Join us April 22nd to hear Debra Gerod, Gruen Associates Partner, present the Union Station Master Plan. Los Angeles’ Union Station was known as “Last of the Great Railway Stations” built in the United States in the 1930’s. This project prepares it to serve Los Angeles’ future!

Come to see and hear how this iconic complex will be preserved and altered to serves more than the current 60,000 passengers daily. You may have seen news that the design no only prepares Union Station for high speed rail but is also proposes to create a more connected civic center.

Gruen Associates, established in 1994, provides architectural, interior design, planning, urban design, environmental assessment, landscape architecture, community participation and transportation services worldwide.

The Los Angeles office of Gruen Associates has developed this project in partnership with Grimshaw Architects’ New York Office. Debra Gerod, has been a Partner at Gruen for 13 years.

Barema is an exciting new company with windows, window systems and doors made from Aluminum and wood. The designs are modern, high end, with exciting new swivel-tilt features that are not to be missed!

This program is FREE to all AIA members. RSVP to the Chapter Office (818) 907-7151 or to admin@aiasfv.org.
The AIA National Convention in Atlanta is coming up in May. Along with many learning opportunities, the convention will hold elections and vote on a variety of issues. This chapter has proposed a resolution to be voted on in this upcoming election cycle. The resolution is included in this month’s Elevations for you to see what the proposal is regarding emeritus status.

Several years ago, AIA changed emeritus status to allow anyone who was age 65 to become an emeritus member. After passing this resolution, National belatedly realized that there was a huge negative financial impact based on this by law change. Then National swung to a vastly more conservative set of criteria to be followed in elevating AIA and associate members to emeritus. Among particular changes were an age criteria. Except for disabilities that would prevent people from practice, the new change requires members to be 70 years old and retired.

So if a member legitimately retires his or her practice prior to age 70, that member is NOT able to become an emeritus member. National was quite adamant about this. Well, in our chapter, there was the first case of a retiring member (at age 67) being denied emeritus status. This member has been a loyal AIA member for far longer than the 15 years minimum required. National would NOT grant a waiver. Our member quit the AIA with a great deal of anger and sadness that our institute was failing it members. In speaking with executive directors across the state and around the nation, this situation is happening all over. Some chapters are circumventing the statute by granting a dues waiver in order to keep their members.

When this newer and more draconian resolution was proposed a few years ago, I stood on the floor of Grassroots and asked what percentage of membership we were actually discussing. National could not give me an answer. There were many people who thought that National was not properly documenting its reasoning. National could not give any possible financial assessment as to what this would do to impact the budget. However, National was heavily in favor of this and strongly lobbied to make this resolution a reality.

If many chapters are losing one member a year to this retirement issue, I believe that since members are choosing to leave, the financial impact to change their status to emeritus is zero!!!

At a time when the AIA is proposing to remake its image, this is an important sticking point: how does the AIA value its long term members? Several years ago, this chapter also put forth a resolution that had a virtually unanimous agreement in so far as the AIA should clearly recognize and honor its 50 year members. Half a century. What an achievement. That’s how we should honor our respected elders.

National pushback has been (for me) surprisingly antagonistic. “What is the meaning of retired?” “What if they do one job a year? That’s not retired.” “If someone is retired they should give up their license.” These are some of the responses that I heard from National.

Well, I LOVE the AIA. But, I am certainly an architect first, and an AIA member second. I’m not giving up my license(s). Would you? So what if someone does one job or even 2 a year? So they are officially retired but are doing a job. Does this really make them ineligible for emeritus status?

AIA spent 2 years documenting areas of change that were important to keep our association relevant. One of the many far reaching conclusions was that the “pyramid” of responsibility which currently has National on the top and chapters on the bottom must be flipped. Chapter input should be at the top. Well, if National is clearly intent upon radical re-organization, than this resolution should be an easy litmus test. Most of the chapters are having this dialogue and are losing members who would otherwise be elevated to emeritus. Let’s keep our members. Let’s pass this resolution.
President’s Message

Grassroots 2015

I was fortunate to attend, the yearly AIA Grassroots Leadership Conference from March 4th through the 6th which attracted more than 600 architects from all over the globe to our Nation’s capital—majestic and beautiful Washington D.C. It was the first conference I have attended and it was a grand experience. Not only did I learn much more about the AIA and all the great benefits it can provide, but I was amazed at the level of knowledge sharing, education and opportunities it offered. In addition to myself, our San Fernando Valley chapter delegation to the conference included Vice President Matthew Epstein and our executive director Leslie Nathan.

The morning after our arrival, Matt and I decided to head towards the capitol building in the midst of cold and misty weather. We walked by the US Capitol, the Congressional Office Buildings, the Supreme Court and the Library of Congress. Since our first program didn’t start until mid-afternoon, we decided to sign up for a tour of the Capitol, where we learned about his history and many anecdotes shared by our cheery tour guide. We even had a chance to see the House of Representatives in session with the Representative from Ventura County presenting an amendment a bill.

There were fantastic presentations including Keynote speaker Jonah Berger, of the Wharton School, who gave a powerful talk about valuable communication strategies useful in both personal and business relations. These tools are detailed in his new best-seller, “Contagious: Why Things Catch On”.

A main focus of the conference this year was the “I Look up” Campaign—a tremendous effort the AIA has embarked on to raise public awareness about our profession and the essential role architects play in every aspect of the built environment.

Another hot issue this year is emerging professionals (EPs). We had numerous conversations and meetings with several other AIA component leaders, as well as with members of the National Associates Committee about programs and initiatives that currently exist throughout the country, that attract EP’s and support the future leaders of our profession.

Advocacy staff conducted Grassroots briefings to go over the federal agenda in detail and to prepare attendees for their capitol hill meetings. This year’s AIA federal advocacy agenda focused on three positions:

1. Protect and enhance the Federal Historic Tax Credit (HTC)—which provides federal funds for rehabilitating existing buildings and promotes the revitalization of historic cores of cities and towns.

2. The Safe Building Code Incentive Act—which encourages states to adopt the latest model building codes in order to qualify for additional post-disaster funding.

3. The National Design Services Act—which provides student debt relief in exchange for work in underserved communities.

The snow storm that hit the capital on Thursday morning did not affect the motivation and attention of the attendees on repositioning the AIA, and to elevate public awareness of architects and architecture. While the weather and a closed capitol limited contact with congress, our delegation managed to meet with California Congressman Brad Sherman.

Representative Sherman graciously welcomed the three of us into his office, where we met for about half an hour. We were able to discuss all three of the AIA agenda. The Congressman then discussed with us an issue he is working to resolve, concerning upcoming changes to accepted accounting rules that he and others think are a bad idea, because they could have a negative effect on a company’s ability to lease property for

Grassroots 2015 continued on page 4.
Grassroots 2015 continued from page 3.

development. That would also have a negative effect on the market for Architecture.

Getting to the Rayburn Congressional Office Building in the blizzard was one thing—taxis were almost non-existent, and charged an extra $15 emergency fare. Getting back was another adventure, which began with being trapped in the building. Capitol Police had closed the entrance which we entered by. The building was practically empty. A kind maintenance person gave us, and other “lost” architects, directions out of the building through the Basement. We exited into a large forecourt at the main entrance—the forecourt and the street in front were off-limits to taxis. So we all trudged through the wet, heavy blowing snow, out to the nearest corner where we could get picked up by a cab. In the end, we made it back to the Hotel, white and freezing, but still with a feeling of accomplishment and adventure.

As we departed from Washington, we felt excited and motivated about the new agenda. We discussed implementing new ideas we had learned at the event and in conversations with other Chapters.

For those who were not able to attend this event, I would strongly recommend that you start thinking about next years conference. It would be fantastic to see a larger representation, especially from our emerging professionals to participate in the numerous leadership sessions, Peer Breakfast and other venues with our colleagues from around the country.

Be sure to put March 2016 in your calendars for next year’s Grassroots Leadership and Legislative Conference, and bring your enthusiasm and excitement about being an architect and support our profession.
On Thursday, February 26, 2015, the LADWP in conjunction with the Valley economic Alliance presented a workshop entitled “Are You All Wet.” The LADWP has initiated their “Water Conservation Technical Assistance Program” aimed at commercial, industrial, institutional and multi-family building projects. Through the Technical Assistance Program (TAP), the DWP will work with you to modernize your facility with the latest water efficient equipment, save you money and conserve our most precious natural resource—WATER.

The program offers up to $250,000 in financial incentives for pre-approved, permanent equipment and products that reduce your water use. For more information visit: www.ladwp.com/tap or call (800) 544-4498 and press 5.

Additionally, The DWP discussed their ongoing Recycled Water Program. The LADWP, along with the Department of Public Works Bureau of Sanitation and other City of Los Angeles departments have been working to expand its recycled water program in order to ensure a safe and reliable local water supply for the residents of Los Angeles.

The main objectives for this ongoing program are to 1) increase supply of recycled water to offset potable demands, 2) to connect new customers to the existing recycled water system and maintain existing ones and, 3) to expand the recycled “purple pipeline” network.

For further information, the 2012 Recycled Water Master Planning Documents (indicating the location of the “purple pipeline”) may be found at: www.ladwp.com/RWMP
Emeritus Membership—
Proposed Amendment to Section 2.3 of the AIA Bylaws

DATE: March 13, 2015

SPONSORS: AIA San Fernando Valley | AIA California Council

INTENT: To amend pertinent AIA's Bylaws concerning specific eligibility criteria for AIA Emeritus Membership: Specifically, current language in the Bylaws provides that AIA members who have maintained membership for a minimum of 15 years, fully retired, and 70 years of age, are eligible to upgrade to Emeritus status in order to maintain membership rights and privileges. This proposed change to the Bylaws would lower the age to 65.

TEXT of WHEREAS, section 2.3 of the AIA Bylaws states that any Architect member may apply for Emeritus status who has been in good standing in the Institute for fifteen successive years immediately prior to his or her application, and either (i) has attained the age of 70 and is retired from the profession of architecture, or (ii) is so incapacitated as to be unable to work in the profession; and,

WHEREAS, section 2.312 of the AIA Bylaws states that any Associate Member may apply for Emeritus status who has been in good standing in the Institute for fifteen successive years immediately prior to his or her application, and either (i) has attained the age of 70 and is retired from an occupation related to the profession of architecture, or (ii) is so incapacitated as to be unable to work in an occupation related to the profession of architecture; and,

WHEREAS, there is a considerable number of architect members who seek retirement earlier than age 70, oftentimes with little or no income, who must pay the full dues rate in order to remain a member of the AIA; and,

WHEREAS, because there are a number of members choosing to terminate their membership in lieu of paying the full dues rate, AIA fails to retain and engage the talents, contributions, and advocacy of members who have long supported the AIA at all three levels of the organization, thereby impacting the AIA's desire to maintain and expand the strength, visibility and influence of the American Institute of Architects; and

WHEREAS, never before has the need been greater for mentorship and professional guidance to be actively encouraged between AIA's eldest and more experienced members and emerging professionals; now,

THEREFORE, BE IT RESOLVED, that the Board of Directors shall direct the AIA Secretary and the Secretary's Advisory Committee to prepare amendments to Sections 2.311 and 2.312 of the AIA Bylaws, for presentation at the Institute's Annual Business Meeting at the AIA 2016 National Convention, that would allow architect and associate members who retire after the age of 65 be allowed to elevate to emeritus status when all other criteria for eligibility for emeritus status are also met.
AIA Creates Core Member Services Requirements for All Chapters

Starting in January 2016 all AIA charters will be in suspension. After a review of a chapter’s ability to provide ALL of the core member services, a 3-year or a 5-year (for exceptional service) charter will be awarded. If the chapter does not meet its goals, then the chapter will have one year to remedy deficiencies.

The San Fernando Valley Chapter already carries out many of these areas of services. The AIA/SFV Board believes that we are completely in compliance with MOST of these requirements. Some updating of the Board Resources book is in order. The chapter MUST update its By Laws. These have not been updated in many years. The chapter will have to create some new programs and some new opportunities such as meeting with local government and building officials. The chapter will also have to have an official financial review performed. We will continue to improve our image through public awareness activities both new and ongoing.

The following is a summary of these services for a Valuable Member Experience.

1. Member Communication—Promote value of AIA membership, support the brand, inform members of resources
   a. Follow all AIA brand guidelines
   b. Contribute content to digital platform

2. Education—collaborate statewide to give access for 18 hours of CEU education/year; ensure quality continuing education; expand member access to local and digital content; offer IDP, ARE and other appropriate resources to emerging professionals; maintain member transcripts
   a. 18 CEUs including 12 HSW CEU per year
   b. Provide career info and mentoring events for emerging professionals

3. Advocate—Advance legislative priorities; engage regulatory entities; engage industry partners; promote the role of architecture in public wellbeing
   a. Engage with local government agencies, decision makers and building officials

4. Elevate Public Awareness—Promote public awareness of the value of design and the role of architects; recognize member excellence; engage with the local community
   a. Adapt National public campaign awareness to public and members;
   b. recognize and publicize outstanding projects and exemplary service
   c. engage the public via communications and programs
   d. provide disaster assistance when necessary

5. Governance—Comply with all federal and state laws; have proper insurance; promote AIA code of ethics, keep local, state and national strategic plans up to date and aligned; develop visionary leaders to serve at local, state and national levels
   a. Comply with IRS requirements to maintain board meeting minutes and any committees authorized to act on behalf of the board; adapt and maintain written policies concerning conflict of interest, whistleblower protection, documents retention/destuction; board review of executive director/CE compensation and benefits, gift acceptance and joint ventures and partnerships
   b. Report upcoming year’s names of officers to component collaborative resources by Dec 31st
   c. Comply with filing regulations for non-profit organizations
   d. Use AIA Model by laws as a guide to shape or update bylaws. Submit bylaws to general counsel for review when updated or amended
   e. Adhere to AIA’s anti-trust policy
   f. Maintain officers and directors insurance and general liability insurance
   g. Conduct strategic planning at least every 5-years and share with other components in the state

6. Membership—Actively recruit and retain members; maintain member records in the AIA database; engage members in fellowship and community
   a. Conduct vigorous retention and recruitment efforts annually
   b. Report dues rates as required by National's schedule
   c. Use national centralized data base system
   d. Recognize new and newly licensed members and new fellows. Create opportunities for them to be welcomed
   e. Place delegate votes at Convention or arrange for them to be voted by proxy

7. Financial—Conduct secure, transparent and timely financial practices
   a. File IRS 99 form or EZ postcard return annually and file all returns required by applicable state and local jurisdictions
   b. Conduct an audit or financial review every 3-years
   c. Maintain a bank account where membership dues may be electronically deposited
   d. Maintain business manuals: operations, policy, HR, financial

8. Education—Offer touch points to members and public (phone, website, email, etc.); participate in Grassroots; participate in AIA component staff training opportunities; align contracted management services to provide the same level of services:
   a. Maintain office hours, telephone, dedicated point of contact and email. Provide access to state component staff.
   b. Send full time Executive Director and up to 2 elected leaders to Grassroots at least every 3-years
   c. Send full time Executive Directors to CACE Annual Meeting at least every 3-years
   d. All new Executive Directors will attend Institute Resource Training within 2-years of hiring
   e. Perform a regular performance review and salary and benefits for Executive Director (annually)
   f. If using an association management company use a contract aligned with Core Services Requirements
April, 2015