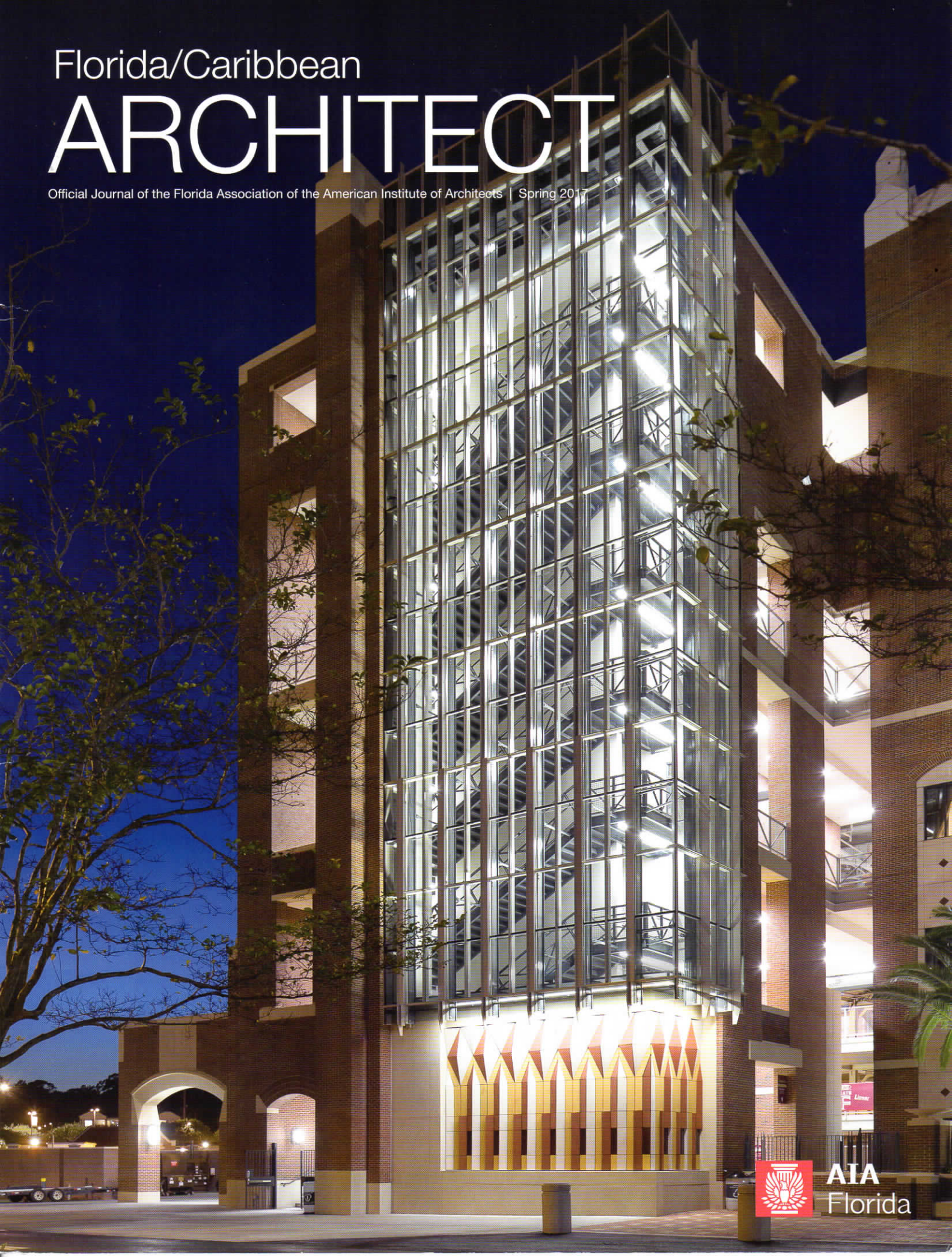


# Florida/Caribbean ARCHITECT

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AIA  
Florida





...ed to serve as AIA Florida  
 ...rd goal for my presidential  
 ...me I've mentioned before,  
 ...ates a two-fold approach:  
 ...community

guiding hand from last year's VP of Advocacy and our 2018 President-elect Kim Headland (Tampa) and built on the strong foundations of 2015 by Greg Burke (Treasure Coast), a passionate veteran committee tackled some of the most threatening legislative issues of recent years: yet another attack on CCNA and a pop-up bill which proposed abandoning the I-Codes and transforming the Florida Building Code into the base code.

Pat Hoy (Tallahassee) has taken seriously his role as vice president of professional development. Acutely aware that architects leave university unequipped with the business skills necessary to run a practice, negotiate fees or even effectively ask for a pay raise, Pat has committed to creating a long-term program that will bring a serious professional practice program to architects in all stages of their careers. The success of this program in and of itself will become a key incentive for being a member.

Meanwhile, Pat and David Stone (Orlando) are co-chairing the July Convention in Naples. It's shaping up to be a distinct and relevant event, addressing young and seasoned

professionals alike. Opening with the humor of kick-off blogger Bob Borson (Life of an Architect) to the keynote by Eckersley O'Callahan, the structural design practice owner whose international reputation for structural glass designs truly integrate architecture and engineering. Secretly, I'm most looking forward to gaining insight into the successful campaign launched by our British counterparts from the RIBA (Royal Institute of British Architects) that promotes architecture to the public.

It's also a busy year for communications as we focus on acquiring more effective methods of reaching out to the public and our members. Communications Vice President David Hugglestone (Tampa Bay) is commanding the team — one of the most critical efforts of our organization. If we don't communicate to members the efforts of our organization or learn to sell our worth to the public, few will appreciate the value of being a member of the AIA.

Notice the efforts of the Communication Committee in the past couple years:

- The updated website

- The new layout for Friday Facts
- A social media outreach through Facebook, Instagram, Pinterest and Twitter
- The Media Toolkit
- A revamped magazine designed to be inclusive of all our members' projects, built and unbuilt, professional accomplishments and even room for personal thoughts and writings on architecture. (A big shout out for Scott Nichols, founder of Graphaus Design, for his expertise in shaping our crisp, new, up-to-date layout. Oh, and if you haven't submitted anything recently, now is the time to garner some attention. There is plenty of space to get noticed. Submit your work and ideas to Candace Munz, editor@atafia.org.)

If you missed the member survey, please let us know what is on your mind so that our organization has a clear picture of your needs and wants as a member. If we don't hear your concerns, it's difficult to address your needs. "You get what you give" are words a Chinese friend of mine lives by. Speak up and be heard. Help us bring more value to your professional membership. ■

**BORING**  
 is the new  
**BLACK**

