

d e s i g n

Communicating Value

2017 AIA Florida Convention and Trade Show
07. 27-29 | Naples Grande Beach Resort





Communicating Value

Throughout the year, I have encouraged my fellow AIA Florida members to focus on the theme of "Communicating Value." Architects build more than structures. Architects build value. And it's our responsibility as members of AIA Florida to ensure the general public is aware of that value.

For the 2017 Convention and Trade Show, I'd personally like to welcome you to the paradise of Southwest Florida's Gulf Coast - my neck of the woods. We're gathering at The Naples Grande Beach Resort where we will be immersed in opportunities to learn how others perceive our value and how we can better communicate this value.

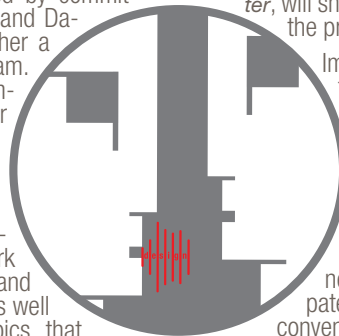
The Convention Committee, led by committee co-chairs Patrick Hoy, AIA and David Stone, AIA, have put together a unique and compelling program. This year we conducted a member survey and have taken your valuable feedback into consideration. We will explore critical topics that bring value to the profession such as fee negotiation, bringing an end to unlicensed activity, selling your work and your business to the public and the press to garner attention, as well as numerous other essential topics that deal with practice, codes, design and leadership; not to mention a vast array of events, tours, parties and our annual Trade Show.

Bob Borson, FAIA, our kickoff speaker, is the nationally recognized and decorated principal of Malone Maxwell Borson Architects, Inc., best known to the profession as the renowned blogger of "Life of an Architect." We're bound to laugh and cry as he shares his personal insights into the architectural world which is always informative and inevitably funny.

And, have you ever wondered who was the mastermind behind the glass design of all the significant Apple Stores and some of the most ambitious glass structures around the world? Brian Eckersley, founder of the international consulting

engineers, Eckersley O'Callaghan, who specialize in glass and façade design, has been invited to share his firm's cutting-edge advances in glass technology as well as their adventures (for better or for worse) into working with some of the world's most creative architects.

We will also be joined by two other powerful keynote speakers: Certified Speaking Professional, Monica Wofford, MBA, who will give away her secret on "making difficult people disappear," while architectural historian and design consultant, Judith Dupré, author of several New York Times bestselling works on art, design and architecture, including *Skyscrapers and One World Trade Center*, will shed light on how she connects with the profession and the public.



Importantly, the convention committee has worked hard to build an intriguing and worthwhile agenda that caters to our emerging professionals with relevant learning sessions, mentoring events and networking opportunities scheduled throughout the weekend. I encourage our associates and newly licensed architects to participate as well as socialize at this year's convention. Encourage your boss to attend - and let him/her know your passion for the profession and the fun.

The Naples Grande Beach Resort is a stunning venue in a lush tropical setting. Naples claims some of the best beaches in the world. The tours organized by local Stephen Hruby, AIA will open your eyes to the area's rich cultural and historic surroundings. Why wouldn't you join your professional peers for a weekend full of scholarship, fellowship and fun? I'm looking forward to the AIA Florida Annual Convention July 27-29, 2017! See you there!



Joyce Owens AIA RIBA

Speakers



Kickoff Speaker: Bob Borson, FAIA

Bob Borson, FAIA is a principal of Malone Maxwell Borson Architects, Inc., a full service architectural firm based in Dallas, Texas. Bob has taken an active role at the state and city levels of the American Institute of Architects, where he has served as Digital Communications Committee Chair, Voice Communications Chair, and New Media Chair for the Texas Society of Architects, as well as serving on the Executive Board for the Dallas Chapter AIA as the Vice President of Programming, Communication Director, Columns Advisory Board, Governance Committee Chair, Ken Roberts Memorial Delineation Chair, and Home Tour Committee Chair. Bob was recognized by the Dallas AIA as "Young Architect of the Year" in 2009, received the Award for Excellence in the Promotion of Architecture through the Media from the Texas Society of Architects in 2015, and was elevated into the AIA College of Fellows in 2017. In addition to his community service activities, Bob writes and maintains the architectural website www.lifeofanarchitect.com - currently the most visited privately maintained architectural blog site in the world.



Keynote Speaker: Brian Eckersley, BEng BA(Arch) CEng MStructE, Director

He graduated in Civil Engineering from the University of Bristol and earned a degree in Architecture at the University of North London. He spent seven years working with structural engineers Dewhurst Macfarlane and Partners on many innovative structures and collaborated with innovative architects and artists on their work. Brian has worked on all types of buildings and scales from historic refurbishment and rehabilitation through to large new-build schemes on greenfield sites. He's been on the project team for numerous award- and competition-winning schemes. In 2004, he founded Eckersley O'Callaghan Structural Design with co-director James O'Callaghan. Brian teaches at many UK schools of architecture including the Architectural Association, the Bartlett School, The Royal College of Art and the University of Cambridge.



Keynote Speaker: Monica Wofford, MBA, CSP

Monica brings more than 25 years of speaking and training experience and has earned the professional designation of CSP Certified Speaking Professional, an honor obtained by less than 11% of the speaking profession. She is the author of *Contagious Leadership* and *Make Difficult People Disappear* and has successfully led teams and employees in both a corporate setting and in her own business for twenty-two years. Monica has provided presentations to a large number of associations including state affiliates of the American Society of Association Executives, numerous healthcare based associations, SHRM, MPI, and more, both domestically and internationally. She has presented in all 50 US states, nearly every county in Florida and in 27 countries.



Keynote Speaker: Judith Dupré

Born in Providence, Rhode Island, Dupré is an author, historian, and design consultant. She lectures widely on architecture and creativity. She holds a Master of Divinity from Yale University, where she is a fellow of Saybrook College and a named scholar at the Institute of Sacred Music. She received degrees in English and Studio Art from Brown University, and later studied at the Open Atelier of Design and Architecture in Manhattan. Dupré has served on the boards of several cultural and civic institutions in the tri-state area. An intrepid traveler, amateur gardener, and weekend cruciverbalist, she lives outside New York City with her sons.

Schedule of Events

THR - 07.27.17

7:30 AM – 5:00 PM

Registration Desk Open

8:00 AM - 10:00 AM

Annual/Board/Regional Meetings

9:00 AM - 10:00 AM

Session A: JLI Serving in the Community

9:00 AM - 10:00 AM

Session B: Active Design Miami: Incorporating Active Design into your Practice

9:15 AM - 11:15 AM

Tour: Historic Cottages of Naples

10:15 AM - 11:15 AM

Session C: Fee Negotiation Tips and Techniques Panel Discussion

10:15 AM - 11:15 AM

Session D: Legislative Issues 101

11:30 AM - 1:30 PM

Tour: Conservancy of Southwest Florida with Lunch

11:30 AM - 12:45 PM

Session E: CGI Lunch Presentation: Windows and Doors for Wind-Borne Debris

1:00 PM - 2:30 PM

Session F: Kickoff Presentation: Architects as Storytellers

2:45 PM - 3:45 PM

Session G: Engage Your Clients with Technology

2:45 PM - 3:45 PM

Session H: Efforts to Stop Unlicensed Activity Panel Discussion

4:00 PM - 5:00 PM

Session I: Speak Like a Pro

5:30 PM - 7:00 PM

President's Reception

7:15 PM - 9:30 PM

CGI Dessert Reception – Mardi Gras

7:30 PM - 10:00 PM

Fellows' Dinner (invitation only)

FRI - 07.28.17

7:30 AM – 5:00 PM

Registration Desk Open

9:00 AM - 10:00 AM

Session J: Communicating Pride, Safety and Beauty at the World Trade Center

9:15 AM - 12:30 PM

Tour: Back of House/Zoo at Caribbean Gardens with Lunch

10:10 AM - 11:10 AM

Session K: JLI - Leading through Listening Workshop

10:10 AM - 11:10 AM

Session L: Royal Institute of British Architects (RIBA) Program I Promoting Architecture

11:20 AM - 12:20 PM

Session M: Virtual Office

11:20 AM - 12:20 PM

Session N: Why Don't You Call Me?

A Journalist's Lament

12:30 PM - 1:30 PM

Session O: FNGA Lunch Presentation: Hot Topics for Hot Climates

1:45 PM - 2:45 PM

Session P: Make Difficult People Disappear

2:00 PM – 3:00 PM

EP Roundtable Discussion – ARE 5.0

3:00 PM – 6:30 PM

Session Q: Trade Show – Picnic in the Park

6:45 PM - 7:45 PM

Drink and Draw!

8:00 PM - 9:30 PM

Movie –*Design Disrupters*

SAT - 07.29.17

7:30 AM – 5:00 PM

Registration Desk Open

8:00 AM – 8:45 AM

Past Presidents' Breakfast

8:00 AM - 9:30 AM

Tour: - Biking Greenway Park and Historic Naples

9:00 AM - 10:15 AM

Session R: Innovations in Structural Glass

10:30 AM - 11:30 AM

Session S: LakelFlato: Connections to Context

10:30 AM - 11:30 AM

Session T: Innovations in Solid State Lighting (LEDs)

11:00 AM - 2:00 PM

Tour: Ave Maria/Catholic Cathedral with Lunch

11:45 AM - 1:15 PM

Session U: Design opportunities Utilizing Masonry

1:30 PM - 2:30 PM

Session V: JLI - Emerging Citizens Architects

1:30 PM - 2:30 PM

Session W: Clients' Value of the Architect's Work

2:30 PM - 4:30 PM

Tour: Naples Botanical Gardens

2:45 PM - 3:45 PM

Session X: The Four Faces of Florida

2:45 PM - 3:45 PM

Session Y: Creating Cozy Communities (Deconstructing Density)

4:00 PM - 5:00 PM

Session Z: Shedding Light on Fellowship Myths

6:00 PM - 9:30 PM

2017 AIA Florida/Caribbean Honor and Design Awards

SUN - 07.30.17 -Bonus!

8:00 AM – 10:00 AM - Registration Desk Open

9:00 AM - 11:00 AM

Session ZZ: Advanced Florida Building Code: Masonry Changes and Best Practices

General Information

Emerging Professionals

The AIA Florida Convention planning committee worked hard at building an agenda that features lots of great sessions and events in which the emerging professional will be interested. EPs are encouraged to review the full agenda carefully and identify the topics that best fit their needs, both now and in the future. Best of all, young professionals age 40 and under enjoy a reduced registration rate.

In addition to more than 30 CE sessions and the NCARB Panel, EPs are invited and encouraged to attend as many social gatherings as possible for networking and career development opportunities.

- Drink and Draw IFellows Mentoring
- President's Reception
- On- and off-site tours
- Trade Show: Picnic in the Park (Indoor Event)
- CGI Dessert Reception – Mardi Gras Celebration
- Movie – Design Disrupters
- Design Awards Reception and Presentation

Jacob Leadership Institute (JLI)

The Jacob Leadership Institute (JLI) has returned and will be offering a few sessions dedicated to leadership development. These courses will assist you in attaining leadership levels in all aspects of your life, be it personally or professionally. These sessions will be marked with the "JLI" logo on the agenda.

New! NCARB will be at AIA Florida's Convention to discuss the roll out of the new ARE 5.0 in addition to enhancements to options for alternative paths to licensure. Join fellow EP's during this roundtable discussion on Friday afternoon, July 28th, from 2:00-3:00 p.m. and plan to stay for great networking during the trade show, followed by Drink and Draw and a movie, Design Disrupters.

JLI is not just about sessions at the convention. They have developed an Access Channel, housed on the AIA Florida website, where anyone who's interested in learning more about how to get involved in leadership roles, or wants to get a refresher on what they already know, can find resources to help guide them down their leadership path.

2017 Annual Convention Committee

This event would not be possible without the dedication of a very talented group of architects.

Co-Chair: Pat Hoy, AIA	Selma Goker Wilson, Intl. Assoc. AIA	Steve Hruby, AIA	Jennifer Suharmadji, AIA
Co-Chair: David Stone, AIA	Jason Hagopian, AIA	Joyce Owens, AIA, RIBA	Patrick Thorpe, AIA
Nathan Butler, AIA	Kim Headland, AIA	Nati Soto, FAIA	Jim Welkenbach, AIA

Guests, Spouses and Kids

Many events are available for guests and are complimentary with a guest registration including the Kickoff, Keynote and General Sessions, President's and Dessert Receptions, Movie, Tradeshow, and Continental Breakfasts.

Hotel Activities

Naples Grande Beach Resort is the perfect place to call home base for AIA Florida's 2017 Convention. With a wide variety of activities, events, recreation and relaxation - there is something for everyone!

- Sunbathe on the sugar-sand beaches along the Gulf of Mexico
 - Make a splash in one of three resort-style pools
 - Indulge in seven unique dining options
 - Hit the links at their private Rees-Jones golf course
 - Treat yourself at the luxury Naples day spa
- Rest easy knowing that whatever you choose to do while at the convention, you can end the day in one of the resort's spacious guestrooms or suites with stunning water views and coastal breezes.

Florida Foundation for Architecture Annual Raffle Giveaway

For the 7th consecutive year, the Florida Foundation for Architecture will host a Raffle Giveaway, with all proceeds benefitting expansion of the Architecture in Education program. Thanks to prize sponsor Crawford Tracey Corp, the Foundation is pleased to offer the raffle winner an all inclusive vacation for two!

The Architecture in Education program has paired architects with over 550 fourth and fifth grade students since its inception in 2015 to enrich the existing curriculum during classroom hours. With programs held in Tallahassee, Tampa, and Sarasota this past spring, and more programs in Melbourne, Palm Beach and Fernandina Beach later in the year, this successful program continues to grow with your support. Be sure to purchase your raffle tickets at the convention registration desk!

Continuing Education - Thursday 07.27 - Friday 07.28

A JLI - Serving in the Community: Architects as Board Members or Elected Officials



THR.07.27 | 9:00 - 10:00 a.m. | 1 LU

The mission of the JLI is “To build a robust pipeline of leaders to expand the profession’s influence in the public setting.” This panel brings together three architects – Bill Bishop, AIA, Charlie Clary, FAIA, and Peter W. Jones, AIA – along with moderator Mickey Jacob, FAIA, to discuss their experience serving on public boards and why it is important for architects to get involved in community leadership. The session will focus on how Architects can use their skillsets to bring a unique perspective to the public board they serve.

Speakers:

Mickey Jacob, FAIA, NCARB (Moderator), Chief Marketing Officer | BDG Architects

Peter W. Jones, AIA | Business Navigator | St. Lucie County Board of County Commissioners

William Bishop, AIA | Vice President | Akel Logan Shafer, PA

Charlie Clary, FAIA | Architect | DAG Architects

B Active Design Miami: Incorporating Active Design into your Practice

THR.07.27 | 9:00 - 10:00 a.m. | 1 LU/HSW

Active Design Miami is a set of design and policy strategies that lead to overall healthier communities. Developed for Miami-Dade County in 2016, by the Miami Center for Architecture & Design and AIA Miami, this set of 69 evidence based strategies have so far been adopted by several municipalities and more are on the way. This program will help you learn how to bring active design to your community and your practice.

Speakers:

Cheryl Jacobs | Executive Vice President | AIA Miami/Miami Center for Architecture & Design

Marta Viciedo | Active Design Miami Project Manager | AIA Miami | Miami Center for Architecture & Design

C Fee Negotiation Tips and Techniques Panel Discussion

THR.07.27 | 10:15 - 11:15 a.m. | 1 LU/HSW

Discuss and share methods of establishing fees for various project types. Panelists represent firms that have public and private sector work, including methods of establishing fees for projects, hourly rates, i.e., OH and P, expert witness, etc., public projects vs. private sector projects, and joint venture projects.

Speakers:

Don Yoshino, FAIA | Principal | Yoshino Architecture, PA

Rick J. Logan, AIA | Senior Architect | Harvard Jolly Architecture

Steve Jernigan, FAIA | Bay Design Associates Architects, PL

Lourdes Solera, FAIA | Principal | IM.C.Harry & Associates

D Legislative Issues 101

THR.07.27 | 10:15 - 11:15 a.m. | 1 LU

Some think architecture is a purely non-partisan, non-political profession. Hear how the 2017 legislative session proves otherwise. A compelling behind the scenes look at the legislative process, the players and how citizen architects across the state have impacted architectural law design and construction. “No man’s life, liberty, or property are safe while the legislature is in session,” according to either Mark Twain or Gideon J. Tucker. Our own J. Michael Huey, Hon. AIA and staff will provide a captivating insider perspective on the lawmaking process that directly affects your ability to practice in Florida.

Speaker:

J. Michael Huey, Hon. AIA, AIA Florida Gen. Counsel

E CGI Lunch Presentation: Windows and Doors for Wind-Borne Debris



THR.07.27 | 11:30 - 12:45 p.m. | 1 LU/HSW

Learn about the effects of a hurricane and current building codes including the changes to the 2014 (5th Edition) FBC. Understand the protocols and methodology involved in achieving code approved products and recognize the critical components, product accessibility and different design options available for impact resistant windows & doors.

Speaker:

Oscar Cordova | Director of Architectural Services | CGI Windows and Doors

F Kickoff Presentation: Architects as Storytellers

THR.07.27 | 1:00 - 2:30 p.m. | 1 LU/HSW

Architects are natural storytellers - it's a process that is inherently built into our creative process and when used properly, it is one of the very best ways that architects can connect with their clients and the community at large.

Speaker:

Bob Borson, FAIA LEED AP | Principal | Malone Maxwell Borson Architects

G Engage Your Clients with Technology

THR.07.27 | 2:45 - 3:45 p.m. | 1 LU/HSW

How do you make your marketing content more differentiated and engaging? There is a wide array of new technology available. Let’s explore how it can be leveraged for marketing and business development in the A/E/C industry. The A/E/C industry has been challenged with becoming commodified. Learn how leveraging technology can be an antidote to commoditization.

Speaker:

Scott Nichols, CPSM | Brand Strategist and Chief Design Officer | Graphaus Design

H Efforts to Stop Unlicensed Activity

THR.07.27 | 2:45 - 3:45 p.m. | 1 LU/HSW

A panel with the prosecuting attorney for the Florida Board of Architecture and Interior Design and a Building Official that will discuss efforts to stop unlicensed activity by individuals or entities that are not Architects or Architectural Firms, and what architects need to know to help maintain compliance.

Speaker:

Rick J. Logan, AIA | Senior Architect | Harvard Jolly Architecture | Moderator

David Minacci, Prosecuting Attorney for the Florida Board of Architecture | Smith, Thomason, Shaw, Minacci & Colon, P.A.

Doug Wise, Building Division Director, County of Palm Beach

I Speaking Like a Pro

THR.07.27 | 4:00 - 5:00 p.m. | 1 LU

Learn how to construct and craft an effective presentation. Explore strategies on how to connect with your audience, reach your speaking objectives and share memorable takeaways with your authentic voice.

Speaker:

Mark Gai, ACS | Professional Speaker

Friday 07.28

J Keynote: Communicating Pride, Safety, and Beauty at the World Trade Center

FRI.07.28 | 9:00 - 10:00 a.m. | 1 LU/HSW

One WTC had an impossible task—it had to stand tall yet be humble, convey national pride, and meet the highest safety standards yet developed, all under the sharp light of global scrutiny. A discussion of the tower’s aesthetic, structural, and safety innovations provides insights into how buildings of any size can communicate value to the public.

Speaker:

Judith Dupré | Official Biographer, One WTC | Architectural Historian and Design Consultant

K JLI - Leading through Listening Workshop

FRI.07.28 | 10:10 - 11:10 a.m. | 1 LU

Through lecture and group interaction, this course outlines how leading through listening is essential to creativity, very doable but completely dependent on architects and their teams that are committed to appropriate actions related to the realm of customer requirements.

Speaker:

Steve Schwandner | President | Schwandner Creativity Center Inc.

L Royal Institute of British Architects (RIBA) - Promoting Architecture

FRI.07.28 | 10:10 - 11:10 a.m. | 1 LU/HSW

A presentation by Royal Institute of British Architects (RIBA) describing the work the institution has undertaken to communicate the value of using an architect to both clients and the public in the UK and abroad.

Speaker:

TBD

M Virtual Office

FRI.07.28 | 11:20 - 12:20 p.m. | 1 LU

The evolution of the workplace environment and embracing the tools that allow architects to work remotely, expand into new markets, and utilize the latest technology to better serve the needs of their team and their clients.

Speaker:

Dan Fritts, NCARB LEED AP | President | Fifth Dimension Architecture & Interiors, LLC

John Stoker, LEED AP BD+C IVP of Design | Fifth Dimension Architecture & Interiors, LLC

N Why Don't You Call Me? A Journalist's Lament

FRI.07.28 | 11:20 - 12:20 p.m. | 1 LU

This session will discuss establishing architects as a resource for media through relationships. It will unlock the mystery of how media works, utilizing story angles to communicate value and how to build a basic media toolkit.

Speaker:

Libby McMillen | Author - Content Editor - Producer



Continuing Education - Friday 07.28 - Sunday 07.30

O FNGA Lunch Presentation Hot Topics for Hot Climates



FRI.07.28 | 12:30 - 1:30 p.m. | 1 LU/HSW

Review the principles of building science and the flow of moisture into buildings while examining some of the moisture problems in hot humid climates, their causes and some solutions. Attendees will also look at the absolute best way to incorporate Solar PV into a project. Finally, an introduction to new products that save energy and water as well as a one for small heat loads that can be useful.

Speaker:
Scott Ranck, CEM, CEA | Sr. Conservation & Energy Specialist | Florida Public Utilities Company

P Keynote: Make Difficult People Disappear

FRI.07.28 | 1:45 - 2:45 p.m. | 1 LU

This session will focus on the use of emotional intelligence, and expand the ability for architects, managers and other professionals to apply their new knowledge and skills in areas in a variety of leadership roles.

Speaker:
Monica Wofford, CSP | CEO | Contagious Companies, Inc.

Q Trade Show Picnic in the Park

FRI.07.28 | 3:00 - 6:30 p.m. | 1 LU

Join us this year as we bring the great outdoors inside for an afternoon picnic in the park with architects and exhibitors during the annual trade show. Each year, the trade show provides an important networking venue made even better by complimentary food, drinks and prizes! Come dressed in your best picnic attire, share a drink and a sandwich with our vendors, and enjoy the air-conditioned park!

Fee: Complimentary

Thank you to our sponsors and exhibitors who have made this trade show possible!

Saturday 07.29

R Keynote: Innovations in Structural Glass

SAT.07.29 | 9:00 - 10:15 a.m. | 1 LU/HSW

The exponential advances in glass technology has led to incrementally ambitious structural and facade applications, maximizing transparency for architecture. We will explore how innovative approaches are driving reductive engineering to its zenith and what the possibilities are in the future.

Speaker:
Brian Eckersley | Founding Director | Eckersley O'Callaghan

S Lake | Flato: Connections to Context

SAT.07.29 | 10:30 - 11:30 a.m. | 1 LU/HSW

For over 30 years, Lake | Flato has been designing high performance award winning buildings. Andrew Herdeg, FAIA will present several recent projects of different scales and program types that demonstrate how architecture can create meaningful connections between people and their environmental context.

Speaker:
Andrew Herdeg, FAIA | Partner | Lake|Flato Architects

T Innovations in Solid State Lighting (LEDs)

SAT.07.29 | 10:30 - 11:30 a.m. | 1 LU/HSW

An introduction to light emitting diodes (LEDs) including an overview on how solid state lighting creates light. A discussion on the various benefits and challenges pertaining to LEDs. Examples of new LED technology, design strategies, and applications using LED lighting fixtures in Architectural Lighting.

Speaker:
Allen M. Weiss, P.E., LC, MEIESNA | Manager Continuing Education | SESCO Lighting



U Design Opportunities Utilizing Masonry

SAT.07.29 | 11:45 - 1:15 p.m. | 1 LU/HSW

Review the aesthetic opportunities masonry gives the designer, including available masonry sizes, textures and shapes. It will also review the changes to TMS 402/602 (National Masonry Code) and the primary changes to the code that have occurred between the 2008, 2011 and 2013 editions and finish with a presentation of the 2017 AIA Masonry Award winning project entry.

Speakers:
Chris Bettinger | Oldcastle Coastal
Don Beers, PE, CGC | Masonry Association of Florida, Inc.
Lisa Pelham, CSI, CDT | Oldcastle Coastal



V JLI Emerging Citizens Architects

SAT.07.29 | 1:30 - 2:30 p.m. | 1 LU/HSW

This session will address how future Citizen Architects are already impacting the fabric of our communities outside of traditional, professional architectural practice and how this track of leadership may impact our communities and society-at-large in their future roles as they emerge as recognized Citizen Architects.

Speaker:
Ronok Nichols, AIA | Senior Design Architect | DLR Group



W Panel Discussion A Client's Value of Architect's Work

SAT.07.29 | 1:30 - 2:30 p.m. | 1 LU/HSW

As architects, we cannot exist without our clients. Our clients are at the very essence of why we exist. When speaking about communicating value, who better to speak to our perceived value than our clients themselves. This panel discussion consists of three very different clients, with differing professional backgrounds. All of them have the same ultimate idea, an architect has something to bring to the table. Learn from these distinguished individuals their personal points of view and why they continue to see the value in our profession.

Speaker:
Ed Hengtgen | Assistant Vice President, Facilities Design & Construction | University of Miami
Sarah Marie Johnston | Owner/Marketing | Moxie Kitchen + Cocktails
Chef Tom Gray | Moxie Kitchen + Cocktails
Bernard Lee | Director Architectural Design | RCCL

X The Four Faces of Florida

SAT.07.29 | 2:45 - 3:45 p.m. | 1 LU/HSW

Designing with respect for context and Florida's vernacular roots.

Speaker:
Ron Haase, FAIA | Owner | H2A Architecture and Planning

Y Creating Cozy Communities (Deconstructing Density)

SAT.07.29 | 2:45 - 3:45 p.m. | 1 LU/HSW

This course will review design strategies for making housing and neighborhood design more sustainable, by using less land, water, energy and materials, with more diverse land uses, jobs closer to home, increasing the feasibility of public transit. It will demonstrate through design how to make communities spatially more cozy and acceptable within the American cultural context, overcoming resistance to living closer together.

Speaker:
Michael Pyatok | Principal | PYATOK Architects

Z Shedding Light on Fellowship Myths

SAT.07.29 | 4:00 - 5:00 p.m.

This course will inform AIA members about the annual opportunity for elevation to Fellowship in the AIA and how to apply. The session will help attendees understand the process involved, the value of the honor itself and the importance of the College of Fellows as a mentoring body and a venue for professional interaction and fellowship.

Speaker:
Lourdes Solera, FAIA | Pricipal | MC Harry & Associates
William J. Hercules, William J. Hercules, FAIA, FACHA, ACHE, LEED AP

Sunday 07.30 - Bonus!

ZZ Advanced Florida Building Code: Masonry Changes and Best Practices

SUN.07.30 | 9:00 - 11:00 a.m. | 2 HSW/FBC

Take advantage of this bonus session and earn two hours of Advanced Florida Building Code Credit. This course informs the participant of the latest changes and how to incorporate them in their specification. These changes will be incorporated into the National Masonry Code for 2016. TMS 402/602 will also be reviewed.

Speakers:
Chris Bettinger | Oldcastle Coastal
Don Beers, PE, CGC | Masonry Association of Florida, Inc.

Special Events

Thursday 07.27.2017

President's Welcome Reception

5:30 – 7:00 p.m.

The traditional kick-off social event of the Convention will be hosted by 2017 President, Joyce Owens, AIA. Plan to attend as she welcomes all attendees to the Convention where you will have an opportunity to greet old friends and establish new ones.

Fee: Complimentary

Sponsored by:



Celebrate Mardi Gras in Naples with CGI's Drink and Dessert Reception

7:15 – 9:30 p.m.

Relax and enjoy our mini Mardi Gras with drinks and desserts at the annual CGI reception. This event continues to be a fun and entertaining gathering for all attendees. Drinks and dessert complimentary!

Fee: Complimentary

Sponsored by:



Fellows' Dinner

7:30 PM - 10:00 PM

*Invitation Only

Friday 07.28.2017

Picnic in the Park Trade Show

3:00 - 6:30 p.m.

Join us this year as we bring the great outdoors inside for an afternoon picnic in the park with architects and exhibitors during the annual trade show. Each year, the trade show provides an important networking venue made even better by complimentary food, drinks and prizes! Come dressed in your best picnic attire, share a drink and a sandwich with our vendors, and enjoy the air-conditioned park!

Thank you to our sponsors and exhibitors who have made this trade show possible!

Fee: Complimentary

Drink and Draw

6:45 - 7:45 p.m.

Join your friends and colleagues for a fun hour of drinking and drawing. This exciting event has gained interest and participation each year and continues to be a "draw" for emerging professionals and seasoned professionals alike. Enjoy a drink or two on us while you express your artistic side. Drawing supplies provided!

Fee: Complimentary

Sponsored by:



Movie – Design Disrupters

8:00 - 9:30 p.m.

This film reveals a never-before-seen perspective on the design approaches of 15+ industry-shaking companies, and how they're using the power of design to disrupt billion dollar industries.

Fee: Complimentary

Saturday 07.29.2017

AIA Florida Past Presidents' Breakfast

8:00 – 8:45 a.m.

This year's immediate Past President Martin Diaz-Yabor, FAIA, will host one of the AIA Florida Convention traditions of honoring the Past Presidents with a special breakfast. If you are a Past President of the Florida state association, we invite you to attend.

Fee: Complimentary - AIA Florida Past Presidents | Spouse/Guest - \$35

AIA Florida/Caribbean Honor & Design Awards Reception and Presentation

6:00 – 9:00 p.m.

Celebrate with architects, owners and contractors and clients at the 2017 AIA Florida/Caribbean Honor and Design Awards Reception. Guests will enjoy hors d'oeuvres and drinks before the presentation, which will be followed by dessert.

You also won't want to miss the announcement of the 2017 AIA Florida People's Choice Winner. In its inaugural year, the 2014 People's Choice Competition garnered more than 800,000 votes across 48 different states and ten countries around the globe. To see buildings up for vote, visit-

www.floridapeopleschoice.org

Fee: \$75

Sponsored by: Masonry Association of Florida and Sunbrella



AIA Florida Convention Tours

From a backstage pass to the Naples Zoo to visiting Naples Botanical Gardens, this year's convention has more tours than ever from which to choose! Organized by local Stephen Hruby, AIA, you can pick one or more of the six tours available and experience the area's rich cultural and historic surroundings.

Thursday 07.27.2017

Historic Cottages of Naples I 1LU

9:15 - 11:15 a.m. Board the trolley for this drive-by tour of some of the 52-historic early 20th century cottages within the City of Naples featured in the book Dream Houses – Historic Beach Homes and Cottages of Naples. The book's co-authors, Joie Wilson, architectural historian, and Penny Taylor, Naples Resident and Chair of the Collier County Board of Commissioners will guide the tour.

Fee: \$30

The Conservancy of Southwest Florida I 1LU

11:30 a.m. - 1:30 p.m.

Robert Moher, President and CEO of the Conservancy will conduct a back of the house tour of the LEED Gold Facility whose purpose is providing hands-on educational experience with regards to issues of water and wildlife management and sustainability. Lunch will be provided.

Fee: \$45

Friday 07.28.2017

Back of House at Zoo at Caribbean Gardens

9:15 a.m. - 12:30 p.m.

This tour will be led by Jack Mulvena, President and CEO, and Tim Tetzlaff, Director of conservation and son of the zoo's founder "Jungle Larry" Tetzlaff. It will start with a private encounter of several show animals in the "Canyon" show amphitheater, followed by a "back of house" tour showing how the zoo functions and the animals are cared for. There will also be a private showing of the carnivores being fed, and the group will be able to feed the giraffe. Then, attendees will enjoy a private boat ride on Lake Victory and a keeper's presentation on the species of primates living on the islands in the lake. The tour will culminate with a box lunch catered by Wynn's Catering at the Jungle Pavilion.

Fee: \$45

Saturday 07.29.2017

Bicycle Tour of the Greenway Park and Historic Naples Neighborhood

8:00 a.m. - 10:30 a.m.

The Greenway is an elevated boardwalk and bike trail that runs along the Gordon River through environmentally sensitive and preserved wetlands. The process of acquiring the land, preserving it and developing the pathway is a 10-year long saga that will be told by Ellie Krier, a Naples resident and community organization consultant. The tour will also traverse Old Naples Historic district the neighborhood containing Naples Historic Cottages. Riders' height & gender required at registration and a signed release will be required prior to the ride.

Registration Deadline: July 14

Fee: \$70

The New Town of Ave Maria and Catholic Cathedral I 1LU

11:00 a.m. - 2:00 p.m.

Ave Maria is a 10-year-old new town and home of Ave Maria University. It is the first of several rural villages under the Collier County's Rural Stewardship Plan. The Rural Stewardship Plan has received national acclaim as one of the most innovative long-term plans that balance the needs of the environment, endangered species, landowners and growth in the county. Al Reynolds of Stantec who was the mastermind behind the plan, will explain the process to achieve a broad consensus among divergent interests.

Fee: \$45

Naples Botanical Gardens I 1LU

2:30 p.m. - 4:30 p.m.

Designed by Lake | Flato Architecture firm, the Naples Botanical Gardens is a facility whose mission is to expose and educate the public to our environmentally sensitive lands and species of plants and animals who inhabit those environments. The facility received a LEED Gold certification.

Fee: \$25

Important Information

Each attendee (including spouse/guest) pays a registration fee. The registration fee includes: Tickets to the President's Reception, Drink and Draw!, Dessert Reception, General Sessions, Tradeshow, Continuing Education Sessions, (architects are given priority on CE sessions), continental breakfasts on Thursday, Friday, Saturday and Sunday (*Bonus session attendees only*).

Badges must be worn at all times during the Convention.

Registrations will be accepted in the office until July 21. Registrations after July 21 will be accepted on-site at the Convention, provided space is available.

Convention registrants must pre-register for CE sessions. All seminars, tours and events are offered on first-come basis and will be considered a confirmed registration. Changes will be made on-site on the basis of availability. Tickets are required for all social events, activities & tours, including children where applicable.

Cancellation Policy

Request for registration and event ticket cancellations must be in writing before 5:00 p.m., July 21. The cancellation fee is \$75. No refunds for registration and event tickets cancellation after July 21. Registrations may be transferred to another person. No verbal or phone request for cancellations will be taken. All requests must be in writing.

For additional policies, visit AIA Florida's Website at www.aiafla.org/Continuing-Education_Policies-.cfm

Consent To Use Photographs

Attendance at AIA Florida events constitutes an agreement by the registrant for the use and distribution of the attendee's image or voice in photographs or video (both now and in the future).

Questions?

Call AIA Florida Office at (850) 222-7590 or email Wendy Johnson, Director of Professional Development at: wjohnson@aiafla.org or Heather Grant at hgrant@aiafla.org.



About the Naples Grande Beach Resort

Recipient of the 2016 TripAdvisor Certificate of Excellence Award, the Naples Grande Beach Resort is a beach property that sets the standard for treating guests and families to endless activities, incredible nearby sights, and an unmatched level of service and attention. Indulge in a special getaway at this luxury resort in Naples, Florida.

AIA Florida has arranged a special discounted rate for the convention at **\$169 plus tax per night**, along with a waived resort fee. AIA Florida guests also receive complimentary in-room wi-fi and self-parking.

Reservations can be made at <https://aws.passkey.com/go/762687ff> or call: 844-210-5931 and give code "GFIA17" or mention you are with the Florida Association of the American Institute of Architect.

Guests staying at the hotel will receive complimentary self-parking or can valet for \$25. Guests not staying at the hotel can self-park for \$10 a day or valet for \$28.



AIA Florida

2017 Convention and Trade Show Registration Form

Register online at www.aiafla.org.

Payment must accompany this Form. No registration will be processed without the appropriate fees enclosed.

- Use copies of this form if registering more than one person.
- Please complete all information. Incomplete information may delay processing your registration.

PRINT: Names as they will appear on Badge – Badges must be worn at all times during the Convention.

Name and AIA Member Number: _____

Spouse/Guest: _____

Address: _____

Phone: _____ Email: _____

Do you have any special needs? _____

Is this your first AIA Florida Convention? yes no

Will you bring any children to the Convention? yes no If yes, how many? _____ Ages? _____

Each attendee (including Spouse/Guest) pays a registration fee. The registration fee includes: Tickets to the President's Reception, General Sessions, Trade Show, Continuing Education Sessions, (architects are given priority on CE sessions), continental breakfast, daily breaks and other receptions.

Registration Fees

	Early Bird Registration Through May 31	Advanced July 1 - July 21	On-Site July 27-30	
AIA Member	\$299	\$360	\$410	(Must be a current member of AIA) (Licensed 10 years or less)
Young Architect	\$225	\$270	\$320	
Associate Member	\$150	\$175	\$200	
Student (Undergraduates)	\$45	\$55	\$ 75	
Spouse/Guest	\$ 75	\$95	\$125	
Non-Member	\$ 399	\$475	\$525	
1-Day Registration		\$190	\$250	

Indicate (1) Day Only Thursday Friday Saturday Sunday (2 Hour Advanced FBC)

Subtotal Registration Fees (this page): \$ _____

Only Registration Forms with full payment will be accepted.

Subtotal Special Events Fees (page 14): \$ _____

(VISA, MC, AMEX or check in advance will be accepted as full payment.)

Grand Total : \$ _____

Register online with a credit card only, by accessing the AIA Florida web page at www.aiafla.org. You will receive a confirmation by email. If you do not receive a confirmation after a two-week period, please contact the AIA Florida office.

Check (payable to AIA Florida, must be mailed to 104 E. Jefferson St., Tallahassee, FL, 32301)

Charge to: MC Visa AMEX (Only Credit Card Payments may be FAXED to (850) 224-8048)

Card Holder Name _____ Card # _____

Exp. Date _____ Billing Zip: _____ CVV/CVS: _____

Time	Course	Fee	Qty
Thursday 07.27.2017			
8:00 AM - 10:00 AM	Annual/Board/Regional Meetings	Comp	
9:00 AM - 10:00 AM	Session A: JLI Serving on Public Boards	Comp	
9:00 AM - 10:00 AM	Session B: Active Design Miami: Incorporating Active Design into your Practice 9:15 AM - 11:15 AM	Comp	
9:15 AM - 11:15 AM	Tour: Historic Cottages of Naples	\$30	
10:15 AM - 11:15 AM	Session C: Fee Negotiation Tips and Techniques Panel Discussion	Comp	
10:15 AM - 11:15 AM	Session D: Legislative Issues 101	Comp	
11:30 AM - 1:30 PM	Tour: Conservancy of Southwest Florida with Lunch	\$45	
11:30 AM - 12:45 PM	Session E: CGI Lunch Presentation: Windows and Doors for Wind-Borne Debris	\$25	
1:00 PM - 2:30 PM	Session F: Kickoff Presentation: Architects as Storytellers	Comp	
2:45 PM - 3:45 PM	Session G: Engage Your Clients with Technology	Comp	
2:45 PM - 3:45 PM	Session H: Efforts to Stop Unlicensed Activity Panel Discussion	Comp	
4:00 PM - 5:00 PM	Session I: Speak Like a Pro	Comp	
5:30 PM - 7:00 PM	President's Reception	Comp	
7:15 PM - 9:30 PM	CGI Dessert Reception - Mardis Gras	Comp	
Friday 07.28.2017			
9:00 AM - 10:00 AM	Session J: Communicating Pride, Safety, and Beauty at the World Trade Center	Comp	
9:15 AM - 12:30 PM	Tour: Back of House/Zoo at Caribbean Gardens with Lunch	\$45	
10:10 AM - 11:10 AM	Session K: JLI - Leading through Listening Workshop	Comp	
10:10 AM - 11:10 AM	Session L: Royal Institute of British Architects (RIBA) - Promoting Architecture	Comp	
11:20 AM - 12:20 PM	Session M: Virtual Office	Comp	
11:20 AM - 12:20 PM	Session N: Social Media	Comp	
12:30 PM - 1:30 PM	Session O: FNGA Lunch Presentation: Hot Topics for Hot Climates	\$25	
1:45 PM - 2:45 PM	Session P: Make Difficult People Disappear	Comp	
3:00 PM - 6:30 PM	Session Q: Trade Show - Picnic in the Park	Comp	
6:45 PM - 7:45 PM	Drink and Draw!	Comp	
8:00 PM - 9:30 PM	Movie - Design Disrupters	Comp	
Saturday 07.29.2017			
8:00 AM - 9:30 AM	Tour: - Biking of the Greenway and Freedom Park	\$70	
8:00 AM - 8:45 AM	Past Presidents' Breakfast	Guest \$35	
9:00 AM - 10:15 AM	Session R: Innovations in Structural Glass	Comp	
10:30 AM - 11:30 AM	Session S: LakeFlato: Connections to Context	Comp	
10:30 AM - 11:30 AM	Session T: Innovations in Solid State Lighting (LEDs) - Sponsored by SESCO Lighting	Comp	
11:00 AM - 2:00 PM	Tour: Ava Maria/Catholic Cathedral with Lunch	\$45	
11:45 AM - 1:15 PM	Session U: Masonry Lunch Presentation	\$25	
1:30 PM - 2:30 PM	Session V: JLI - Emerging Citizens Architects	Comp	
1:30 PM - 2:30 PM	Session W: Clients' Value of the Architect's Work	Comp	
2:30 PM - 4:30 PM	Tour: Naples Botanical Gardens	\$25	
2:45 PM - 3:45 PM	Session X: The Four Faces of Florida	Comp	
2:45 PM - 3:45 PM	Session Y: Creating Cozy Communities (Deconstructing Density)	Comp	
4:00 PM - 5:00 PM	Session Z: Demystifying the Fellowship Panel	Comp	
6:00 PM - 9:30 PM	2017 AIA Florida/Caribbean Honor and Design Awards	\$75	
Sunday 07.30.2017			
9:00 AM - 10:15 AM	Advanced Florida Building Code: Masonry Changes and Best Practices	Comp	

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