

## Chapter Relations Task Force

### Recommendations and Implementation Draft Plan 2010

*The following is a draft of the recommendations and implementation plan. Submitted by Dave Marcharola, AIA, NCARB, CSI CDT*

The task force met on April 7<sup>th</sup> to discuss the topics of: collaboration, communication, membership, leadership and legislative initiatives. Based on those discussions, the following items were ranked highest in the priorities list.

1. create collaborative calendars
2. increase member involvement in Architects Day
3. increase participation in the PAC
4. redefine local chapter visits
5. revisit Leadership Conference agenda/topics
6. expand Allied member and sponsor opportunities

Below are all the recommendations (not listed in order of priority). Each recommendation includes a proposed implement date/plan in red.

#### 1. Create Collaborative Calendars

- a. Develop an online calendar coordinated by state to include state and local events.  
*The Communications Task Force will integrate this recommendation into their proposed Communications Plan. (April 2010)*
- b. Coordinate a conceptual calendar to include annual/planned events with estimate dates and locations. This is for general planning across the state.  
*The staff will begin this coordination this year in preparation for 2011. (Fourth Quarter 2010)*
- c. Provide a component to-do list for key deadline dates for state and national deadlines (dues, continuing education, awards, etc.). The AIA National calendar will be the base calendar used as a template.  
*The staff will begin this coordination this year in preparation for 2011. (Fourth Quarter 2010)*

- 1 Chapter Relations Task Force Draft Report
- 2 Message From the President
- 3 Associates Corner
- 3 For the Good of the Order
- 4 Young Architects Forum
- 4 Kaplan Architectural Exam Prep Program
- 5 Continuing Education Luncheon, May 12
- 6 New Affiliate Membership Program
- 7 Building System Innovations
- 8 Adding Value, LEED Consultants Can help

## NEXT MID POINTS

Deadline for articles and information for the next newsletter is:

**June 25, 2010**

Please contact Dee Columbus,  
Editor, [tdta2000@comcast.net](mailto:tdta2000@comcast.net)

## STAY CONNECTED

Please send new member information and any changes and/or additions in your contact information including email addresses to:

David E. Reasinger, Associate AIA  
Pennsylvania State University  
1113 Physical Plant Building  
University Park, PA 16802  
P: 814.863.3868  
F: 814.865.3737  
[der19@psu.edu](mailto:der19@psu.edu)

## WWW.AIAMIDDLEPA.ORG

Please be sure to visit the AIA Middle PA Chapter website to view the following:

- Chapter Officers
- Calendars
- Newsletter Archive
- Executive Committee Minutes
- Membership Information
- AIA Links
- Sponsorship and Advertising
- Mission Statement
- Project Photos

## Message From the President

Rick Cyman, AIA

As the host of the second annual Charles Brueggebor's Memorial Design Competition at Penn College in Williamsport, our chapter was able, once again, to participate in the judging of the event. This year's design competition was part of a freshman site design class and the design program focused on the development of an Accessible Playground located on the grounds of Penn College. The program appeared to be well received by the students, as well as the facility, and the final presentations were outstanding. It was difficult to pick the first, second and third place winners, but we all enjoyed the challenge. At the end of the day, the Chapter presented the top three award winners with gift certificates totaling \$850 to the college bookstore. Overall, it is my impression that the competition was a huge success and provided a much-needed connection between our chapter, the college and the Williamsport membership. Many thanks to Brian Hayes for initiating the competition last year and continuing to support the event this year. Our plan is to keep the competition on our calendar every year and continue to develop it.

In other news, our shared meeting with the Johnstown Chapter of ASHRAE was well attended by both organizations. The guest speaker, Joe Hughes, was very interesting and provided an excellent presentation on Indoor Air Quality Issues – the hour presentation seemed to just fly-by. (*See photos of the event on Page 11*) I think everyone came away with an improved understanding of Indoor Air Quality issues and opportunities. In addition, Joe Hughes broadcasts a weekly radio show which focuses on air quality issues. During the presentation, he played a few segments from his program, and if the typical shows are anything like what we heard, I would recommend tuning in. It is hard to imagine that someone could make this topic interesting enough to develop a radio program around it, but Joe certainly has the ability and knowledge to do so. (Show times are available on his web site @ [www.iaqradio.com](http://www.iaqradio.com).)

One last thing, this summer is going to be packed with many interesting programs, so check out our Chapter's calendar of events – we would love to see you at the next gathering.

Rick

## AIA Associates Corner — 2010 Links

**Seth H. Wentz, Associate AIA**

AIA PA Regional Associate Director  
swentz@lscdesign.com

**Mellisa Berstine, Associate AIA**

AIA PA Associate Director  
mbernstein@klingsstubbins.com

**David E. Reasinger, Associate AIA**

PA Associate Committee Member  
der19@psu.edu

**Arthur Sheffield, Associate AIA**

PA Coordinator, Intern Development Program (IDP)  
idp@aia.org

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### ***For the Good of the Order***

Comments on the Profession of Architecture by Tom Columbus Jr., AIA, LEED AP

#### **THE FUTURE IS ALMOST HERE**

I had the privilege of interviewing candidates for a summer intern position in our CAD group at Sheetz. In discussing CAD abilities with the college students, it occurred to me the “art” of hand drawing architectural drawings has been almost entirely eliminated from the curriculum in college level architectural classes. With AutoCAD, BIM, and Revit being the norm, pencil or graphite hardness, bumwad, and graphite absorber pads (probably where someone got the idea for tension releaser squeeze bags) are rarely discussed in the architectural student world or in most architectural and engineering offices. Yes, no doubt about it, AutoCAD, BIM, and Revit can produce architectural drawings and more architectural drawings from base drawings, along with project information quicker, more accurately, and clearer, than any of our predecessor architects and engineers ever dreamed. Ever read Future Shock? A seventies book predicting that information, technical tasks, and technology will move faster and faster exponentially as time marches on.

The future is almost here!

## **YOUNG ARCHITECTS FORUM**

We are looking for a representative from the Middle Pennsylvania Chapter AIA to be a local liaison for the Young Architects Forum (YAF).

Young Architects ( 0 - 10 yrs. ) licensed have already been recruited from the Central, Eastern , Pittsburgh and the Philadelphia chapters.

If you are interested or may know of someone who is interested, please contact Denise Thompson by email ( DThompson@franciscauffman.com ) with your contact information. If you cannot fill this position but know someone that is interested, please forward that person's name and contact information.

AIAPA charter for YAF was approved by the State Board of Directors. Facebook page and Linked -In page are up and running. YAF National and the College of Fellows are developing a mentoring program. More to come as this develops.

## **KAPLAN ARCHITECTURAL EXAM PREP**

Over the past several months, our Chapter's Executive Board has been discussing the idea of obtaining some educational information to aid our members in preparation for the PA Architectural Registration examination.

The Committee has decided that the Kaplan ARE (architectural registration exam) Prep Program may be an excellent aid for this purpose. This is part of Kaplan's Continuing Education Professional Development Series. The Chapter would purchase the program, and it would be housed at the Architectural Library at the Stuckman Family Building (formerly known as the SALA Building) on the Penn State University Campus.

***Our question to the membership is:*** "If this resource was available, would you or a colleague or staff member be likely to use it?"

Please cast your vote by emailing David Reasinger at der19@psu.edu and answering in the following manner:

Yes, I feel this would be a valuable resource to be available to members, staff, students, etc. in preparation for the PA registration exam and agree the Chapter SHOULD purchase the Kaplan ARE Prep Program;

Or

No, I would not use this resource and feel the Chapter SHOULD NOT purchase the Kaplan ARE Prep Program.

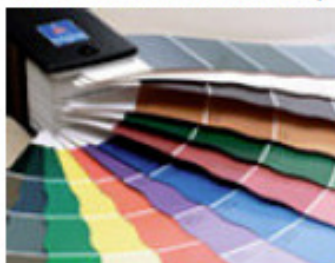
Thank you.

**Please respond to David by Monday May 24, 2010**

# Complimentary Continuing Education Luncheon

Earn Up to 3 Learning Units

Sherwin-Williams Paint Stores Group



Kalwall Corporation



Cornell Iron Works, Inc.



Industrial



Retail

**May 12, 2010**

**10:45am—2:30pm**

Please join us for a workshop showcasing the following providers:

**Sherwin-Williams Paint Stores Group**

**Kalwall Corporation**

**Cornell Iron Works, Inc.**

As a participant, you will be able to earn up to 3 learning units.

Location: Penn State University\*

1<sup>st</sup> Floor Conference Room

The Stuckeman Family Building

University Park, PA 16802

## Schedule of Events:

10:45 am—11:00 am	Arrival
11:00 am—12:00 pm	Sherwin-Williams
12:00 pm—12:30 pm	Lunch
12:30 pm— 1:30 pm	Kalwall Corporation
1:30 pm— 2:30 pm	Cornell Iron Works, Inc.
2:30 pm	Adjourn

To reserve your seat, please contact:

**Tyne Palazzi @ 814-947-5366 or [tpalazzi@sheetz.com](mailto:tpalazzi@sheetz.com)**

**> > RSVP by Friday, May 7, 2010 < <**

\*Parking is available at the Nittany Lion Inn Parking Garage. Refer to the attached map & Index of the Penn State Campus or visit: <http://www.campusmaps.psu.edu/print/>.



# Chapter Unveils New Affiliate Membership Program

*Reduced Membership Rates in Effect Until June 30*

AIA-MPC is proud to announce the launch of its new and improved Affiliate Membership program. Affiliate memberships are available to non-architectural corporations and individuals who are interested in strengthening architects' awareness of their products or services.

*Affiliate members can include engineers, developers, contractors, interior designers, attorneys, manufacturers, vendors and any other organization that wants to strengthen its relationship with AIA-MPC members.*

The program provides an array of benefits to corporations and individuals, including the opportunity to:

- Develop invaluable relationships with AIA-MPC members
- Network with existing and potential clients
- Gain immediate access to the AIA-MPC membership list
- Showcase the products or services of a company or individual

Members can also take advantage of free business card advertising and a complementary article in the chapter newsletter, web links, and discounts on advertising and sponsor opportunities.

Membership rates are typically effective from January 1 – December 31. Corporate affiliates can join for \$300 a year; annual individual rates are \$150. However, through June 30, companies or individuals who become affiliate members will enjoy substantial membership savings, with Corporate dues at just \$100 and Individual dues at just \$50 for the remainder of 2010. But only until June 30. After that fully prorated rates take effect, with Corporate dues at \$150 and Individual dues at \$75.

**Join us today – now is the time!**

For more information and a membership application, visit [www.aiamiddlepa.org](http://www.aiamiddlepa.org) and check out our Affiliate information. Questions? Contact Anne McGrath at [anefmcgrath@verizon.net](mailto:anefmcgrath@verizon.net) or 814.539.1317.





## ***SHEETZ HOSTS CONTINUING ED PROGRAM***

### **VENDORS PRESENT BUILDING SYSTEM INNOVATIONS**

A complimentary continuing education program was hosted by Sheetz at their Claysburg Facilities Support Center on March 17, 2010. The program consisted of presentations by Marvin Windows, Fierst Distributing Company, and Weyerhaeuser.

Sam Runk and Brian Barton of Marvin Windows explained the differences of a composite window and a pultruded fiberglass window. Each type, along with wood and vinyl windows, were compared with respect to dimensional stability, strength, insulating factors, temperature extremes affects, and environmentally sensitive qualities.

Eric Dietrich of Crossville then presented a review of the manufacturing processes for traditional china ceramic, porcelain, and quarry tiles. Factors such as composition, absorption, breakage, frictional slippage force, and flexibility were reviewed and explained. Grouting possibilities, joint sizes, and tile sizes were also compared and discussed with respect to possible uses.

The Program was completed by Greg Farabaugh of Weyerhaeuser. Greg reviewed the methodology for the wood structural design of traditional floor joists, I joists, girders, and columns. Factors such as loading, vibration, deflection, noise, and fireproofing were explained and shown how each affects the size and spacing designs.

The Continuing Ed Program was recognized and approved by the AIA as part of the continuing educational requirements. These programs are free and open to AIA members and affiliates.



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## **Adding Value – *How LEED Consultants Can Help You Get Your Project Certified***

In an industry where Green building design is rapidly becoming the norm instead of an add/alternate, the role of the LEED consultant is gaining distinction. More and more building owners, institutions and government entities are requiring LEED certification for new construction projects. But a LEED project requires more from the design professionals in terms of calculations and documentation and most architects don't have time to spare. Add to that the new requirements for credentialing maintenance that the Green Building Certification Institute added to their new tiered accreditation system, and architects are thinking they would rather let someone else worry about getting the project LEED certified. A LEED consultant can facilitate that.

If LEED standards are expected in a project design, it's best to get a LEED consultant involved right from the start. In fact, including the LEED consultant in the RFP response may help to win projects. A LEED consulting firm that is WBE or MBE certified could be an added bonus for the design team. And the LEED consultant may be able to offer insights into an alternative design approach that might set one proposal apart from the rest.

Once the project is acquired, the LEED consultant will initiate several design charrettes, which serve to define the owners' project requirements, a scope of work for the design team, and the role of the commissioning agent. As design progresses, the LEED consultant provides an independent viewpoint and supplemental resource for innovative ideas, green products and specifications and connections to experienced specialists (for IAQ testing, waste management, etc.)

The LEED consultant acts as both coordinator and administrative agent, relieving the Architect of tedious paperwork, correspondence and phone time. Monitoring the project for credit achievements, the LEED consultant can keep the project on track when budget constraints close in by reminding everyone of the targeted goals.

When the project goes to bid it is helpful to have the LEED consultant discuss with potential contractors the additional expectations of a LEED construction project. A second reminder at kick-off helps to assure that LEED credits designed into the project are not lost in construction.

In the end, even architects who are LEED accredited are taking advantage of the LEED consultants' services to add a fresh set of eyes to the project, free up their staff from administrative duties and get everyone's focus back to the task at hand, which is ultimately to design and construct the best building possible. Allowing each person to do what he or she does best will prove the most efficient and therefore the most economical approach to any project.



*Karen E. Norris is a LEED Accredited Professional with more than 18 years of experience in the construction industry as a designer/drafter for architects and engineers. Her company, Green Collar Consultants, Inc. which is currently seeking status as a Women Business Enterprise, provides LEED consulting services to architects, engineers, building owners and contractors.*



**2. Redefine AIA Pennsylvania's Local Chapter Visits**

- a. Need face-to-face meetings that are substantive and offer value.
- b. Meetings with the local chapter membership should be entertaining presentations to engage the members. *(as needed)*
- c. Merge the local chapter visits and the traveling board meeting. One to three AIA Pennsylvania board members meet with local Board annually as opposed to entire board visiting one chapter per year. *(Third Quarter 2010)*

**3. Expand Allied Member and Sponsor Opportunities**

*The Non Dues Revenue Committee will work with staff to include these recommendations in the 2011 solicitation. (Third Quarter 2010)*

- a. Improve offered benefit package.
- b. Enhance value to allied members and sponsors.
- c. Consider marketing options – brochures, etc.

**4. Revisit Policy of Releasing Member Lists**

*The Non Dues Revenue Committee and Policy Task Force will have a revised policy to present at the May 2010 board meeting. This will take into consideration the local chapter preferences and AIA Pennsylvania's current practices.*

**5. Engage Emerging Professionals**

*It is recommend to create a 2011 Emerging Professionals Task Force to discuss these issues and prepare a plan for the future.*

- a. How do we engage the YAF, Associates and other young members?
- b. Do we merge these into one group?
- c. What are the best ways to communicate to these members?
- d. Can we partner with other young member groups (engineers, contractors)?

**6. Improve Membership Recruitment and Retention**

*The Membership Committee will develop an action plan to include these items.*

- a. Make the 'ask' – local board members call potential and non-renewing members.
- b. Review penetration rates to determine 'fertile ground' for new members.
- c. Consider including non-members in mailings.

**7. Increase Participation in the Pennsylvania Architects PAC**

*Staff is currently working on the following items.*

- a. Educate membership on how contributions fund the PAC (individual vs. corporate contributions).
- b. Educate membership on why AIA dues cannot be used (campaign contributions vs. lobbyist expense).
- c. Highlight recent successes that can be directly tied to PA PAC involvement and how these issues directly affect the daily business of the members.

*. . .Continued on Page 10*

*This topic will be discussed and implemented as part of PAC strategic planning in 2011.*

- d. Increase PAC contributions.
  - i. Obtain participation from all Board members (both State and Local).
  - ii. Visit large firms to encourage participation in the PAC.
  - iii. Present Legislative/PAC programs at local chapter events.
    - 1. Train the trainer – formal meetings with local Boards.
    - 2. Upbeat presentations to membership at local chapter meetings.

## **8. Increase Member Involvement in Architects Day**

*The following things can be included in the 2010 planning.*

- a. Communicate better to members that Architects Day is open to all members and not just leadership.
- b. Encourage attendance by prospective leaders and younger members.
- c. Send Issue Briefs to membership at least two weeks in advance.
- d. Communicate the importance of a “show of force” at the Capitol.
- e. Personalize the invitations to members “you are the voice of the profession”.

*The following items will be included in the 2011 planning.*

- f. Consider moving event to earlier in the year (ex: spring).
- g. Consider transportation options to increase attendance from outlying chapters.
- h. Better educate membership of legislative issues.
- i. Create opportunities to engage local chapters in the event.
- j. Create a tool to help chapter president’s encourage participation.

## **9. Revisit Leadership Conference Agenda and Topics**

- a. Review program and offerings. *(Fourth Quarter 2010)*
  - i. Consider professional development and leadership sessions.
  - ii. Fine tune process to create program.
- b. Review date of Leadership Conference. *(Fourth Quarter 2010)*
  - i. Factor in time ‘out of office’ when determining date.
  - ii. Consider this a separate event, separate from Architects’ Day.
  - iii. Consider scheduling on a Saturday.
- c. Consider opening invitation to emerging chapter leadership with AIA Pennsylvania paying for two from each local chapter with local chapters paying for any additional attendees from their chapter. *(2010)*
- d. Other Leadership issues/concerns *(ongoing)*
  - i. How can we improve conference calls with leadership? Are there other options?
  - ii. How can the transfer of institutional knowledge to new leaders be improved?

. . . Continued on Page 11

## 10. Increase Number of Citizen Architects

*Once the communications staff is hired, work with AIA National to create and maintain this list in net-Forum (AIA member database).*

- a. Identify those members who have served or are now serving.
- b. Gather names from AIA's Citizen Architect database.
- c. Survey members to obtain names and interest.
- d. Generate local chapter awareness of process and opportunities.

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## Photos from Annual AIA / ASHRAE Dinner Meeting

See Write Up in "Message From the President", Page 2



*Chris Albright welcomes all and introduces speaker at 2010 joint meeting*



*Guest speaker, Joe Hughes, addresses group at annual joint meeting*



*AIA and ASHRAE members listen intently to Joe Hughes' interesting topic, Indoor Air Quality*

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Vice-President

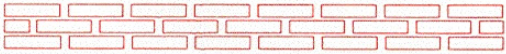
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