

# AIA/UK

Number 24

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## International Members Exempt from TV Advertising Campaign

Although AIA members in the USA will pay \$50 more in dues next year to support a national television advertising campaign, architect members belonging to overseas chapters will be exempt from the assessment. Ron Altoon, President of the AIA, announced this amendment at the June meeting of the London/UK chapter. The assessment was passed by a two-thirds majority vote at the national convention in San Francisco in May. The extra payment will last for three years. He further reported that the planners of the campaign would look into the possibility of advertising in international media in any future campaigns.

The purpose of the campaign is to enhance the public perception of the role of the architect in the building process. A similar campaign run by US accountants a few years ago was reported to have made a significant impact on public opinion. The TV ads will be created by a professional advertising agency and appear on national commercial and public television stations.

The campaign will also pay for listing local AIA Chapters in the local Yellow Pages.

## The London/Paris/Newark Axis

The AIA Board of Directors has informed the UK and Continental Europe chapters that they must be assigned to a region in accordance with the AIA bylaws. This will insert an intermediate layer of organisation, requiring additional dues to be paid by each member to support the region. The bylaws provide that the regions are the basis by which chapters are assigned representation on the national board of directors. A region must have at least 1.75 percent of total AIA membership, or approximately 2000 people.

"There are two alternatives...The first would assign AIA London/UK to the New England region.... The second option is to assign both AIA London/UK and AIA Continental Europe to the Middle Atlantic region," wrote Brian Dougherty, Secretary to the Board. "These options were arrived at by looking at geography, as well as the cost for a US-based regional director to visit an offshore chapter."

The chapter delegation at the convention spoke to all of the principals involved in this decision and won a postponement of any immediate action. Both the UK and Continental Europe boards are opposed unequivocally to this assignment because we do not feel that any current region would adequately represent our interests. During the past four years, international delegates have attended regional meetings of the Northwest, New England, New York, Middle Atlantic States, and the Virginias, searching for a "home." Although always welcomed, the delegates never had a common substantive interest with their hosts. Neither chapter has ever had difficulty making its voice heard by members of the national board of directors.

UK and Continental Europe combined have a membership of approximately 400. Other chapters that might qualify for standing in an international region are Hong Kong, Guam, Puerto Rico, Virgin Islands, and the possible new chapter in Japan. Research done by Continental Europe suggests that there are several hundred AIA members living abroad who are not assigned to international chapters. One approach might be to ask national to assign all members with mailing addresses outside the US to the international region. Another option is to submit a resolution at the next convention to amend the bylaws.

Michael Stanton, President-Elect, and Ron Altoon, current President, have asked both international chapters to propose a solution before next fall. Stanton attended the May chapter meeting in London.

Please address your comments to Bob Schmidt, SOM, 46 Berkeley Street, London W1Y or e-mail them to [Robert.Schmidt@SOM.com](mailto:Robert.Schmidt@SOM.com).

## **San Francisco Convention the Most Successful in AIA History**

19,000 members attended the national convention in San Francisco, making it the largest convention in AIA history. "The city, the economy and the 'drop dead curtain' on membership had a lot to do with it," said Ron Altoon during his visit to London. Many architects attended the convention to earn required continuing education credits in order to maintain their membership. The convention was free, as were the courses. There was a \$50 pre-registration fee to cover the cost of renting the swipe-card equipment needed to record education credits. Altoon estimated that the event could be valued at \$850 per person enrolled. A complete tape set of the seminars now costs \$1,267 through the AIA.

It was also the largest Expo. Three years ago, 25,000 exhibitors participated, whereas this year, 100,000 exhibited. Eighty percent of the exhibitors signed up at the end of last year's convention, and it appears that there will be a similar result from this year's Expo.

At least seven people from the UK chapter attended the convention.

In other developments at the convention, the delegates approved a resolution stating that AIA members who have met any state's mandatory Continuing Education requirements will be deemed to have satisfied AIA's continuing education requirements. They also called on NCARB to reduce the cost of the registration exam and voted down a new category of student membership, which delegates interpreted as undermining current student organisations.

## **China Reciprocity Nears as Russia Signs Reciprocity Accord with AIA**

The AIA has just signed an accord with the Union of Russia for a continuing dialogue leading to reciprocity between architects registered in Russia and the United States, according to Ron Altoon. He expects that it will follow the pattern used to establish reciprocity with China.

An accord was signed by the AIA with China shortly after Tienanmen Square. The Architectural Society of China and the AIA have been working closely since on practice standards. The National Architectural Accreditation Boards (NAAB) now recognises China's schools of architecture, while NCARB and its Chinese counterpart have reached an agreement allowing registration exams to be given in China, by computer. With the three steps necessary for reciprocity—education, practice and internship standards—nearly complete, Altoon predicts that full reciprocity with China will happen soon.

## UK Reciprocity Talks Continue, Part II

Meetings between the key players regarding US-UK reciprocity have been postponed until mid-October due to last minute schedule conflicts among the participants. NCARB has invited representatives from the RIBA, ARB and the Joint Validation Panel in the UK to go to Washington, DC, to discuss details.

## Conference on Global Practice from an International Center

The AIA International Practice Professional Interest Area (PIA) will hold its annual meeting in London September 16-19<sup>th</sup>. The conference is an excellent opportunity to meet fellow AIA members from throughout Europe and to share professional experiences, extend your network of international contacts and obtain Continuing Education Credits.

The meeting will begin Wednesday evening with a reception at New Zealand House, where Ron Altoon, AIA President, and Dr. Hurwitz, the AIA CEO, will welcome participants.

Sir Norman Foster will give the keynote speech on Thursday morning, followed by seminars on international experience by practitioners from both large and small firms. The afternoon will feature a tour of Canary Wharf, a cruise up the Thames River and a reception at the Reform Club, sponsored by McGraw-Hill.

The Friday seminars will focus on the service to architects performed by international architectural associations, including the RIBA, AIA, UIA and ACE. There will be an open top bus tour of London in the afternoon and a reception at the Sainsbury Wing of the National Gallery. This reception will recognise Honorary Fellows of the AIA residing in the UK.

Saturday morning, seminars will focus on corporate architects and journalists' views of international practice. Speakers will include Robert Ivy, Martin Pawley, Nichola Turner and Paul Finch.

The conference concludes with a gala dinner at Whitehall Banquet House, where Terry Ferrell, Hon. FAIA, will address the group. To pre-register, contact AIA National, PIA information line on (202) 626 7482.

[www.aiaonline.com](http://www.aiaonline.com) > eArchitect > Professional Interests > Conferences > September.

## What's On the Boards Now

The new offices of Swanke Hayden Connell at 25 Christopher Street, London EC2 2BS were open on June 18 between 6:30-8:00. Members and their guests stopped by for a drink and a chance to see work in progress. This was the second in a series of open houses, which the chapter is sponsoring with the volunteer firms. The response has been excellent, and more will be scheduled in the upcoming months.

## Events

**August:** B-B-Q: Date to be announced by post

**September 16-19:** PIA Conference, London

**November:** Design Charette: Date to be announced

**December:** RIBA/AIA Member's Evening: Date to be announced

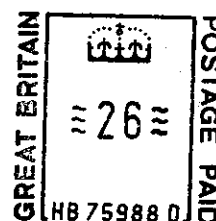
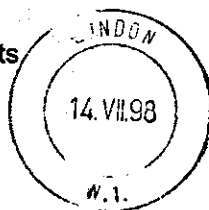
## Earn Continuing Education Credits Now! The Easy Way!

So reads an announcement from NCARB about the NCARB Professional Development Program monograph. After you read the book, you complete a quiz, mail it in and-- assuming you answered the questions correctly-- earn 30 AIA learning units. If you are registered in a state that requires continuing education to maintain a license (7 do, and 2 more are about to), this program will qualify.

The topics are Energy Conscious Architecture, Indoor Environment, Subsurface Conditions, and Fire Safety in Buildings. It costs \$75.00 and this price includes the monograph, the quiz, scoring (even one free retest if you should happen to fail the first time), and NCARB will report your score to AIA at no additional cost. For more information visit [www.ncarb.org](http://www.ncarb.org), or fax an order request with credit card number to +202-783-0290. For AIA credit, please include your membership number.

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