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2019 Grassroots \*  
REPORT\*

MEETING	<b>AIA Grassroots 2019</b>		
LOCATION	Renaissance Washington D.C. Downtown Hotel 999 9 <sup>th</sup> Street, NW Washington, D.C. 20001	DATE	March 5 - 8, 2019
		TIME	6:00 – 23:45 EDT
ATTENDEE	Yasushi Leo Nishimura, Vice-President Segene Park, Secretary		
REPORTED BY	S. Park, April 9, 2019		

## 1. Overview



Grassroots 2019 is AIA's annual leadership and legislative event for elected chapter leaders and chapter staff. This year's agenda emphasizes chapter and community leadership with workshops designed to help elected chapter officers become more effective chapter and civic leaders. Attendees share information, ideas, and best practices with their counterparts from around the country and are given the opportunity to provide input on AIA initiatives. There are also many networking opportunities with peers and AIA national staff.

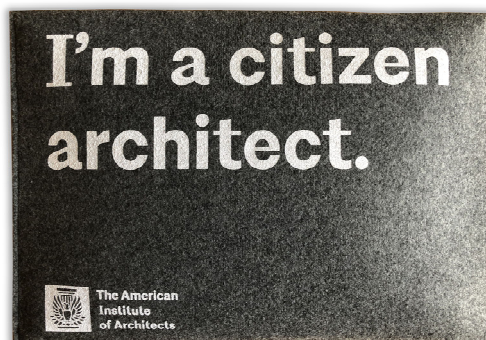
## 2. Tuesday, March 5

- a. 13:00-19:00 Grassroots registration
- b. 14:00-17:00 Institute Open House
  - i. AIA Headquarters 1735 New York Ave. NW Washington, D.C.
  - ii. Meet with AIA staff
  - iii. Building tour or informational session
  - iv. Visit bookstore and the Octagon House
- c. 17:00-18:00 institute Open House reception
  - Meet the AIA Board of Directors, the AIA Strategic Council,, friends, and colleagues for informal conversations and networking.
- d. 18:30-19:30 Capitol Hill Day Deep-dive issue briefing
  - This briefing focused exclusively on the two issues that attendees were lobbying on Capitol Hill.
- e. 19:30-20:00 office Hour: Capitol Hill Day Q&A
  - The AIA Federal Relations team were available to answer questions related to Hill meetings on Wednesday.



## 3. Wednesday, march 6, AIA Capitol Hill Day

- a. 06:00-18:00 Grassroots registration
- b. 06:30 Congressional Breakfast
- c. 07:00 Capitol Hill Day briefing, part 1
  - i. The Capitol Hill day briefing by Soapbox
    - Attendees received the final version of their congressional meeting schedules, hard copies of issue briefs to use in their meetings, and other important information about the day.
    - New and different from previous years in which components were responsible for scheduling their own meetings. The AIA federal relations team worked with Soapbox, a Hill appointments service that made scheduling, attending, and reporting back on the meetings much more seamless and user friendly.



Prepared package for the Capitol Hill day

- d. 07:30-07:45 Buses depart (Renaissance Hotel to the Capitol Visitors Center)



- e. 09:00-10:00 Capitol Hill Day briefing, part II



- i. AIA leadership and the federal relations team were briefed on the latest update regarding the issues they were advocating for in their congressional meetings.
- Welcome: William J. Bates (AIA President), Jane Frederick (First Vice President & Grassroots 2019 Chair) Robert Ivy (Chief Executive Officer)
  - Issues briefing: Timothy Hawk (Chair, Government Advocacy Committee), AIA Federal Relations team
- f. 10:30-16:00 Legislative visits with U.S. Senators and Members of Congress





- i. Introduced the issue and deliver the key message
  - Support a new approach to increase energy efficiency in buildings.
    - ① Analysis

Congress passed section 179D into the Internal Revenue Code in 2005. It was crafted as the main federal tax code provision that would increase the use of energy efficient technologies in all commercial and multi-family buildings. However, 179D has been more effective in encouraging their use in new construction, less so for renovations or retrofits to existing buildings. This is an issue because 95 percent of existing commercial buildings are more than a decade old and were built prior to 2008. Of all commercial buildings, 82 percent were built before 2000; prior to modern versions of building energy codes governing their design and construction. Therein lies the problem; the primary federal law meant to increase energy efficiency in buildings is only impacting a small percentage of them. Furthermore, the Tax Cuts and Jobs Act (H.R.1), passed in 2017, has had the unintended consequence of disincentivizing building owners and developers to invest in property improvements that increase energy efficiency. Bottom line: increasing energy efficiency in America's existing building stock needs a fresh approach and a new public policy solution.
    - ② The solutions

Amend the federal tax code to better target and incentivize the use of energy efficient technologies on existing commercial and multi-family buildings. Specifically, Congress should expand the current definition of what is considered "qualified improvement property", or QIP, to include energy efficient technologies. This change would allow building owners and developers to write off a certain percentage of depreciation costs if they install energy efficient technologies such as HVAC, mechanical insulation, lighting, windows, roofs, submitters and other building management systems.
  - Support safe school design for new and existing schools.
    - ① Analysis

Since 9/11, a central focus in the terrorism mitigation strategy of America's local, state, and federal governments has been the design or redesign of new or existing buildings and structures. From airport to sports stadiums and public/private office buildings to mass transit hubs, the design of buildings and structures has been rethought. In summary, architecture and design has been a key tactic in the fight against terrorism. Unfortunately, the same cannot be said for the collective response to school mass shootings.

2019 will mark the 20<sup>th</sup> anniversary of the Columbine shootings. Since then, more than 220,000 students have experienced gun violence at school. Despite this, a systematic approach, like the one seen since 9/11, focusing on safe school design has not occurred. Yet, after a school shooting occurs, the one solution that is consistently called for and greed upon by all sides of the political spectrum is "we need to design our schools to be safe learning environments." However, most of the nation's 122,000 public and private K-12 school buildings are still not designed to deter these violent acts.

Funding is one of the main parts of implementing a design-centered strategy. Information is too. Currently, local and state education officials lack a central repository of credible best practices, resources, and overall safe school



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design information. This is a huge deterrent to them estimating, and potentially securing, funding to retrofit existing schools or to build new ones. It also greatly inhibits many of them from considering how architecture and design can help ensure a school is a secure and positive learning environment, not a fortress.

② The solutions

Authorize the creation of a federally funded and housed information clearinghouse for local and state officials. This entity would serve as an unbiased resource for them to constantly access. It would provide a reliable forum to disseminate relevant information from the numerous stakeholders necessary to ensuring a school safe design such as architects, engineers, first responders, building security experts, and mental health advocates. In addition, design services should be an eligible use of funding in any existing federal grants that support school security.

- AIA advocates for the profession

- ① AIA advocates for the value of architecture and provides our 94,000 members with the community, advocacy, and knowledge they need to drive positive change through the power of design.
- ② Why do you need an architect?
- ③ What does an architect do?
- ④ Policy issues that architects impact
- ⑤ AIA: A policy resource for Congress

g. 16:00 Depart Capitol Hill for the Renaissance Hotel



- h. 17:30 Depart the Renaissance Hotel for the Library of Congress



- i. 18:30 AIA Congressional Reception at the Library of Congress



#### 4. Thursday, March 7

- a. 06:30-07:00 Grassroots registration  
b. 07:00-08:00 Welcome breakfast



c. 08:15-09:00 Opening Plenary Session

i. AIA leadership

- Welcome: William J. Bates, FAIA,  
2019 AIA President



- Introduction: First Vice President &  
Grassroots 2019 Chair



ii. Candidates for AIA national office

- Jason Winters, AIA, AIA Secretary, announced the 2019 candidates for office

iii. 2020-2022 At-large Director (one will be elected)

- Verity L. Frizzell, FAIA (AIA New Jersey)
- Britt Lindberg, AIA, LEED AP (AIA Silicon Valley/AIA California)

iv. 2020-2021 Treasurer

- Evelyn M. Lee, AIA (AIA San Francisco/AIA California)

v. 2020 First Vice President/2021 President-elect

- Peter J. Exley, FAIA (AIA Chicago/AIA Illinois)
- Bruce W Sekanick, FAIA (AIA Eastern Ohio/AIA Ohio)

d. 09:00-10:00 Opening Plenary Session

i. Mayor's Panel:



ii. Moderator

- Alison Albericci, AIA, 2018 AIA young Architects Award Recipient

iii. Panelists

- 1. Stephen K. Benjamin (President of the United States Conference of Mayors, Mayor of Columbia, SC)
- 2. Bryan K. Barnett (Vice President of the United States Conference of Mayors, Mayor of Rochester Hills)
- 3. Nannette L. Whaley (Mayor, Dayton, OH)
- 4. John Hill (Vice Mayor, Winchester, VA)
- 5. David W. Robinson, FAIA (City Council, Houston, TX)

iv. Outline

- What do cities need from architects?
- How the cities going to change, impact of autonomous vehicles, and etc.

e. 09:00-10:00 Opening Plenary Session

f. 10:00-10:15 Break

g. 10:15-11:15 Plenary Panel: People with Purpose

- i. Hear from three different panelists whose compelling sense of purpose has made a difference in the world.

ii. Moderator

- Pascale Sablan, AIA, NOMA, LEED, 2018 AIA Young Architects Award Recipient

iii. Panelists

- Hildegard Vasquez, Co-founder & Head Architect, Hache Uve, S.A. San Felipe, Panama
- Ryan Gravel, AICP, LEED AP, Urban Planner, Designer, & Founder of Sixpitch





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- Rick Archer, FAIA, LEED AP, Principal, Overland Partners, Haven for Hope
- h. 11:30-12:45 Networking lunch
  - i. Sponsored by CAN/Schinnerer & AIA Trust Grants Program
    - Kevin Collins, Senior Vice President, Victor O. Schinnerer and Company Inc.
  - ii. My AIA Stories
    - Leadership Pipeline: R. Corey Clayborne, AIA, Executive Vice President/CEO, AIA Virginia
    - Social Impact: Shelby Blessing, AIA, AIA Austin, Beau Frail, AIA, AIA Austin
  - iii. Award introduction
    - Jane Frederick, FAIA, AIA First Vice President & Grassroots 2019 Chair
  - iv. Thomas Jefferson Award for Public Architecture recipient
    - James McCullar, FAIA, AIA New York
  - v. Component anniversaries
    - 150 Years (established 1869): AIA Chicago, AIA Philadelphia
    - 100 Years (established 1919): AIA Nebraska
- i. 13:00-14:30 LEAD (Leadership Exploration and Development) Sessions
  - i. Session A1: Speak Like a Pro
    - ① Learn how to use your own passion and other techniques that never fail to ignite an audience and deliver a more powerful presentation.
    - ② Design stories that illustrate your point and activities that engage your audience.
    - ③ Create dynamic openings and action-oriented closings that keep the audience focused on you and your message.
    - ④ Demonstrate professional knowledge and expertise to any audience without overuse of jargon and terminology.
  - ii. Session A2: Influencing from Within: Refashioning the City Architect in Local Governance, Boards, & Commissions
    - ① Understand the potential impact of the City Architect and the benefits of influence through local advocacy leadership.
    - ② Identify available resources and models.
    - ③ Improve member participation in legislative grassroots efforts.
    - ④ Develop an active plan for sharing advocacy information at the local level.
  - iii. Session A3: Social Justice: Designing Communities for Equity
    - ① Understand the Design Justice Movement model, theories of social change, and how to work alongside community-led efforts for systemic change, and how to work alongside community-led efforts for systemic change.
    - ② Increase awareness of structural inequity and how it manifests in design practice, policies, and institutions that deeply impact communities.
    - ③ Discuss design justice opportunities and challenges taking place at the

- national and local levels.
- ④ Explore how to facilitate a design justice framework into current efforts.
- iv. Session A4: Association Law & Ethics Made Easy: Even if You're Not Interested in the Law, It's Interested in You!
- ① Summarize basic legal and ethical issues that nonprofits face every day.
- ② Determine how to anticipate, avoid, and address legal and ethical problems.
- ③ Examine special issues such as discrimination, harassment, antitrust, and others.
- ④ Explore practical tips and techniques for managing legal risks and responsibilities and avoiding ethics violations.
- v. Session A5: The Future of Architecture Education
- ① Discuss the roles and responsibilities of each organization.
- ② Identify shared objectives.
- ③ Outline opportunities for collaboration.
- ④ Engage component leaders in a dialogue about architecture education.
- vi. Session A6: Components as CE Providers
- ① Identify current and emerging challenges of continuing education.
- ② Examine resources that will provide direction to improving continuing education programs.
- ③ Discuss how to submit quality programs.
- ④ Demonstrate a tool that will identify the continuing education needs of most of your members.
- j. 13:00-16:00 Deep-dive workshops
- i. Workshop 1: Developing a Partnership between the Board of Directors & Component Staff
- ① Discuss the role of the board of directors and the component executive.
- ② Discuss the duties of the board versus the component executive, distinguishing governance (board) from management (staff) roles.
- ③ Explore shared responsibilities.
- ④ Examine how to cultivate and maintain a constructive and effective partnership and explore how to handle conflicts when they arise.
- ii. Workshop 2: How AIA Works & What it Can Do for or with You!
- ① Identify resources for strengthening AIA member value.
- ② Provide an overview of AIA's organizational structure and its connection to the Operating Plan.
- ③ Become aware of major AIA resources.
- ④ Share component programs and activities.

- k. 14:30-16:00 LEAD (Leadership Exploration & Development) sessions
- i. Session B1: Speak Like a Pro
  - ii. Session B2: The Five Stages of Member Lifecycle Marketing
    - ① Understand the audience.
    - ② Discuss types of membership campaigns.
    - ③ Learn the elements of an effective plan.
    - ④ Explore campaign tools and resources.
  - iii. Session B3: Managing Cultural Differences in the Workplace
    - ① Examine the need in the architecture profession for addressing diversity and inclusion.
    - ② Discuss successfully implemented initiatives that promote equity, diversity, and inclusion as core values in chapters, firms, and communities.
    - ③ Explore strategies for leveraging the leadership of chapters, firms and communities.
    - ④ Identify approaches for engaging communities.
  - iv. Session B4: Managing for Results: Effective Strategic Planning
    - ① Discuss how to develop a three-year strategic plan for non-profit organizations.
    - ② Examine how to overcome obstacles to changing an organization.
    - ③ Summarize tips and techniques on how to implement conflict resolution in a changing work environment.
    - ④ Become aware of how to determine priorities.
  - v. Session B5: The Role of Architects in Disasters: Partnering to Mitigate the Impact
    - ① Hear innovative practices for communicating with staff, members, firms, and the media during disaster time so you can fully understand the magnitude of impact and be able to address it.
    - ② Become aware of what it takes to train and mobilize member volunteers to participate in disaster response and recovery.
    - ③ Be able to develop and enhance your State's Disaster Assistance Program so you are prepared, ready, and able when disaster strikes.
    - ④ Understand how to prepare a business continuity plan for your component to maintain operations when you and your members are needed most.
  - vi. Session B6: Generating Non-Dues Revenue: Attracting Partners
    - ① Explore revenue-sharing strategies.
    - ② Recognize potential program options.
    - ③ Examine methodologies in identifying potential sponsors.
    - ④ Learn what sponsors are looking for.



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I. 15:30-17:30 Evening Regional Dinners / Meetings



i. Attendees

- 1. Kevin Lim (President, Hong Kong)
- 2. David R. Franklin (Treasurer, Middle East)
- 3. Christopher M. Musangi (Vice President, United Kingdom)
- 4. Les Jordan (President, Continental Europe)
- 5. Gregory Yager (Secretary, International Region)
- 6. Rachel Johnson (Secretary of external Affairs, Shanghai)
- 7. Ali Lari (Bahrain Country Representative)
- 8. Silas Chiow (President, Shanghai)
- 9. Segene Park (Secretary, Japan)
- 10. Yasushi Leo Nishimura (Vice President, Japan)

ii. Event

- UK chapter holds an event once a month.
- UK chapter charges the event fee from their members (more members began to participate after UK chapter start charging the event fee. £3 per member)
- UK chapter holds the movie events and provide 1.5 CES credit units. They purchased 10 architecture DVD.
- Discussed possibility of IR chapters purchase the movies jointly. Middle East chapter especially showed strong interest.

iii. IR Chapter member status

- Middle East Chapter: 500 members. Out of 500 members 300 members are associate members (many people want to have an AIA title).

- Shanghai Chapter: About 150 members.

## 5. Friday, March 8

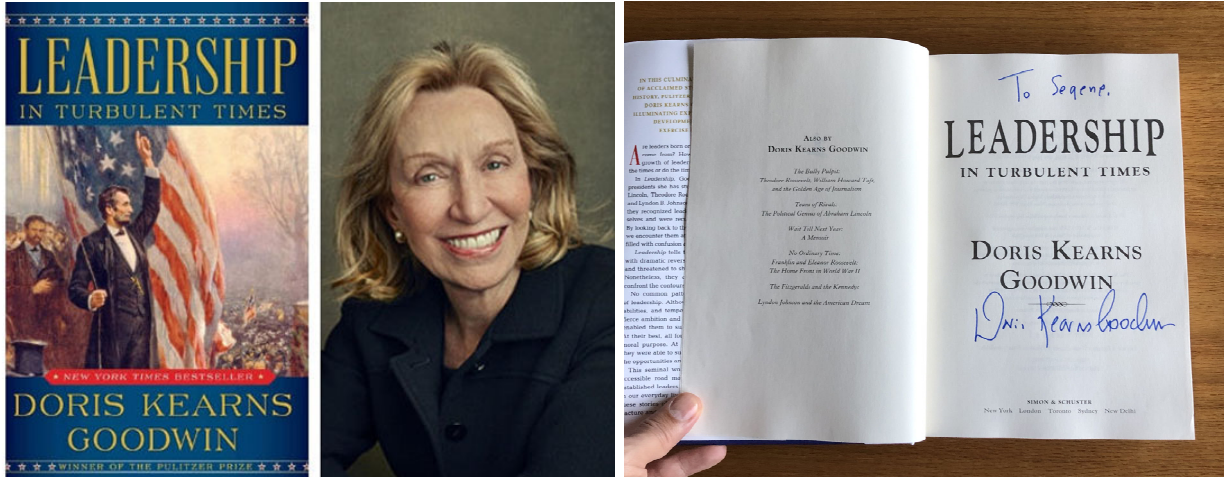
- a. 06:45-14:00 Grassroots registration
- b. 07:00-08:00 Plenary breakfast
- c. 07:00-10:00 Deep Dive Workshop
  - i. Workshop 3: Architecture-Based Learning for K-12
    - ① Link expertise and fundamental curriculum requirements of schools using Problem-and Project-Based Learning methods.
    - ② Become aware of a research-based method for K-12 engagement.
    - ③ Demonstrate how instructional content relates to real-world STEAM professions, such as architecture.
    - ④ Create engaging scenarios to support the importance of architecture and architects.
- d. 08:15-09:45 LEAD (Leadership Exploration and Development) Sessions
  - i. Session C1: Financial Responsibility & Risk Awareness
    - ① Summarize sound financial processes, necessary record keeping, and internal control documents.
    - ② Discuss processes for developing policies.
    - ③ Identify strategies for tips and protecting the organization against risks.
    - ④ Understand the purpose of IRS Form 990 and how to comply..
  - ii. Session C2: What You should Know About Harassment
    - ① Become aware of the legal aspects of harassment.
    - ② Discuss the role of component officers.
    - ③ Explore how to promote a harassment-free work environment.
    - ④ Create policies and procedures using the AIA Model Harassment Policy as a guide.
  - iii. Session C3: Introducing...The New Guides for Equitable Practice
    - ① Understand the meaning and importance of equitable practice.
    - ② Identify equitable best practices in the workplace.
    - ③ Define and examine intercultural competence and its impact on the workforce.
    - ④ Discuss strategies for to promote compensation equity and fairness.
  - iv. Session C4: Proven Leadership Results: The Christopher Kelley Leadership Development Program
    - ① Recognize and advocate for the role of advanced architectural education toward developing leadership skills essential to firm/business, an personal growth opportunities.

- ② Strategically analyze the role of leadership training and how personal skills can be harnessed or developed to advance one`s career and/or extend the reach of one`s contributions within the industry.
  - ③ Demonstrate how a successful partnership with emerging professionals can lead to the engagement of chapter members.
  - ④ Summarize how to provide a consistent leadership program that delivers relevant content to engage, enhance and elevate emerging professionals` contributions to practice, the community and AIA.
- v. Session C5: 2030 Firm Commitment
- ⑤ Discuss the 2030 Design Data Exchange (DDX) and its usage.
  - ⑥ Discuss processes and innovative sustainable design strategies.
  - ⑦ Share resources and experiences.
  - ⑧ Gain insights from peers.
- e. 10:15-11:15 AIA: Leading the Profession Forward
- i. A Conversation with AIA Leadership
  - ii. Moderator
    - Becky Madaleno, CAE, CACE President
  - iii. Panelists
    - William Bates, FAIA, AIA President
    - Robert Ivy, FAIA, AIA EVP/Chief Executive Officer
- f. 11:15-12:00 Networking lunch
- g. 12:00-13:30 Lunch program/Closing General Session
- i. Featuring “My AIA Story”
    - The Road to Advocacy: Citizen Architect 2.0: Timothy Hawk, FAIA, Chair, Government Advocacy Committee
    - Volunteerism: Stuart Coppedge, FAIA, AIA Colorado
    - Mentoring: David Lewis, FAIA, AIA Pittsburgh
  - ii. Keynote introduction
    - Jane Frederick, FAIA, AIA First Vice President & Grassroots 2019 Chair



iii. Keynote: Leadership in Turbulent Times

- Doris Kearns Goodwin, Presidential Historian and Author
- Book signing



i. Wrap-up

- William J. Bates, FAIA, AIA President
- Jane Frederick, FAIA, AIA First Vice President & Grassroots 2019 Chair

**6. Overview of session and workshop attended by member of AIA Japan**

a. Yasushi Leo Nishimura, Int'l Assoc. AIA

i. Session A1: Speak Like a Pro (1.5 LUs)

- Lecturer: Gary Rifkin, CSP, Chief Learning Officer, CoreClarity, Inc.
- Outline: Building confidence, Dynamic openings, The power of the story, Interactive activities, Action-oriented closing and Believability

ii. Session B3: Managing Cultural Differences in the Workplace (1.5 HSW)

- Moderator: Yiselle Santos Rivera, Assoc. AIA
- Panelists: Luis Ahumada, Assoc. AIA / Jason Pugh, AIA / Sam Olbekson, Assoc. AIA
- Outline: focusing on diversity, inclusion and engagement supports to strengthen a chapter, firm and community-wide culture regardless of age, culture, ethnicity, gender, language, physical ability, race, whatever.

iii. C3: Introducing...The New Guides for Equitable Practice (1.5 HSW)

- Moderator: Emily A. Grandstaff-Rice, FAIA
- Panelists: Natasha Espada, AIA / Mary-Margaret Zindren
- Overview: focusing on understanding the meaning and importance of equitable practice, identifying equitable best practices in the workplace, etc.

b. Segene Park, AIA

i. Capitol Hill Day

- Briefing part I: The Soapbox
- Briefing part II: AIA leadership and the federal relations team.
- Outline: Meetings with legislators from Illinois.

ii. Session B4: Managing for Results: Effective Strategic Planning (1.5 LUs)

- Lecturer: Chip Desmone, AIA, Mark Vincent Kruse, AIA, Ryan Warman, AIA
- Outline: Long-and short-range planning prevents personal agendas and outside factors from driving AIA chapters and decision-making.

iii. Workshop 3: Architecture-Based Learning for K-12 Students (3 LUs)

- Lecturer: Kelsey Canovai, and Jim Duffey, Stan Hill, PhD from Wake Forest School of Medicine Center of Excellence for Research  
Stuart Coppedge, FAIA, Linsey Graff, Assoc. AIA from AIA K-12 Working Group
- Outline: The challenge for engaging the next generation of potential architects is expressing how architecture inspires youth to invent, design, and create things that matter.

## 7. Comments from attendees

a. Yasushi Leo Nishimura, Int'l Assoc. AIA

“Why AIA?” For Int’l Associate AIA architects licensed in their own nations, they require some special reasons and motivations to join AIA. For many of them, priority is presumably to be connected with global networking of AIA. In that respect, annual AIA IR conferences held in different places around the globe are ideal occasions. I attended Prague 2017 on my own, and Singapore 2018 as Secretary of AIAJ. On each IR conference, they focused on urban development for the better living environment with paying attention to their own history, culture and climate. Urbanism with consideration of health, security and welfare is a social demand we architects are expected to resolve. Once attended an IR conference, I suppose many of Int’l Associate AIA members become aware that IR conference is still a part of the whole AIA activities. I had my question in my mind: “What is the core values of AIA? How can we contribute to societies?”

After attending AIA Grassroots for the first time, I found that AIA Grassroots gives us the access to the core competences of AIA even for Int’l Associate AIA members; why it is AIA, how we should think and act. In the annual leadership training sessions including deep-dive workshops, they focus more on self-improvement rather than resolving living environmental issues. The concise statement is supposed to be; we are citizen architects working for better living environment. To do so, we ourselves firstly need to be brought up to social leaders with the deep understanding of current social issues such as diversity and equity to manage cultural differences. Then we can make advocacy efforts with local governors and even Congress members, which will finally benefit us with more project opportunities for the better communities. As far as we deserve to social leaders with ethics, we’ll be able to continue this way.

AIA Grassroots is a unique event exclusively for architects focusing on “leadership” not on design, which seems to be rare and valuable in Japan. For the further development of AIAJ, each AIAJ member especially anyone attended Grassroots would be expected to act as a



leader. Then we would become leaders powered by our team efforts. During my period of AIAJ President 2020, I'll explore ways to show our leadership, through connections with architectural associations in Japan such as JIA, AIA IR and National, and more.

b. Segene Park, AIA

The AIA Grassroots 2019 was an amazing event from start to finish. It's amazing that the AIA National conceived an event with such a broad vision as AIA Advocacy efforts. The organization of this large event was flawless and all workshops, sessions, legislative visits, and other parts of the program were in place and on time.

During the Capitol Hill day, more than 600 AIA members joined on Capitol Hill to meet with members of Congress. The AIA members carried meetings with 137 members of Congress and 337 Congressional staff from 50 states to voice two issues - a tax deduction that will increase the energy efficiency of the building for better sustainability and federal funding for school safety design.

AIA Advocacy efforts is aiming beyond a mere promotion of architects and creation of some new laws, which will produce more jobs for AIA members. It justifies a larger reason that all architects should play to improve the society. It exceeded my expectations and went beyond what I could have imagined. Although, it is a tall order for AIA Japan leaders to follow what AIA National advocates on their scale, it is time for us to think boldly about how we can attend to our members and our society in general. Below is an image from the Illinois Chapter which had their own Capitol Hill day in Springfield, Illinois after the AIA Grassroots 2019.



**8. End of report**