

MOVING FORWARD

FORWARD THINKING

Conference Venue

RENAISSANCE CHICAGO HOTEL

One West Wacker Drive (at State Street), Chicago, Illinois

The hotel is readily accessible by public transportation:

/// **Metra:** www.metrotransit.com // **CTA:** www.transitchicago.com

A discounted rate of \$25 for valet parking will be available at the hotel.

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AIA Chicago thanks the following businesses for their contributions to the 2010 Professional Development Conference.

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AIA Chicago's Professional Development Conference

/// THURSDAY, SEPTEMBER 16, 2010

/// RENAISSANCE CHICAGO HOTEL

/// EARN UP TO 9 CES LEARNING UNITS

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AIA Chicago

2010 PROFESSIONAL DEVELOPMENT CONFERENCE

THURSDAY, SEPTEMBER 16, 2010

RENAISSANCE CHICAGO HOTEL
ONE WEST WACKER DRIVE
CHICAGO, ILLINOIS

Earn up to 9 CES Learning Units
Visit www.aiachicago.org for
additional info and to register.
Register by September 1 & SAVE!

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The AIA Chicago 2010 Professional Development Conference combines forward-thinking industry education with actionable concepts you can implement immediately to get your practice and career moving forward. Gain a wealth of knowledge, refine your professional skills and network with your peers during this solid day of presentations by outstanding industry leaders, including Peter Bohlin, FAIA.

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Conference Schedule-at-a-Glance

7:15–8:00 am	Registration & Continental Breakfast
8:00–9:15 am	Breakfast Plenary Session
9:30–11:00 am	Educational Sessions
11:20 am–12:50 pm	Educational Sessions
1:00–2:30 pm	Luncheon Plenary Session
2:45–4:15 pm	Educational Sessions
4:35–6:05 pm	Educational Sessions
5:45–6:30 pm	Networking Reception
6:30–7:30 pm	Evening Plenary Session

Full-day registration includes breakfast, lunch, breaks, and evening reception

BREAKFAST PLENARY

Moving Forward: Design Entrepreneurship

JAMES CRAMER HON. AIA, HON. IIDA, THE GREENWAY GROUP

Jim Cramer is the author of three bestselling books on professional practice leadership, and is foresight advisor and management consultant to architecture and professional service firms worldwide. Along with Dr. Jonas Salk, he founded the Design Futures Council in 1994. He is founding editor and publisher of *DesignIntelligence*, and the author of numerous articles about leadership, creativity, change, and organizational design. His work has been featured in *BusinessWeek* and *Architectural Record*. Cramer is a former Executive Vice President and CEO of The American Institute of Architects. Cramer has explained that he started The Greenway Group because “I wanted to work with architects and other creative professionals to help them to be better, happier, and richer than they were... We, as a management consultancy, could serve architects around issues of strategy and this would help them achieve levels of success that could create the kind of change they would need to reinvent themselves.”



Educational Sessions

PRACTICE TRACK

- /// Trends in Practice Management and Delivery
- /// Retrofitting, A Growing Market for Architects
- /// The Nimble Path of Negotiation: Communicating Your Value
- /// Marketing Architecture: Using Words and Images to Your Best Advantage

THE GREEN OF GREEN TRACK

- /// Energy @ Home I: Options, Upgrades, and Incentives
- /// How to Select and Design Alternative Energy Systems
- /// Energy @ Home II: Modeling Energy Usage for Small Residential Projects
- /// Specifying Green Products in the Real World

ARCHITECTS TAKING THE LEAD TRACK

- /// Successes and Lessons From the Diaries of International Architects
- /// Valuing Life Cycle Cost Analysis for Clients and Architects
- /// Reducing Energy Use: Meeting the 2030 Challenge and Other Initiatives
- /// The Case and Place for Pro Bono and Reduced Fee Projects in Your Practice

CES CREDITS

Earn up to 9 CES Learning Units—some qualify for HSW & SD credit.

LUNCHEON PLENARY

Charting the Recovery in the Design Professions

KERMIT BAKER PH.D., HON. AIA, AIA CHIEF ECONOMIST

Kermit Baker is the AIA's chief economist as well as senior research fellow at the Joint Center for Housing Studies at Harvard University. As chief economist, Baker analyzes business and construction trends and examines their impact on AIA members and the architecture profession. He initiated AIA's Architectural Billings Index, a major indicator for the economy and the construction industry. At the Joint Center, Baker is director of the Remodeling Futures Program, which examines the dynamics of the U.S. repair and renovation industry. At AIA, his department provides the Consensus Construction Forecast of nonresidential construction activity twice a year; a quarterly Home Design Trends survey; monthly Work-on-the-Boards surveys; and periodic compensation reports.



Registration & Pricing

	BEFORE SEP 1, 2010	AFTER SEP 1, 2010
Full Day Conference: AIA Full Member	\$200.00	\$225.00
Full Day Conference: AIA Associate & Affiliate Members	\$125.00	\$140.00
Full Day Conference: Student	\$95.00	\$95.00
Full Day Conference: Non-member	\$300.00	\$330.00
Full Day Conference: New AIA Full Member (joining in 2010)	\$180.00	\$205.00
Full Day Conference: New AIA Associate & Affiliate Members (joining in 2010)	\$105.00	\$120.00
Evening Plenary & Reception ONLY	\$30.00	\$30.00

Visit www.aiachicago.org to register online or download a registration form to mail or fax. Questions? Call (312) 376-2720 or contact pomarancj@aiachicago.org

EVENING PLENARY

The Nature of Circumstance

PETER BOHLIN FAIA, BOHLIN CYWINSKI JACKSON; AIA GOLD MEDALIST 2010

A month before Peter Bohlin received AIA's Gold Medal this June, a monograph on his firm's work, titled *The Nature of Circumstance*, was published by Rizzoli, which described the firm's work as “profoundly humane architecture that celebrates a sense of place, context, ecological sensitivity, and an innovative use of materials.” Bohlin Cywinski Jackson, founded in 1965, has offices in Wilkes-Barre, Pittsburgh, Philadelphia, Seattle, and San Francisco. The firm is currently working on Chicago's next Apple store.



Architecture critic Paul Goldberger, Hon. AIA, wrote in *The New Yorker's* May 17, 2010, issue that “Bohlin is known as an architect's architect, whose work is widely admired by colleagues but who hasn't made the leap into fame. Usually, the AIA gives its gold medal to people who have achieved greater celebrity... But Bohlin's work for Apple is beginning to make him into something of a public figure.” Goldberger also wrote that “Bohlin has never stopped designing houses, even though they require vast amounts of time and he can make more money on bigger civic and commercial projects, because he likes the way that a house can bring serenity into people's lives.”