“Repositioning”
Half of 2013 is now under our collective belts. It’s been a busy 6 months for the AIA at all levels. On a local level, thanks to various members recognizing opportunities that would provide benefit or be of interest to the League, we’ve had a number of great programs, tours and special events. I am looking forward to more in the coming weeks and months. We already have a couple of irons in the fire to bring additional programs this summer. Please be on the lookout for information on those.

In March I attended the AIA’s grassroots conference as one of the Architects League’s representatives. I’ve been twice now. AIA national does an amazing job of putting it all together. There are seminars to help us run a more successful local component that provides value to our members, and others that tell how to begin to engage the public sector in order to promote architecture and the AIA.

This year was special though. This year AIA National presented the results of a very introspective look at our organization with the goal of repositioning itself to better serve us, the members. Questionnaires were sent out to the general membership and over 30,000 responses were received and processed. The results were interesting and maybe served as a little cold water in some cases.

These ideas are still being processed and reacted to by our parent organization and I’m sure we’ll hear more about the efforts and be questioned more about what we need and want. When you see a questionnaire, you as a member need to react. Your thoughts are setting the goal posts that will guide our organization into the future.

Warm Regards,

R. Terry Durden, AIA
ALNNJ President 2013
“Repositioning”

FROM THE EDITOR:

Throughout my years in the AIA I have overheard, participated and initiated many discussions about our organization’s dues and its value. Depending on your perspective as an intern, architect, business owner, or retiree…your view of this topic is likely to differ but at its core there is a common thread about ‘value’. Within this issue of the Leagueline we are highlighting the most recent efforts of the AIA to assess itself and to improve its value.

“Repositioning” is what the current program is called. A survey was taken and the consultants have found what most of us believe; that the most valuable part of the AIA is in the benefits provided by the Local Sections such as our Architects League. In fact, they contend that the Local Sections should be the top of the pyramid, not the bottom. This belief is in line with the discussions/debates that occur at the sidelines of our local meetings.

Typical dues for an architect-member of the Architects League are $531. This is apportioned as follows: $251 to AIA National, $220 to AIA-NJ State, and $60 (yes, only $60) to the Architects League. The question that I always ask myself when considering payment of these dues, or dues for any organization, is whether it is worth paying…What is its value? So, if you ask yourself what you receive in terms of value from each of the three segments of AIA dues, I believe you would find that the Local Section is a tremendous value.

Locally, the Architects League provides social-educational programs on a regular basis. We support up and coming students through scholarships, help our professionals maintain licensure through learning programs, and have fun at events such as our golf outing and tours. The benefits from the National and State levels are less obvious but essential. Given that in the normal course of our professional careers many members, probably most, do not interface directly with the National or State AIA, the question at the root of our informal debates is whether the amount of dues should be reapportioned to be stronger at the Local Section where we experience the benefit directly.

I believe that most new members are attracted to the AIA by National’s image promotion and historical significance in the profession. I also believe that the retention of AIA members is secured by the Local Sections like ours whereas the members interact with new prospects…demonstrating the value of membership firsthand.

With a larger budget we can provide an even greater benefit to the membership. So, perhaps a paid administrative staff, more events, learning opportunities, training sessions, lectures, tours, etc. would be worth shifting $50 or $100 of dues from State or National to our Local Section in order to retain and increase our overall AIA membership.

Anthony Iovino, AIA
Editor, 3Q - 2013 Leagueline

fact:
If you attend just two League events in a year you have exceeded the value of your local dues contribution.

What It Is to Be an Architect
http://www.youtube.com/watch?v=tPNDt8mSdtQ&feature=player_embedded
AIA Colleagues:

We’re gaining momentum and making good progress addressing the recommendations announced at the Grassroots Repositioning sessions. Already, in our AIA Components, we are having the important first conversation on prioritizing so our AIA can better serve members. There is activity taking place in all of the areas we discussed in March and we wanted to share with you a progress update.

During the Forum discussion at Grassroots, we called for a shift in perspective about what we can do individually and collectively to respond to the recommendations of LaPlaca Cohen and Pentagram. We grouped the ten areas needing attention under four larger headings to help organize and increase the effectiveness of our work together: Connect, Innovate, Engage, and Lead. Substantive progress is being made in these weeks since Grassroots:

CONNECT

Component autonomy versus unity
Component structure
Lack of tier coordination

The Member Service Resource Task Force, whose work over the past year identifying the needs and obstacles to building a stronger Component network, is making progress. The Task Force will deliver an update to the Board on June 18. We expect a candid and robust discussion that will inform our review of AIA priorities. We’re especially interested in comparing the Task Force’s initial broad recommendations with those offered by members through the component community conversations.

ENGAGE

Engaging emerging professionals
Inefficacy of communications

There is no shortage of energy in addressing what is, by far, the most important priority of the AIA: engaging Emerging Professionals (EP). The planning meeting for the EP Summit scheduled in the first quarter of 2014 is taking place in the fall. We are making sure that emerging professionals are deeply involved in the planning for and execution of the Summit. Their insights are critical to the success of this effort.

INVOLVE

Prioritization of initiatives
Passive reactiveness
Lack of tier coordination

We are pleased by the eagerness of members and Component leaders to schedule community conversations. They are happening now and we’ve received thoughtful reports from members in Central Michigan, Iowa, Redwood Empire, and others. Most conversations should take place by the first of June. We’ll use these conversations to help us set priorities for the remainder of 2013 and beyond. In the meantime, we encourage you to ask about or help organize a conversation in your component.

LEAD

Leadership tenure and agendas
Board size and composition

We’ve identified a change management expert to assist us with crafting a robust implementation plan and develop the logistics to ensure we are prepared for success in tackling issues related to the repositioning initiative. We hope to engage them beginning in June and anticipate that they will be onsite in Denver. The message from all we talked to in our selection process is that most organizations fail in the execution. We can’t afford to be among those statistics and have brought on the right person to help us be successful.

Sincerely,

MICKEY JACOB, FAIA, 2013 AIA PRESIDENT
ROBERT IVY, FAIA, AIA CHIEF EXECUTIVE OFFICER
TINA LITTERAL, HON. AIA, CAE, 2013 CACE PRESIDENT

The 10 areas identified by our consultants (not listed in order of importance):

- CONNECT
  1. Component autonomy versus unity
  2. Component structure
  3. Lack of tier coordination

- ENGAGE
  4. Inefficacy of communications
  5. Engaging emerging professionals

- LEAD
  6. Leadership tenure and agendas
  7. Board size and composition

- INNOVATE
  8. Prioritization of initiatives
  9. Passive reactiveness
  10. Resource allocation

The America Institute of Architects
FROM:
AMERICAN INSTITUTE OF ARCHITECTS

4 Leagueline 3Q 2013 The Quarterly Newsletter of the Architects League of Northern New Jersey
The American Institute of Architects
Repositioning Research Summary

Repositioning the Institute –
The Challenge:
For over 150 years, the American Institute of Architects (AIA) has been the voice of this country’s architectural profession. Today it boasts 80,000 members and nearly 300 state and local chapters. But, all is not well. The general public’s understanding of the profession is as skewed as it has ever been, defined by limited contact with working architects, and media attention surrounding a handful of “starchitects.” Meanwhile, younger architects are entering a profession battered by a sputtering economy in which the value of AIA membership seems, to some, questionable. What is the role and voice of the AIA in the social, economic, and creative context of early 21st century America? To address these challenges within the organization, but that not only addresses long-standing problems alone. But, it can set the stage for a renaissance of the profession with smart, focused messaging and bold, breakthrough communications. This research summary is the first step in that process.

Preliminary Findings
After reviewing and digesting the findings from our research process, we created a working hypothesis, which will guide our thinking as we develop the AIA’s positioning platform. The forthcoming ideas will be further tested with AIA stakeholders and refined in the coming months.

Lead with emotion by tapping into the passion and idealism that drive the profession.
Shift the conversation from process-driven or self-referential thinking to impact and benefits by communicating in terms that resonate with architecture in America.
Guide the conversation by creating more occasions to engage the public.
Remember that community is at the core of the AIA offer. Beyond supporting practice, the AIA provides the chance to connect.
The AIA’s sweet spot is the intersection of collaborative, passionate/visionary, and problem-solving.
The AIA’s winning formula is about fusing passion with practice.
Building relevance is ultimately a matter of demonstrating impact.

In short, the AIA should be:
Progressive, not reactionary
A vital resource, not a superficial designation
Universally beneficial, not limited and elitist
Adding value, not additional financial burden
At the cutting edge, not a follower
Public facing, not behind closed doors
An architecture resource for all, not just for industry insiders
Results and benefits-focused, not process-driven or self-referential

:: Lead with conviction and clear positions and members will follow. Take a firm stance on what is important to the organization and the profession.
:: Focus on core offerings by prioritizing your programs, resources, and initiatives.
:: Demonstrate your value by speaking to the new needs of today’s architects.
:: Make it easier for constituents to listen by streamlining communications and simplifying
:: Nomenclature.
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The five core concepts of our approach to intelligent construction guide our team to:

**COMMUNICATE** effectively, provide strong **LEADERSHIP**, **WORK SAFELY**, take a **FORWARD THINKING** position, and see a project through to **COMPLETION**.

“Does your axe need sharpening?”

Abraham Lincoln is known to have proclaimed “Give me six hours to chop down a tree and I will spend the first four sharpening the axe”. In the same way we believe that a well prepared approach is the best insurance for a good outcome.

– Robert McCarthy

*Chief Operating Officer*
On June 13, the Architects League was pleased to present our Annual Scholarship Awards. Ashley Cocilovo was awarded a $3500 scholarship. She will be attending the USC Graduate Architecture Program. Robert Ciecierski, who is enrolled at NJIT in Architecture, received $2500. An additional scholarship was awarded in conjunction with West Essex High School to Paige Muzzatti, presently a Senior in the Pre Architecture Program at West Essex. She received a check for $500 to go towards her Fall semester in Architecture. Originally the League donated the $500 to the high school for use of their facility for League sponsored AutoCAD and Revit classes offered to members last summer. The high school in turn donated it back to the League to be awarded to a deserving Senior at the school. Congratulations to all the recipients!

Join us at the 14th Annual Golf Outing on Monday, July 15th. Proceeds benefit this event benefit the Architects League College Scholarship Fund.
Spring Walking Tour
New York City  April 21, 2013

The Spring 2013 ALNNJ Ted Kessler Walking Tour was held on Sunday April 21st. The tour started at Grand Central Terminal and then headed east passing landmarks including the Chrysler Building, Ford Foundation, Tudor City and the United Nations. Winding through Manhattan, it passed townhouses lived in and designed by architects Paul Rudolph, William Lescaze and Philip Johnson. After a ride on the aerial tram, the tour went to Louis Kahn's Four Freedoms Memorial, stopping along the way to learn about the history and future of Roosevelt Island.

Since Fall 2007, the ALNNJ Ted Kessler Tours have been a special event exclusively available for ALNNJ members and guests. Completely new tours premiere every fall and are repeated each spring. Members should look for an announcement this fall with information about a brand new tour.

David C. Hall, CDT, CSI
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Grassroots Conference
Washington, DC  March 20-23

The AIA Grassroots Leadership Conference was held on March 20-23 in Washington, D.C. The event focused on AIA Repositioning, and included visits by members to Capitol Hill to advocate policies of benefit to architects and the profession. Attending from the Architects League were Ben Lee, Terry Durden, Paul Bryan, Ruth Bussacco, Larry Parisi, and Andrew Mikhael.

ALNNJ Peer Design Awards
June 13, 2013

The Architects League 2013 Peer Design Awards were held at the Ridgewood Woman’s Club on June 13. It was a wonderful event featuring fine hors d’ oeuvres, a tasty buffet, a “signature drink” made special for the event, decadent desserts and a very talented musical trio that mesmerized our members. Receiving awards were:

Built Category:
Gold: Poskanzer Skott – Mediacom Communications
Silver: Arcari + Iovino – South River Library
Bronze: Minervini Vandermark Architecture- Clinton Street Development - Hoboken

Unbuilt Category:
Gold: Jin Young Song - Daegu Library
Silver: NK Architects - Robert Wood Johnson University Hospital - Mixed Use Parking Tower and Administrative offices
Bronze: fc3architecture+design – Modern House Prototype

Congratulations to the winners, and thank you to all the members who participated and made this event possible. Special thanks to Stacey Ruhle Kiesch and Ralph Rosenberg for the many hours/days/months of hard work and planning that went into this spectacular event.
March Meeting  
How FEMA Flood Mapping will Impact You

The March 28 Member Meeting, held at Maggiano’s in Hackensack, featured a presentation by Birdsall Services Group on “How FEMA Flood Mapping Will Impact You”. The meeting was well attended with approximately 25% of our membership present.

April Meeting  
ADA Seminar and Flood Mitigation Practices

A Special Member Event was held April 11th at the Hamilton & Ward Steakhouse in Paterson. The day kicked-off with a half-day Accessibility Update/ADA Seminar by Jennifer Perry of the United Spinal Association. Following the seminar was an in-depth dinner presentation by the League’s Gold Sponsor, KSI Professional Engineers, on Flood Mitigation and Best Building Practices. League member Louis DiGeronimo, AIA also spoke about the Uniformed Services Employment and Reemployment Rights Act (USERRA) and urged members to support the men and women of the Guard and Reserve with employment opportunities.

24th ALNNJ & N&S Architects Trade Show  
May 2, 2013

On May 2, 2013 the 24th Trade Show cosponsored by the Architects League of Northern New Jersey and Newark & Suburban Architects was held at the Marriott at Glenpointe in Teaneck, NJ. The Glenpointe continues to be our venue after a number of years because of the ease of access from NJ highways as well as the responsive and professional treatment that we have been accorded there. As always, the menu was good, from the salads through the dessert trays. The sponsored bar is always appreciated by the members.

About 200 architects, associates and allied members from our two sections as well as other architects attended the seminars and walked the sold-out show floor, filling the 15 seminars and spending “face time” with the 60 appreciative exhibitors of products and services to our profession. The reporting back from our exhibitors was very positive – happily, because it is this personal interface with our members that is the sole reason that companies use their tight budget monies to sponsor the seminars and their representatives at our annual event. Member attendance is the key to their strong support.

Great thanks our exhibitors for this continuing support and to the members who did attend.

Very special thanks to our Beverage Sponsors (Pella Windows / Interior Resources / Luce, Schwab & Case), to our Associate Grand Prize (2) Sponsor – Kaplan Construction Education and to our new exhibitor and Grand Prize Sponsor – Digital Surroundings of Lawrenceville, NJ which provided a complete Lutron Radiant Home Control System installation with remote controlling iPad - valued at more than $2,500! You had to be in it to win it! Congratulations to our winners!

See you all next year!

Historical Tour of Grand Central Terminal  
March 9, 2013

On March 9 the Architects League held an historical tour of Grand Central Terminal in New York. The tour was in honor of the terminal’s 100th Anniversary and featured many “behind the scenes” spaces that are typically off-limits to the public. Many thanks to Ralph Rosenberg for organizing this special event.
Women's Leadership Summit

October 24 - 26, 2013, Palomar Hotel, Phoenix, AZ

For more information and to register for the event go to:
http://www.aia.org/about/initiatives/AIA098335

Can’t attend the Summit? Women in Architecture will be creating a live webcast of the Keynote. WIA NJ will be hosting a local presentation and networking event.

Join Us!

ALNNJ 10th Annual Golf Outing
Crystal Springs Resort, Hamburg, NJ
Monday, July 15, 2013

Rain Room

MoMA PS1
Thru July 28th

MoMA
1880 - 1980
Shaping Modernity
1880 - 1980
MMA
ongoing
moma.org

American Civil War in Art
through Sept 2
Metropolitan Museum of Art
memuem.org

Decoartive Arts Galleries and Period Rooms
ongoing
Brooklyn Museum
brooklynmuseum.org

Looking ahead...

ALNNJ 2013 Design Conference
Point Pleasant Beach, NJ
October 9-11

ALNNJ 2013 Design Conference
Point Pleasant Beach, NJ
October 9-11

ALNNJ Membership Meeting
Point Pleasant Beach, NJ
October 9-11

New Members

The League is pleased to announce the New Members:
Mr. Evan D. Deli Poel, Assoc. AIA
Mr. John H. Kang, Assoc. AIA
Mr. Suegeon Kim, AIA
Mr. Jorge Mastroperone, AIA
New Allied Member:
Samuel Pagliaro,
Dimensional Dynamics, Inc.

The League welcomes you and looks forward to your involvement and participation. Please make a point of introducing yourself at the next dinner meeting or event.

Recommended Events

Visit The Clark Art Institute
A great weekend drive in the country... visit The Clark Art Institute in Williamstown, Mass.
June 9 - Sept 8
clarkart.edu

Recommended

James Turrell
Guggenheim

James Turrell’s art installation turns the Guggenheim Museum into sky space light sculpture
June 21 – Sept 25
guggenheim.org

Recommended

Winslow Homer:
Making Art, Making History

A great weekend drive in the country... visit The Clark Art Institute in Williamstown, Mass.
June 9 - Sept 8
cf.aiany.org

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

July 2013

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

New York City

Le Corbusier: Landscapes for the Machine Age
Museum of Modern Art
June 9 - Sept 23
moma.org

Olafur Eliasson’s immersive installation: Your Waste of Time... presents massive pieces of ice that broke off from Iceland's largest glacier.
May 12 – Sept 2
momaps1.org
To:

Architects, someone has said that “all publicity is good publicity”. It could never be more true than with our graphic 4Q issues of the Leagueline!

It has been 4 years since WHAT WE DO: 3, but now is the opportunity to select a project or two that you have designed, have had built or is now on the boards and heading for construction and getting it “out there” in front of your colleagues and anyone else who sees our great quarterly publication.

Send a digital file (rendering or photograph) along with a brief description of the work to see it published in glorious color!

Leagueline 4Q 2013  What We Do: 4
Deadline to guarantee inclusion: August 31, 2013
Thank you – Fay Logan, Editor L4Q  email submissions to: aiawork@sns-arch-eng.com