



AIA
Minnesota

Matrix is the official newsletter of
The American Institute of Architects Minnesota

Matrix

AIA MINNESOTA MATRIX NEWSLETTER

JANUARY 2021

IMPORTANT NOTES FROM AIA MINNESOTA

The AIA Minnesota office is closed. All staff are working remotely, available via email and phone. **All meetings will be conducted via Zoom.** Please check the website calendar for updates on events, and note meeting details below.

Stepping into a Better Normal

By Anna Pravinata, AIA, NOMA, AIA Minnesota President



Hello 2021! I breathed a big sigh of relief as I closed the book on 2020. It is a new year where the new “normal” feels less overwhelming and we can see the light at the end of the tunnel. Spring will come, vaccines will be available, and new ways of working (remote work, flexible hours, etc.) will be much more acceptable.

Early in the pandemic, almost everybody wanted to go back to “normal.” After settling into new routines as the pandemic progressed, almost everybody said, “let’s define a new normal.” I take this to mean a routine where we leave behind the worst and take the best of the old normal.

In 2021, I imagine that my new normal will have:

- Balance between remote, focused work at home, and in-person collaboration;
- Regular breaks in the middle of a workday to go outside and breathe fresh air;
- The absence of a daily commute during rush hour; and
- Deeper and more meaningful connections with colleagues after almost a year of “zooming” into their homes.

I also imagine that the new normal for the design community will thrive where design excellence means a new and holistic way of designing the built environment. It will incorporate the ten measures of the AIA Framework for Design Excellence, will put equitable design front and center, will be inclusive in its process, and will produce just design solutions.

The new normal for the profession will encourage authenticity, equity, and collaboration and create ways to make sure that intent matches impact. I am optimistic that 2021 will be the year to bring all of these visions closer to reality, and I ask you to join me on this journey!

Cheers to 2021 and I thank all of you for the opportunity to serve as your president.

There's a lot going on at the state, local, and national levels of AIA! Be sure to scroll all the way to the end of this month's Matrix!

CALL TO ACTION

MM MATERIALS MATTER

AIA Minnesota is excited to announce that we will be sponsoring the AIA Materials Matter continuing education series in March, April, and May 2021. The delivery of this series in Minnesota is happening in collaboration with and using significant support from MSR Design.

Materials Matter is a five-session series delivering comprehensive, high-level knowledge and strategies for assessing and selecting healthy, sustainable materials. Sessions will delve into the impact of materials on the environment and human health, the tools and data available for assessing and prioritizing materials, and strategies for integrating informed decision-making into projects and practice.

Sessions will include presentations, panels, case studies, and activities. Speakers will include both Minnesota-based and national subject matter experts.

Dates and times: This series will be virtual from 10:00 am - 3:00 pm with a one hour break for lunch on the following dates: Wednesdays, March 24, April 7 and 21, and May 5 and 19.

Continuing education: Each session will provide 4.0 HSW LUs

Put these dates on your calendar and plan to attend. More details and registration will be available soon.

Firm Assessments

Attention Firm Principals and Marketing Staff: Firm Assessments have been emailed to the firm contacts and are due on January 29, 2021. Firm Directory Profile Questionnaires will be distributed a bit later this year than in the past. Firms must pay 2021 Firm Assessments and return the Firm Directory Profile Questionnaire in order to be listed in the AIA Minnesota Firm Directory that will be published in an annual print publication of *ENTER* and on the AIA Minnesota website.

Donate Your Collection of Architecture MN Magazines to U.S. Modernist

U.S. Modernist, a nonprofit dedicated to documenting, preserving, and promoting modernist residential architecture, is looking for a collection of older *Architecture MN* magazines (predating 2006) to scan for inclusion in its digital [Architecture Magazine Library](#). If you have a set you'd like to donate, U.S. Modernist will arrange and pay for its shipment. Those interested should contact [Chris Hudson](#).



ENTER Digital Weekly Launches Thursday, January 28

AIA Minnesota's new *ENTER* digital weekly—a design-forward e-newsletter and website—will speak to an audience of Minnesota architecture clients, community leaders, and influencers of public policy and opinion with articles on how clients and communities can **design for climate action, equity, economy, beauty, and innovation**. The digital weekly launches later this month. The *ENTER* print annual will debut in September.

All AIA Minnesota members will automatically receive the weekly email each Thursday. We invite you to encourage others to sign up to receive the free weekly at www.entermn.com.

We have limited advertising and sponsorship opportunities in each weekly issue. Contact [Pam Nelson](#) for details.

MINNESOTA ARCHITECTURAL FOUNDATION

Thank You!

Thank you to all the firms that made the Clarence Wigington Architectural Scholarship Fund a priority in their philanthropic giving this year. We especially thank LHB (\$25,000), Snow Kreilich (\$15,000), and Kaas Wilson (\$10,000) for their very generous contributions and multi-year pledges of support. We're also grateful to the many firms that have encouraged employees to contribute to the Wigington Fund. This outpouring of firm support is a great jump start to a focused campaign focused on the Wigington Fund that will launch in 2021. More to come!

ANNOUNCEMENTS

Leadership Forum 2021

Congratulations to our 16 participants in the 2021 Leadership Forum:

Erik Bjorum, AIA - DJR Architecture, Inc.

Constance Chen, AIA - Swan Architecture

Simona Fischer, AIA - MSR Design

Sarah Gilbert, AIA - Dominion

Brooke Jacobson, AIA - CNH Architects

Claire Lonsbury, AIA - DLR Group

Jody McGuire, AIA - SALA Architects

Ian McLellan, AIA - Albertsson Hansen Architecture

Susan Morgan, AIA - BKV Group

Mollie O'Connor, AIA - DLR Group

Andrea Baker Pokorney, AIA - ESG Architecture & Design

Zac Rosenow, AIA - Pope Architects

Thea Rozenbergs, AIA - BWBR

Allison Salzman, AIA - Studio BV

Angela Varpness, AIA - James Dayton Design, Ltd.

Nicholas Wallin, AIA - Snow Kreilich Architects

AGC Minnesota Issues 2020 Minnesota Construction Industry Assessment

The Associated General Contractors Minnesota completed its annual survey, which solicits the input of contractor, material supplier, architecture, and engineering firms in Minnesota regarding current and future trajectories of the commercial

construction market. Key findings include:

- Architects, engineers, general contractors, and specialty contractors all report lower-than-hoped 2020 market levels with guarded optimism toward the future.
- For both contractors and professional A&E services, strategic focus is being placed on uncovering new growth markets.
- Overall, the majority of respondents still believe the economy will be the same or improve in 2021. These figures suggest the pandemic pall still shadows our expectations but is anticipated to fade in the mid-year timeframe.

[Read the full report »](#)



February 26 - 27, 2021

Don't miss the virtual 33rd Annual Lake Superior Design Retreat!

"Retreat" from your everyday with four speakers over the course of two days, virtual social time with the speakers and attendees, and virtual surprises leading up to the event. Registration will open soon this month.

Speakers:

Architects from [Space Exploration Architecture \(SEArch+\)](#)

Ellie Lum, bag maker behind [Klum House](#)

[Peyton Scott Russell](#), artist and co-founder of [Juxtaposition Arts](#)

[Kate Ladenheim](#), dance artist and artistic director of [the People Movers](#).

Watch AIA Minnesota's [website](#), social media, and emails for more speaker information, further updates, and other details. Use and follow the hashtag #LSDR33 on social media for LSDR-specific content.

Submit Your Work to the SAY IT LOUD Exhibition at Rapson

Hall

SAY IT LOUD has been invited to feature Diverse Designers of Minnesota by the University of Minnesota, AIA MN, and MSP NOMA an exhibition at the Goldstein Museum of Design's (GMD) HGA Galleries in Rapson Hall on the UMN Twin Cities campus. The exhibition will feature projects by diverse design professionals, as well as quotes and video interviews on their experiences in the architecture and design professions. The concept of this exhibition is "To see our faces, hear our voices, feel our impact within the colorful tapestry of our heritage." Submission deadline is February 28. [Learn more »](#)

AELSLAGID Seeks Architect for Board Opening

The Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design (AELSLAGID) will have an opening for an architect beginning in January 2021. AELSLAGID regulates the professions and enforces the statutes and rules in order to protect the health, safety and welfare of the public. It ensures that individuals meet the education, examination and experience standards for licensure or certification, and maintain their records in good standing.

Board members are appointed for a four-year term and applicants must be engaged in the practice of their profession for at least ten years and been in responsible charge of professional work requiring licensure/certification in that profession for at least five years. [Learn more »](#)

Watch the 2020 Virtual Awards Celebration Event Recording

Did you miss participating in the 2020 virtual awards event? Or maybe you want to relive the celebration. [Access the recorded program »](#)

Ways to Stay with AIA: Membership Options

If you or someone you know has recently been laid off, furloughed, their start date has been indefinitely postponed, or they are self-employed or an independent contractor and their income has been significantly impacted by the pandemic, we can help with options for maintaining AIA membership. We can also provide guidance on a wide variety of ways to stay engaged with the architecture community. Please reach out to [Amber Allardyce](#) for more information.

NATIONAL & LOCAL CHAPTER UPDATES

AIA NATIONAL

FREE COPY OF THE AIA FIRM SURVEY REPORT: THE BUSINESS OF ARCHITECTURE

This essential resource includes metrics to measure practice, evaluate

performance, and set strategy. You'll discover trends in firm billings and finances, construction sectors served, international work, and practice and technology, including: Why there is likely to be a significant increase in retrofits due to the COVID-19 pandemic. [Learn more »](#)

AIA HOME DESIGN TRENDS SURVEY

The AIA's Home Design Trends Survey is a recognized source of emerging trends in residential design and business conditions at residential firms. The latest release shows that billings, inquiries, and design contracts have rebounded at residential architecture firms after the record decline in Q1. [Learn more »](#)

HOW AIA CONTRACTS ADDRESS COVID-RELATED DISRUPTIONS

Monday, January 11, 12:00 pm CST

[Register](#)

The design and construction industry has experienced considerable disruptions, such as material shortages, construction delays, work stoppages, and projects that are deferred due to the Coronavirus pandemic. Hear from design practitioners on how COVID-19 has affected their practice in regards to standard of care, evaluations of the work, additional services, owner suspensions and terminations, and more.

CALL FOR SUBMISSIONS: SMALL PROJECT DESIGN GRANT PROGRAM

Small Project Design has created a grant program to support nonprofit organizations who work with AIA architects. Help your favorite nonprofit apply for this grant, which will award up to \$5,000 to cover part of the design fees for a small project. Submit by January 14. [Learn more »](#)

ON-DEMAND HOUSING AND COMMUNITY DEVELOPMENT VIDEOS

Check out this [library](#) of housing-related videos, including net-zero energy, housing equity, community advocacy, Living Building Challenge, and mitigating pandemic risks.

FREE RESUME REVIEW

To help you navigate the current job market, we're offering free expert résumé review services through the [AIA Career Center](#). Simply visit your account overview page and scroll to the TopResume section at the bottom to submit.

MEMBER PROFILE

Update your contact preferences, education, licenses, career, and contact information online. Visit myprofile.aia.org.

AIA MINNEAPOLIS

JANUARY LUNCHEON: 2020 HONOR AWARD AND COMMENDATION PROJECTS

Thursday, January 21, 12:00 pm

[Register](#)

In this two-part series, hear the stories behind the projects that were recognized with 2020 AIA Minnesota Honor Awards and Commendations. Half of the projects will be spotlighted at the January luncheon and the other half will share their stories at the February 18 virtual event.

MINNEAPOLIS HERITAGE PRESERVATION AWARDS

Organizers of the Minneapolis Preservation Awards are pleased to announce that they are accepting nominations for the annual award program, which recognizes architects, developers, volunteers, enthusiasts, and preservation professionals that protect and celebrate the City's built history. Nominations are accepted electronically and are completely free of charge. Final submissions are due on Monday, February 8, 2021. [Learn more »](#)

Save the date!: A virtual celebration will take place on Thursday, March 18, 2021.

AIA NORTHERN MINNESOTA

AIA NORTHERN MINNESOTA WELCOMES ITS 2021 OFFICERS

Katherine Gerzina, AIA – President
Ryan Turner, AIA – Past President
Anna Danielson, Assoc. AIA – President-Elect
Melissa Graftaas, AIA – Secretary
Stacey Harter, AIA – Treasurer
Aaron Kelly, AIA – Chapter Director
Tara Anderson, AIA – Chapter Director

Congratulations to our two Annual Meeting raffle winners, **Cheryl Fosdick, Assoc. AIA**, and **Randall Newberg, AIA**!

AIA ST. PAUL

2020 ST. PAUL PRIZE AWARDED TO THEODORE WRIGHT, AIA

AIA St. Paul is pleased to announce that **Theodore Wright, AIA** was awarded first place in the 2020 design competition for young professionals. Theodore will have the opportunity to present his design at an upcoming virtual Food for Thought event. [Read more »](#)

COMMITTEE AND KNOWLEDGE COMMUNITY UPDATES

ARCHITECT LICENSING ADVISORY COMMITTEE

Thursday, January 7, 12:00

[Virtual Meeting](#)

VIRTUAL ARE REVIEWS IN 2021

Virtual ARE Reviews are being scheduled for the first quarter 2021.

- Construction & Evaluation
- Practice Management & Project Management
- Programming Analysis

[Watch for details here.](#)

AIA MINNESOTA 2021 ARE SCHOLARSHIP

Applications are due Friday, January 29, 2021 at 5:00 pm.

The AIA Minnesota Architect Licensing Advisory Committee coordinates awarding a scholarship to an AIA Minnesota Associate member to cover the costs of all sections of the Architect Registration Exam, within the parameters defined in the application. Test fees for all six sections of the 5.0 exam totals \$1,470. [Learn more »](#)

ARE update

NCARB

You can now choose to take the ARE either online or in-person. Here are some helpful links to help you know what to expect and how to prepare.

[Guide to Online Proctoring](#)

[A Webinar for ARE Testing Covering the Updated Demo Exam, the New Digital Whiteboard, Online Proctoring, and Exam Strategies](#)

[What to Expect on Exam Day](#)

[A Webinar on Tips for Setting Up an Online Proctored Test Environment](#)

[ARE 5.0 Exam Navigation: Tips, Tricks, and More](#)

ARCHITECTURE IN THE SCHOOLS COMMITTEE

Thursday, January 14, 8:30 am

[Virtual Meeting](#)

BUILDING CODES KNOWLEDGE COMMUNITY

Wednesday, January 13, 12:00 pm

[Virtual Meeting](#)

Open forum discussion: bring your code questions, experiences, updates to share.

Use this [link](#) to view all current codes and their specific status.

COMMITTEE ON DESIGN

Thursday, January 14, 12:00 pm

[Virtual Meeting](#)

COMMITTEE ON THE ENVIRONMENT

Friday, January 8, 12:00 pm

[Virtual Meeting](#)

The January meeting will focus on developing stories and anecdotes to help design professionals connect with ways to advance their own sustainable practice.

COMMITTEE ON EQUITY, DIVERSITY, AND INCLUSION

Wednesday, January 20, 8:30 am

[Virtual Meeting](#)

COUNCIL OF FIRMS KNOWLEDGE COMMUNITY

Monday, January 11, 11:30 am

[Virtual Meeting](#)

EMERGING PROFESSIONALS COMMITTEE

Tuesday, January 12, 8:00 am

[Virtual Meeting](#)

ENTER COMMITTEE

Wednesday, January 20, 12:00 pm

[Virtual Meeting](#)

GOVERNMENT AFFAIRS COMMITTEE

Wednesday, January 19, 12:00 pm

[Virtual Meeting](#)

The 2021 legislative session gets underway on January 5. Join us for an update and learn more about our advocacy plan for the year.

The [2021 legislative agenda](#) was approved by the AIA Minnesota board in December.

HEALTH DESIGN KNOWLEDGE COMMUNITY

The State of Health Care Delivery: How Design Matters

Thursday, January 28, 4:00 pm

[Virtual Meeting](#)

This information will be presented by Jennifer Olson, Children's Minnesota.

HOUSING ADVOCACY COMMITTEE

Wednesday, January 6, 12:00 pm

[Virtual Meeting](#)

SEARCH FOR SHELTER 2021

February 12-21

The Search for Shelter Design Charette is virtual in 2021! Join us for opening and closing events, and work with your team over a 10 day period when it works for you!

Watch for more information on speakers, coming soon!

[Volunteer for Search for Shelter 2021 »](#)

Know of a nonprofit that could use volunteer design? Have them complete the [agency application form](#) by January 15.

LAKE SUPERIOR DESIGN RETREAT COMMITTEE

Monday, January 11, 11:30 am

[Virtual Meeting](#)

Monday, January 25, 11:30 am

[Virtual Meeting](#)

MINNESOTA DESIGN TEAM (MDT) COMMITTEE

Register Now for the Annual January Retreat!

Saturday, January 30, 9:00 am - 12:00 pm

[Virtual Meeting](#)

The agenda will include an update on future visits, the marketing strategy, and a discussion of online public engagement, featuring speakers from UMN Extension and UW Extension.

[Register »](#)

RESIDENTIAL ARCHITECTURE COMMITTEE

Tuesday, January 12, 12:00 pm

[Virtual Meeting](#)

TECHNOLOGY IN PRACTICE (TAP) KNOWLEDGE COMMUNITY

The Technology in Practice (TAP) Knowledge Community is building a virtual community on [Slack](#). Firm leaders are encouraged to direct their AIA and non-AIA technical staff as well as tech-enthusiasts to join the TAP community as our practice moves into an increasingly digital marketplace. If you have questions or would like to be a part of this group, please contact co-chair [Adam Wilbrecht, AIA](#), or AIA Minnesota staff liaison [Deanna Christiansen](#). [Join directly »](#)

WOMEN IN ARCHITECTURE COMMITTEE

Wednesday, January 13, 8:00 am

[Virtual Meeting](#)

PEOPLE & FIRMS

Christine Pecard, AIA, was promoted to Firm Partner at **ESG Architecture & Design**.

Nathan Potratz, AIA, was elected shareholder at **LHB, Inc.**

WELCOME OUR NEWEST MEMBERS!

Shawn Gaebel, AIA
Jessica Nkhata, Assoc. AIA
Christianne Opoti, Assoc. AIA

Scott Thoma, AIA Minnesota Allied Member
Bee Yang, Assoc. AIA

A'20 MN: THE MINNESOTA CONFERENCE ON ARCHITECTURE

Thanks for attending A'20 MN: The Minnesota Conference on Architecture

AIA TRANSCRIPTS

Credit uploads to AIA transcripts from the October Conference have been completed. We encourage you to [check your transcript](#) now, keeping in mind that credits were applied according to the amount of time spent in any given session. Feel free to email [Deanna Christiansen](#) with questions.

GBCI CREDIT

GBCI credits have been submitted for upload. You should see these on your records soon.

THANK YOU SPONSORS AND EXHIBITORS!

Thank you to all of our major sponsors, exhibitors, and program sponsors. The conference would not have been possible without you!

COVID-19 RESOURCES

Pandemic Response Resources

AIA Minnesota continues to update its [Pandemic Response Resources](#) webpage with materials for business management, remote work, health, and more. You can also get the latest updates on state and federal programs and policies.

AIA Strategies for Safer Facilities

AIA has created strategies and step-by-step risk management tools for many different space types:

- [Strategies for Safer Multifamily Housing](#)
- [Health Care Facility Design Checklist](#)
- [Strategies for Safer Schools](#)
- [Strategies for Safer Senior Living Communities](#)
- [Strategies for Safer Retail Stores](#)

- [Strategies for Safer Offices](#)
- [Strategies for Safer Buildings](#)
- [Risk Management Plan for Buildings](#)
- [AIA Reoccupancy Assessment Tool](#)

Visit the [AIA COVID-19 Resources for Architects](#) page to learn more.

AFFILIATED ORGANIZATION NEWS & EVENTS

GBBN ARCHITECTS ENVIRONMENTAL JUSTICE SYMPOSIUM

January 13-14, 2021

“How do we build a more just and sustainable world?” GBBN Architects will be convening grassroots leaders, city sustainability officials, and mission-driven developers from Cincinnati, Louisville, Minneapolis, and Pittsburgh – including Mayors Bill Peduto of Pittsburgh and John Cranley of Cincinnati – to discuss this question. Please join us for any of the five panels over the course of 2 days for the conversation. [Learn more and register »](#)

WRITING FOR ARCHITECTS AND DESIGNERS

5-Part Workshop Sponsored by AIA New York

Begins Thursday, January 14, 3:00 pm

Effective writing helps architects and designers win new projects. It's essential for communicating the value of your work to the public, the media, and your peers, and for making change in your community. As a component of business and professional development, this course can help you strengthen your project descriptions, bios, new business proposals, award submissions, competition entries, press releases, job and fellowship applications, marketing copy, and books. Each session will offer strategies and ideas for addressing writing and editing challenges that architects, designers, and marketing/bizdev teams frequently encounter. [Learn more »](#)

VIRTUAL DISASTER ASSISTANCE TRAINING

2-Part Workshop Sponsored by AIA Connecticut

Thursday and Friday, January 21-22, 8:00 am - 12:00 pm

Intended for licensed architects, engineers, or certified building inspectors, this course certifies attendees as Building Evaluators in the nationally recognized Safety Assessment Program (SAP). The program is managed by Cal OES with cooperation from professional organizations, including the AIA. SAP is the training standard of the AIA Disaster Assistance Program, which provides leadership, advocacy, and training to architects who are interested in volunteering their professional skills in times of crisis. This workshop will teach participants to conduct rapid damage assessments of structures affected by earthquakes, wind, and water. Upon completion of this course, participants will be able to consistently and safely assess structures for habitability and will receive a nationally recognized Cal OES registration ID card from the state of California. [Learn more »](#)

LIUNA SEEKS LEGISLATIVE DIRECTOR

Building Jobs Coalition partner the Laborers International Union of North America (LIUNA) is seeking candidates with five or more years of experience in legislative advocacy, along with a working knowledge of policies that directly affect construction employment; familiarity with transportation, water, housing, energy and mining public policy, as well as labor standards, including but not limited to prevailing wage, OSHA, responsible contractor and wage theft laws, and registered apprenticeship programs. [Learn more »](#)

UMN ENVIRONMENTAL CAREER AND INTERNSHIP FAIR

Friday, February 5, 9:00 am - 3:00 pm

[Employers are invited to learn more and register here »](#)

UMN PORTFOLIO EVENT

For architecture, landscape architecture, and interior design

Tuesday, February 16, 5:30 - 8:30 pm

[Employers and portfolio reviewers are invited to sign up here »](#)

UMN ONLINE RESOURCES

Visit the College of Design's [online calendar](#) for regular updates on activities.

UMN CAREER AND INTERNSHIP RESOURCES

Employers with jobs, internships or smaller, project-based micro-internships are encouraged to post opportunities for students and recent grads at [careerhelp.umn.edu](#).

UPCOMING EVENTS

Visit the [AIA Minnesota Events Calendar](#) for more information about upcoming events. For events not sponsored by AIA Minnesota, please check directly with sponsors for up-to-date information about cancelations, postponements, or virtual meetings.



AIA
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*Matrix is published
by AIA Minnesota.*

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FEBRUARY Matrix editorial deadline is Friday, January 15.
MARCH Matrix editorial deadline is Friday, February 12.

Please submit content to **AIA Minnesota**.

Get updates on events, activities and the latest architectural news from AIA Minnesota and its chapters on social media. Don't forget to tag us on your news to share!



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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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