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President's Perspective

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Scholarship, Fellowship and Fun at the Convention and Trade Show

codes, design and leadership issues will be discussed along with relevant learning sessions, mentoring events and networking opportunities for emerging professionals.

It's nearly time for the 2017 AIA Florida Convention and Trade Show focusing on the theme of "Communicating Value." The idea of architects communicating value to communities through their work is one that I have promoted all year. Nowhere is the concept that architects build value into the projects they design more apparent than in the work of this year's award recipients. The overall quality of the submissions is a reflection of the outstanding ability of the designers to communicate value through their work.

Convention attendees can look forward to exciting programs planned by Patrick Hoy, AIA, and David Stone, AIA, co-chairs of this year's Convention Committee. The agenda features critical profession-related discussions, including fee negotiation, fighting unlicensed activity, promoting your firm's work to the public and developing rapport with the press as a means of focusing attention on new projects. Practice,

In addition to attending seminars, attendees will have the opportunity to hear prominent keynote speakers, including architect Bob Borson, FAIA; structural engineer Brian Eckersley; certified speaking professional Monica Wofford, MBA; and architectural historian and author Judith Dupré.

Nationally recognized Dallas architect Bob Borson, FAIA, LEED AP, is a principal in Malone Maxwell Borson Architects, Inc. He is widely recognized as the blogger behind *Life of an Architect*, one of the world's most popular architectural blogs. In 2009, he received the Dallas Chapter of the American Institute of Architects Young Architect of the Year award. But as he wrote in his blog, "the award was probably for volunteering to do things that others wouldn't, shouldn't, or couldn't." Brian Eckersley is a founding director of Eckersley O'Callaghan (EO'C), an engineering design practice with offices in London, New York, San Francisco, Paris and Shanghai. EO'C specializes in cutting-edge

advances in glass technology to "unlock the potential of structural and façade design to build extraordinary projects," according to the company's website. Professional speaker Monica Wofford will give away her secret on "making difficult people disappear." Judith Dupré is the author of many *New York Times* best-selling books on art, design and architecture, including *Skyscrapers and One World Trade Center: Biography of the Building*. She is the official biographer of the Trade Center and the only author to be given unfettered access to the building's site, team and archives.

If the tremendous value of hearing great speakers, taking tours and attending events doesn't convince you, then consider having the chance to spend time on one of the world's most beautiful beaches along with the rich cultural and historic offerings in and around Naples. Stay at the stunning Naples Grande Beach Resort, and make this trip one of your family's most memorable summer vacations. Why wouldn't you join your professional peers for a weekend full of scholarship, fellowship and fun? I'm looking forward to the 2017 AIA Florida Convention and Trade Show, July 27-29. See you there!