associate, Commonwealth Architects (HSW)  


## 506 2008 President's Forum: Change our Business Strategy or Work for Others

See presentations on changing business models for architects, followed by a round-table discussion of these and other topics of relevance. Joe Boggs, FAIA, Boggs and Partners, Susan Boggs, Turner Construction, Al Storm, AIA, DBI Architects Inc. 


## 507 Manage Your Financial Risk Using Internal Controls

Through properly designed internal controls, you can prevent and/or detect errors and fraud. Discuss what makes a strong system and how you can implement these controls. Curtis Thompson, CPA, CITP, CISA, Yount, Hyde & Barbour, P.C. 


## 508 Structural Insulated Panels: Manufacturing, Design and Construction 'Lessons Learned'

Find out how to achieve much higher performance buildings – as cost effectively as possible – through "lessons learned" in materials, design, and construction. David Hill, AIA, GC LEED AP, Owner and Director of Design & Construction, The Verdi Company (HSW) 

## 509 Construction Economic Outlook


Reflect on the economic activity in the construction market over the recent past. Take a macro and micro look at construction material and labor costs for the last few years and a forecast of the anticipated construction costs. Edward M. Kopp III, AIA, CCC, PSP, CCM, Senior Project Manager, McDonough Bolyard Peck, Inc. 

## 510 Awards for Excellence in Architecture Jury Presentation


See a presentation delivered by one of the VSAIA Awards for Excellence in Architecture jury members. 

## 600 Series • 2:45–4:15 p.m.

### 601 Awards for Excellence in Architecture

Find out the winners of this year's VSAIA design awards program — the Awards for Excellence in Architecture — and hear a critique and commentary from members of the juries. Moderated by William Richards, Virginia Center for Architecture 

### 602 BIM Expectations and Next Steps

Get a basic understanding of Building Information Modeling (BIM), what you can expect from using a BIM process and what are the steps involved in making the transition. Jeff Gravatte, CEO, CADD Microsystems, Inc. 


### 603 Architectural Precast Concrete Design

Find out about the wide palette of architectural features and finishes available with precast concrete. Discover the many advantages of designing with precast concrete, and learn about important design considerations regarding connections and blast criteria. Mark Phillips, Regional Sales Manager, The Shockey Precast Group (HSW) 



### 604 Cathedral of Christ the Light, Oakland, CA

This project has been proclaimed "the modern cathedral" by *Architect* magazine (February 2008). Hear about the design factors and aspects of this project, noting the design goal to "create a place that could inspire wonder." Craig Hartman, FAIA, Skidmore, Owings and Merrill (Va. IFRAA) 


### 605 IDP Outstanding Firms

Explore characteristics of several firms who have been recognized as having developed outstanding programs for developing emerging professionals. Kim Thompson, AIA, VMDO Architects 

### 606 Historic Tax Credits

Understand the tax aspects of Historical Preservation in Virginia. Cover the credits – Federal and Virginia – and the common ownership structures seen in this area. Paul Young, CPA, Goodman and Co., LLP; Beth Schulhot, CPA  

### 607 Sustainable by Example: A Case Study

Using the design for the AIA/NC headquarters as a case study, see how architects can – and must – take an innovative leadership role in drastically reducing our buildings' carbon footprints and leave the land better than they found it. Frank Harmon, FAIA, Principle, Frank Harmon Architect PA (HSW) 


### 608 Brick Veneer Steel Stud Backup Exterior Wall System

Learn the basic behavior of brick veneer masonry wall systems. Michael Gurevich, Masonry Consultant, New York City Brickwork Design Center (HSW) 

## 609 Trends in the Design of Senior Living Facilities

Hear current and future trends in the design of assisted- and independent-living facilities throughout the United States. Steve H. Ruiz, AIA, BeeryRio (HSW) 

## 610 The Model Architectural Practice: A Learning Organization


National AIA President Marvin Malecha addressed the 2008 Region of the Virginias Practice/Academy Summit with his keynote *Four Challenges of the Architectural Office: A Learning Organization*. A panel of architects practicing in academics, government, and firms respond to his challenge. Moderated by VSAIA President Brian J. Frickie, AIA 

## 700 Series • 4:30–6 p.m.


### 701 Evolving from CAD to BIM: A Real-World Perspective


An Information Technology Coordinator and Project Manager share their experiences and best practices gained during their firm's transition from a traditional CAD environment to BIM. Jason A. Kunkel, Director of Information Technology, Moseley Architects; Joshua N. Bennett, AIA, Project Manager, Moseley Architects 

### 702 CPTED and the Architecture of Crime Prevention


Learn how the application of Crime Prevention Through Environmental Design strategies in the planning and design phases can increase safety and improve the quality of life. James Eicher, CPTED Planner, Chesterfield County Police Department (HSW) 

### 703 Architect, Builder, Developer: Triple-Dip The Real Estate Market to Build Wealth

Get briefed on the reality of development, pro-forma writing and approaching a bank as well as some of the pitfalls and stumbling blocks encountered. Ahmed H. Hassan, AIA, President Arc Studio, Inc., Hampton University 

**704 Secular and Sacred** Hear a panel discuss the relationship between faith, form and function as it relates to religious architecture. Rex Miller, author of *The Millennium Matrix*, Louis Nelson, Associate Professor of Architectural History, University of Virginia, Craig Hartman, FAIA, Skidmore, Owings and Merrill (Va. IFRAA) 

### 705 A Historic Masonry Primer

With emerging technologies constantly being applied to historic masonry, take a look at historic masonry, the fundamentals of construction and performance, and the viability of various mentalities in masonry preservation. Address historic mortars and their use in preservation. Jeffrey Price, Director of Sales & Marketing, Virginia Lime Works (HSW) 



Design



Green



Historic



Business



Tech



General



Name \_\_\_\_\_ Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 AIA member number (if applicable) \_\_\_\_\_ required for member discount  
 Chapter \_\_\_\_\_ State \_\_\_\_\_ Member Type:  AIA  Assoc. AIA  VSAIA Allied Member  
 Other Professional Membership (AIA member rates are extended to members of these professional associations)  
 AGC  ASID  CSI  IIDA  SDA  VAPPA  VSPE

**Payment Information**

Check payable to VSAIA or government PO enclosed  VISA  MasterCard  American Express  
 Name on card \_\_\_\_\_  
 Card number \_\_\_\_\_ Expiration date \_\_\_\_\_ Security code \_\_\_\_\_  
 Signature \_\_\_\_\_

**E** Early Bird Registration [Sept. 2-30] **D** Discount Registration [Oct. 1-31] **F** Full Rate [Begins Nov. 1]

**Pre-conference Workshops**

| REGISTRATION FEE  | E     | D     | F     | Subtotal |
|---|-------|-------|-------|----------|
| Member  | \$20  | \$25  | \$30  |          |
| Associate member  | \$10  | \$15  | \$20  |          |
| Non-member  | \$25  | \$35  | \$40  | \$ _____ |
| <b>FULL DAY WORKSHOP</b>  |       |       |       |          |
| Member/Associate  | \$230 | \$260 | \$290 |          |
| Non-member  | \$295 | \$330 | \$370 | \$ _____ |
| <b>AFTERNOON WORKSHOP</b>   |       |       |       |          |
| Member/Associate  | \$105 | \$120 | \$135 |          |
| Non-member  | \$135 | \$155 | \$175 | \$ _____ |
| <b>SELECT WORKSHOP</b>  |       |       |       |          |
| <input type="checkbox"/> W-01 <input type="checkbox"/> W-02 <input type="checkbox"/> W-03 <input type="checkbox"/> W-04 <input type="checkbox"/> W-05 |       |       |       |          |

**Conference Registration**

(includes admission to Exhibit Hall)

| ONE DAY REGISTRATION FEE           | E     | D     | F     | Subtotal |
|------------------------------------|-------|-------|-------|----------|
| Member                             | \$45  | \$55  | \$65  |          |
| Associate member                   | \$25  | \$30  | \$35  |          |
| Non-member                         | \$60  | \$70  | \$85  | \$ _____ |
| <b>TWO DAY REGISTRATION FEE</b>    |       |       |       |          |
| Member                             | \$60  | \$75  | \$90  |          |
| Associate member                   | \$30  | \$40  | \$45  |          |
| Non-member                         | \$80  | \$100 | \$115 | \$ _____ |
| <b>SEMINAR PACKAGE (6 or more)</b> |       |       |       |          |
| Member                             | \$295 | \$320 | \$365 |          |
| Non-member                         | \$385 | \$415 | \$475 | \$ _____ |
| <b>SEMINARS Á LA CARTE</b>         |       |       |       |          |
| Member                             | \$55  | \$60  | \$70  |          |
| Non-member                         | \$70  | \$80  | \$90  | \$ _____ |

Seminar fees for VSAIA Associate members are paid by the VSAIA Scholarship Program. Associate members of other states pay the member rate. Seminar fees for members of the clergy are supported by Virginia IFRAA.

Clergy attending The Nature of Sacred Space track.

**SEMINARS CHOICES BY NUMBER**

100 series \_\_\_\_\_ 200 series \_\_\_\_\_ 300 series \_\_\_\_\_ 400 series \_\_\_\_\_  
 500 series \_\_\_\_\_ 600 series \_\_\_\_\_ 700 series \_\_\_\_\_

**Events**

**THURSDAY**

Keynote address (free with registration)  Y  N  
 Exhibit hall lunch (free with registration)  Y  N  
 VSAIA Annual Meeting (free with registration)  Y  N  
 CONNECTIONS Party (free with registration)  Y  N

**FRIDAY**

IFRAA Breakfast (\$20 with registration)  Y  N \$ \_\_\_\_\_  
 Exhibit hall lunch (free with registration)  Y  N

**Total \$** \_\_\_\_\_

**Accommodations**

**Marriott Richmond**

500 East Broad Street  
 Richmond, VA 23219  
 (804) 643-3400  
 1-800-228-9290

**Doubletree Hotel Richmond Downtown**

301 W. Franklin Street  
 Richmond, VA 23220  
 (804) 644-9871  
 1-800-222-TREE

Discount negotiated through October 22 (or when the block is full). Request "Virginia Society of AIA"

**The Jefferson Hotel**

101 West Franklin Street  
 Richmond, VA 23220  
 (804) 649-4690  
 1-800-424-8014

Discounts available until room block is full. Request "Architecture Exchange East"

**Linden Row Inn**

100 East Franklin Street  
 Richmond, VA 23219  
 (804) 783-7000  
 1-800-348-7424

Discounts available until room block is full. Request "AIA Group Block"

**Attendance Policy**

Limited enrollment. All seminars are filled on a first-come, first-served basis. Attendees may go to different events, workshops or seminars than those originally selected on a space-available basis.

**Cancellation/Substitution Policy**

Refunds will be issued for written notices of cancellation received via mail or fax by Wednesday, Oct. 22, 2008, less a 15% charge, with a \$25 minimum. All refunds will be issued after Saturday, Dec. 6, 2008. Refund requests after Oct. 22 can not be honored.

Substitutions received prior to Wednesday, Oct. 22 will be honored at no charge. Substitutions after Oct. 22 will be processed at the ArchEx registration desk at the Greater Richmond Convention Center and will be assessed a \$20 fee.

**Questions?** Call (804) 644-3041, ext. 100



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# Architecture Exchange **East**

2501 Monument Avenue Richmond, VA 23220-2618



## Meet the keynote speaker

**Craig Dykers, AIA**, of the firm Snøhetta, presents Vertical + Lateral and discusses his work on the newly-opened Oslo Opera House and Egypt's Alexandria Library. Says Dykers, "The context within which buildings are formed is related as much to our physical and psychological characteristics as humans as it is to the physical surroundings to which the building must relate. Architecture is the capacity to join the natural world around us and the world of human nature within us. Several introductory narratives will discuss this notion and a presentation of projects will exemplify these ideas. Most notably, the Library of Alexandria in Egypt, the new National Opera in Oslo, Norway, and the upcoming National September 11 Memorial Museum in New York City will be presented, along with additional smaller projects. The projects span global geography, climates, and cultures and are meant to show the correlations among places and people such that the global and local, the 'glocal', understanding is an aspect of all work that architects must address."



Photos Courtesy: Snøhetta

# MAKE YOUR MARK

Nov. 12-14, 2008 Richmond, Virginia