One of the most challenging aspects of our work is building the skills necessary to be successful in the Business of Architecture. Every day we work to solve problems for our client in a myriad number of thoughtful ways. However, our clients feel we don’t do an effective job relating this to them, and, sometimes, they don’t value what our creativity does for them. This is reflected in the Architects in Commerce Research Initiative survey completed in 2012. This research showed that we are not as good as we should be on the “soft skills” side of our work – the business of architecture.

In early March, AIA Minnesota will begin a series of six workshops designed to address this perceived shortcoming. The program is titled “Mastering the Future Business of Architecture”, MFBA in shorthand. We believe we could all use the insight of an MBA, but clearly focused on architecture and our future as a profession. We have assembled a highly qualified faculty for these sessions and are working closely with each presenter to create a dynamic series of workshops for you.

There is more detailed information within a companion article found on page 5 of this issue of Matrix, but in short, here are the six topic areas and the faculty:

**Client Relations**
Mark Cameron, Principal, Cameron MacAllister Group

**Communication and Presentations**
Louellen Essex, Principal, Louellen Essex & Associates

**Contracts and Responsibilities**
Clare Tande, Corporate Counsel, HGA, Jeff Coleman, Partner, The Coleman Law Firm, and Holly Newman, DeWitt Mackall Crouse & Moore

**Negotiation**
Ava Abramowitz, Author, Architects Essentials of Negotiation

**Value Management**
Larry Gleason, FAIA, CPMI, Steve Hauser, Project Manager, Target Corporation, and Peter Hilger, AIA, Co-Faculty Director, U of M

**Brand Identity**
Presenter yet to be determined

I am very excited about this lineup and about what this workshop series will give to architects at all stages of their career. I strongly encourage you to sign up for as many of these dynamic workshops as you are able. Better yet, sign up for all six!
In January, 16 selected AIA Minnesota members kicked-off the 2015 Leadership Forum. Brian Tempas, AIA, this year’s advisor, serves as the bridge between session topics. He assisted participants with personal application. He spoke on “Self Visioning and Leadership Styles”. Jon Buggy, AIA, was also a featured speaker, presenting “Exploring Leadership - Meaning and Purpose”. Lastly, Nick Ruehl, AIA, directed an afternoon Myers Briggs personality assessment workshop that included exercises on how to modify behavior to communicate more effectively, decision-making, and conflict resolution.

Our thanks to HGA Architects and Engineers for hosting this year’s Forum.

For more information visit http://www.aia-mn.org/events/leadership-forum/.

LEADERSHIP FORUM

Firm Directory
ATTENTION FIRM PRINCIPALS AND MARKETING STAFF
Firm Directory Profile Questionnaires were mailed and are due Friday, February 20. Please be reminded that you must pay your 2015 Firm Assessments and return your Firm Directory Profile Form to be listed in the AIA Minnesota Firm Directory published in the May/June issue of Architecture Minnesota and on the AIA Minnesota website. Don’t delay! Submit today! Misplaced your Firm Assessment Invoice? Didn’t receive the Firm Directory Profile Form? Contact Amber L. Allardyce at 612-338-6763 or allardyce@aia-mn.org

Membership
MEMBER PROFILES
AIA Minnesota Member Profiles were mailed to all AIA Minnesota members. Be sure to complete and return your form to AIA Minnesota. This important form ensures your contact information is correct and is your opportunity to get involved in committees.

MEMBERSHIP DUES
Have you renewed your AIA membership? It is not too late. Sign in to the AIA National website to update your contact information and renew your membership. If you are having difficulty paying your membership there is a payment plan option available. Questions? Contact Amber 612-338-6763 or allardyce@aia-mn.org

A WARM NEW MEMBER WELCOME!
The Membership Committee would like to welcome our newest members:

Kyle J Erickson, AIA
Thomas Erickson, Assoc. AIA
Christine Frisk, Allied
Dzenita Hadziomerovic, Assoc. AIA
Matthew M Hoefer, Assoc. AIA
Alan W Howell, AIA

David L. Kane, AIA
John Kraemer, Allied
Megan A Petersburg, Assoc. AIA
Vishal Shah, Allied
Nathan Treloar, Allied
Fritz Westphal, Allied

MEMBERSHIP BENEFIT
StartMeeting offers AIA members an exclusive opportunity to coordinate with consultants, design and develop with clients, share blueprints, and review construction documents anytime. Eliminate travel costs and increase your productivity through web conferencing with the ability to screen share. AIA members save up to 25% on some services. www.aia.org/advantage

LEADERSHIP FORUM

AIA MINNESOTA

LEADERSHIP FORUM participant comments:
(from the January evaluations)

“I thought the day was fantastic. The info was fascinating and I thought it was well-paced and well-presented.”

“Great content. We covered an amazing amount of material during the first session.”

“Fun and insightful.”

“Pure joy.”

Pictured above (from top to bottom): Brian Tempas, AIA, welcoming attendees; Nick Ruehl, AIA presenting in class; and Leadership Forum participants.
27th Annual Lake Superior Design Retreat
FEBRUARY 20-21, 2015
Duluth, Minnesota
Meet in Duluth the last weekend in February to explore the corners of design. An AIA Minnesota event unlike any other. Register now!
http://www.aia-mn.org/events/lskdr/

• Six design professionals that will challenge and inspire you!
• One-on-one opportunities with speakers throughout the weekend
• A tour to the Western Lake Superior Sanitary District
• A hat-making workshop
• The film Janapar: love on a bike
• Dinner at The Underground catered by the Duluth Grill
• Up to 5.5 credits of continuing education credit
• Return home and back to work rested and rejuvenated!

Todd Melby
http://toddmelby.blogspot.com
Is a reporter and a digital innovator and the lead producer of Black Gold Boom, documenting North Dakota’s oil boom.

Ellie Schoenfeld
Is a poet native to Duluth, known for her entertaining reading skills and her disarming, compassionate humor.

Dan Chouinard
www.danchouinard.com
Is a pianist and accordionist for a diverse and distinguished roster of artists in the Twin Cities and beyond.

DJ Gramann II
www.gramannstudios.com
A costume artisan who has worked as a draper/tailor in the Guthrie’s Costume Department.

Doug Hanson, AIA
http://hansonla.com
President and Founding Principal of HansonLA architecture and design in downtown Los Angeles.

Andy Skoglund
http://surlybikes.com/
An engineer and bike designer with Surly Bikes, established in 1998, based in Bloomington, Minnesota.

2015 Ralph Rapson Traveling Study Fellowship Competition
MARCH 19 – APRIL 24
This year’s design competition will be held March 19 - 24. Applications and additional information will be available mid-February at https://www.aia-mn.org/resources/mn-architectural-foundation/programs/rapson/

AIA Trust LegaLine
LegaLine is a legal information service for AIA members and firms.

Learn more about this member service at http://www.theaiatrust.com/legal-information-service/legaline-for-members-and-firms/

Important 2015 Dates

AIA Grassroots Leadership Conference:
March 4-6
Hyatt Regency on Capitol Hill
Learn more at http://www.aia.org/components/AIA8099932

2015 AIA Minnesota Convention:
November 10-13
Minneapolis Convention Center
Learn more at http://www.aia-mn.org/events/convention/
Architecture in the Schools (AIS)

CALL FOR VOLUNTEERS:
No AIS meeting in February! Join us on Thursday, March 12, for our regular committee meeting. If you can’t attend meetings, but would still like to participate in exposing students to architecture - consider volunteering to speak with high school students in the Minneapolis public school system about exploring a career in architecture. Time commitment is just 1-2 hours. March 11 from 9:15 - 11:30am; March 19 from 8:00 - 11:00am; April 24 from 8:45 - 11:00am. Contact Angie at mckinley@aia-mn.org if you are interested in helping out.

Emerging Professionals (EPC)

WEDNESDAY NIGHT DRAUGHTING CLUB
Wednesday, February 11, 5:00 pm
Heartland Restaurant, 289 5th Street East, St. Paul 55101
Join us for a pint and some good conversation! Draughting Club is offered on the second Wednesday of each month by the Emerging Professionals Committee (EPC). For dates and locations, visit http://www.aia-mn.org/get-involved/committees/emerging-professionals/emerging-professionals-epc-draughting-club/

Minnesota Design Team (MDT)

MDT FEBRUARY MEETING
Wednesday, February 11, 5:30 pm
AIA Minnesota Board Room

MDT VISIT TO PROCTOR, MINNESOTA - APRIL 30 - MAY 3
MDT is seeking volunteer architects, landscape architects, planners, students, and visionaries for the Proctor Visit. Join fellow MDT committee members for an opportunity to be challenged, to make a real difference, and to have some fun! Sign up to participate at https://www.aia-mn.org/event/mdt-proctor-mn-visit/

Residential Architects Committee

2015 ARCHITECT OF DISTINCTION Submissions deadline: Wednesday, February 4
This award is given to a residential architect who has been licensed for 15 years or longer for excellence in residential design exhibited throughout an architect’s career. Learn more at http://www.aia-mn.org/get-involved/aia-minnesota-awards/architect-distinction-award/

EMERGING TALENT OF THE YEAR AWARD
Submissions deadline: Wednesday, February 4
This award is bestowed upon an emerging architect licensed 10 or fewer years who demonstrates a developing mastery of architecture. Learn more at http://www.aia-mn.org/get-involved/aia-minnesota-awards/residential-architecture-awards-3/

HOMES BY ARCHITECTS TOUR: Submission deadline: Friday, March 13
Now accepting project submissions for the eighth annual tour, to be held September 19 & 20, 2015. Download the Call for Entry form at http://www.aia-mn.org/events/homes-by-architects-tour/

HOME OF THE MONTH: Submissions due Friday, March 27
Submit your entries for the 2015 Home of the Month program, a collaboration between AIA Minnesota and the Star Tribune. Download the entry materials at http://www.aia-mn.org/get-involved/committees/residential-architecture/home-month/
**ARE Study Groups**

We’ve had some interest expressed for a study group to prepare for the ARE’s. If you are interested in being a part of an informal, self-directed study group, please email Deanna Christiansen Christiansen@aia-mn.org

Pictured above: Nearly 20 people met on January 27 to learn about future changes to the Intern Development Program and the Architect Registration Exam at the IDP/ARE Committee’s Open House.

**ARE 101 – AN INTRODUCTION TO TAKING THE ARCHITECT REGISTRATION EXAM**

Date: Thursday, February 26  
Time: 11:30 am to 1:00 pm  
Location: AIA Minnesota Office  
Cost: Free  
Register at [http://www.aia-mn.org/event/are-101/](http://www.aia-mn.org/event/are-101/)

Bring your own bag lunch to this session and hear what two architects who have recently taken and passed the exam have to say about their experience. Hear about how they studied and what study materials they used; their thoughts behind the order in which they took the exams; the process for scheduling and about how long each step of the process took; what the testing center was like and tips for taking the exam on the computer.

Take advantage of this opportunity to ask questions and get answers that will help your process be smooth and less stressful.

**Building Design & Construction Services**

- March 12 and 19 from 6:30 pm to 9:30 pm
- Site Planning and Design  
  - April 16 from 6:30 pm to 9:30 pm
- Schematic Design  
  - April TBD from 6:30 pm to 9:30 pm
- Structural Systems  
  - May 4, 11, 18 from 3:30 pm to 6:30 pm

**CONTINUING EDUCATION**

Registration for the following sessions will be available three weeks prior to each session date at [http://www.aia-mn.org/events/continuing-education/continuing-education-current-opportunities/](http://www.aia-mn.org/events/continuing-education/continuing-education-current-opportunities/)

**A PRIMER FOR DRAWINGS, SPECIFICATIONS AND CONTRACTING REQUIREMENTS**

Co-sponsored by the Construction Specifications Institute, Minneapolis-St. Paul Chapter, this program is intended for project architects, sole practitioners, those in the early stages of their career, and those whose primary duties are not specifications only.

Date: Thursday, February 26  
Time: 7:30 am to 9:30 am  
Credits: 2.0 LU Hours  
Location: International Market Square, Ste. 185

**MINNESOTA ENERGY CODE**

Date: Thursday, March 26 (tentative)  
Time: Commercial: 8:00 am to Noon  
Residential: 1:00 to 5 pm  
Credits: 2.0 LU Hours  
Location: U of M, CECC

**Mastering the Future Business of Architecture - MFBA**

The goal of this new practice-based skills-building seminar series is to provide members with soft skills required to advocate for and interact with clients and to be successful in a changing profession. Registration will be available soon. All programs will take place at the Dorsey Ewald Conference Center.

**CLIENT RELATIONS** - The art and science of building a strong, and lasting, relationship with your client. Tuesday, March 17, 8:00 am to Noon. 3.75 LU Hours

**High Impact Communication Skills** - Understanding how to effectively communicate your message and value to your clients and the world. Tuesday, March 24, 8 am to 12 pm. 3.75 LU Hours

**Contracts and our Responsibilities** - Building a shared understanding of the value of what we deliver. Tuesday, April 7, 8 am to Noon. 3.75 LU Hours

**Value Based Negotiation** - How to say Yes and how to say No. Tuesday, April 28, 8 am to 5 pm. 6.5 LU Hours

**Value Management** - Managing quality, schedule, and budget in ways that balance the short-term costs against long-term value. Thursday, May 7, 8 am to Noon. 3.75 LU Hours

**Brand Identity** - Establishing awareness and leveraging your brand. May TBD
CHAPTER UPDATES

AIA Minneapolis
AIA Minneapolis President Matt Johnson, AIA
mjohnson@welshco.com

AIA MINNEAPOLIS BOWLING NITE - EVENT IS FULL!
Thursday, February 12

AIA MINNEAPOLIS LUNCHEON
The Role of Design in Urban City Planning
Friday, February 20, starting at 11:45 am *PLEASE NOTE CHANGE IN DATE!
International Market Square, Ste. 185
Kjersti Monson, Director of Long Range Planning at Minneapolis CPED, will present topics in the evolution of Minneapolis Planning. She will discuss the increasing role of design in the planning process and its role as a tool in establishing qualitative outcomes and livability in the city including the Downtown Public Realm Framework. Coupled with this, Kjersti will also discuss her plans for the greater role of public/private partnerships in moving urban design initiatives forward. Organized by the AIA Minneapolis Urban Planning Committee. Register to attend by Friday, February 13, at https://www.aia-mn.org/event/aia-minneapolis-chapter-luncheon-feb2015/

AIA Northern Minnesota
AIA Northern Minnesota President Kevin Holm, AIA
kevin.holm@lhbcorp.com

WATCH FOR MORE INFORMATION ON 2015 EVENTS!

AIA St. Paul
AIA St. Paul President Sara Guyette, AIA
sguyette@woldae.com

FOOD FOR THOUGHT
Friday, February 27
11:30 am - 1:00pm
Amherst H. Wilder Foundation - Amherst H. Wilder Room
451 Lexington Parkway North, St. Paul 55104
Presentation by the 2014 St. Paul Prize Design Competition Winners
Hear the winners of the 2014 St. Paul Prize Design Competition discuss their design proposals for an Outdoor Education and Community Space. Free for AIA St. Paul members; lunch is provided. Register online by Monday, February 23 at http://www.aia-mn.org/event/food-thought/

COMMITTEE MEMBERS NEEDED!
Get in on the Action
AIA St. Paul needs your assistance to help plan and deliver our core chapter offerings. As a volunteer, you will work directly with board members to design programs and events that are relevant to our members. Contact Sara Guyette at sguyette@woldae.com if you are interested in serving on any of the following:

- **Program Committee:** help develop topics and plan Food for Thought and other programs
- **Awards Committee:** assist with the St. Paul Prize Design Competition and the College of Design Scholarship
- **Events Committee:** help plan membership gatherings, including the Annual Meeting and Holiday Party

2015 AIA Minnesota Awards Deadlines

**Affordable Housing Design Award**
Friday, March 27

**Young Architect Awards**
Nomination letter due Friday, April 17
Submission due Friday, May 1

**MARK YOUR CALENDAR**

**Young Architect Awards Informational Session**
Tuesday, March 31
4:00 - 6:00 pm
AIA Minnesota Board Room
RSVP by March 27 at https://www.aia-mn.org/misc-event/young-architects-award-informational-session/

**25 Year Award**
Friday, May 1

**Louis Lundgren Award**
Friday, June 26

**Special Awards**
Friday, June 26

**Honor Awards**
Friday, September 25

Learn more about AIA Minnesota Awards at http://www.aia-mn.org/get-involved/aia-minnesota-awards/

NOTE: Award entry forms will be available soon. Contact Mary Larkin at larkin@aia-mn.org with questions.

AIA CONVENTION 2015: MAY 14-16, ATLANTA

 MATRIX  AIA Minnesota  FEB 2015  6
Everyday Solutions

Star Tribune partners with AIA Minnesota on a monthly feature called “Everyday Solutions” that showcases member architects’ smaller-scale projects that solve homeowners’ design challenges.

Send your project submissions to Angie McKinley at mckinley@aia-mn.org. For submission guidelines, go to http://www.aia-mn.org/int_committees/residential.cfm

On the Boards

Don’t miss this opportunity to promote your firm to thousands of readers! AIA Minnesota regularly partners with Finance & Commerce to showcase AIA Minnesota members’ new ventures in a feature called “On the Boards”.

This is a round-up of upcoming Minnesota building projects designed by AIA Minnesota firms. To submit your project for an upcoming issue of Finance & Commerce, contact Mary Larkin at larkin@aia-mn.org

PEOPLE & FIRMS

Alliance announced the following have been promoted to Principal: Jeff Loeschen, AIA, Ross Naylor, AIA, and Anna Pravinata, AIA.

HGA Architects and Engineers named Tim Carl, FAIA, as CEO. He will succeed Dan Avchen, a 30-year company veteran who has been CEO since 1996 and is stepping down as part of a long-planned transition.

LHB, Inc. announced that, after 11 years with the organization, Maureen Colburn, AIA, an Architectural Project Manager, was elected as an LHB Shareholder. LHB has hired Troy Miller, AIA, as an Education Focus Leader for the Integrated Building Design Group in Minneapolis.

Pope Architects was recognized nationally with an Environments for Aging Award of Merit for its design work on The Cottages at Hearthstone, a new WesleyLife senior living community in Pella, Iowa.

AIA St. Louis announces the opening of the 2015 AIA National Photography Competition, with deadline of April 1, 2015. An entry fee of $30 covers five images with a cash prizes of $500 for first place, $400 for second place, $300 for third place, and $200 for the Fuller Award that captures architecture in the US. The winning images will be exhibited at the AIA National convention in 2015. The rules/regulations and entry form for this juried competition can be found at www.aia-stlouis.org

The University of Minnesota Chapter of the American Institute of Architecture Students (AIAS) received the 2014 AIAS Chapter Honor Award. This is the highest award given to a chapter. It recognizes consistent growth and stability, and outstanding educational and professional programs to its members and community.

AIA Minnesota Social Media Pages

AIA Minnesota Facebook: http://www.facebook.com/aiaminnesota
AIA Minnesota Twitter: https://twitter.com/aiamn
AIA Minnesota Pinterst: http://pinterest.com/aiaminnesota/boards/
AIA Minnesota LinkedIn: http://www.linkedin.com/aiaminnesota
AIA Northern MN Facebook: http://www.facebook.com/AiANorthernMinnesota
AIA Minneapolis Facebook: http://www.facebook.com/aiampls
AIA Saint Paul Facebook: http://www.facebook.com/AIASaintPaul

Make Matrix Your Own

Items for the March issue of Matrix are due Tuesday, February 18.
Items for the April issue of Matrix are due Friday, March 20.

Please submit content to Mary Larkin at larkin@aia-mn.org