



Small Firm Exchange (SFx)

An AIA National Member Group

Regional Representative Report / 2019 Q4

Christopher Toddy, AIA – AIA Ohio Valley Regional Representative and SFx Chair

christopher@architects-llc.cc or (440) 239-9560

[Facebook](#)

[Instagram](#)

[Twitter](#)

[AIA Small Firm Exchange Website](#)

SFx Mission & Objectives

Advancing the mutual interests of architects practicing in small firms.

- Advocate for small firms within the AIA and in outside organizations and agencies
- Promote leadership in small firm professional development and practice
- Facilitate and support the local component round tables and small firm networks

The AIA National Conference on Architecture—Small Firm Relevance

NEW! SFx is getting ready for A'20 by preparing its scheduled workshops (Wednesday), SFx Open Forum (Friday), and meet up at the Business Lounge (Friday), plus a huge list of other activities and education. Did you know that 1/3 of attendees are from small firms? See and share the full [Small Firm Guide to A'20](#) and check out the [report from A'19](#). We hope you join us in Los Angeles!

Small-Firm Practice Resources

NEW! The [Small Firm Compensation Report](#) is out!

Visit [AIAU Small Firm Series](#)! We have worked with AIAU to collect its top small firm continuing education sessions into one easy location on their website. Check it out!

SFx continues to seek feedback on its [Business Plan Beta Template for Small Architectural Firms](#). Aspects of marketing, virtual practice and small firm practice finances are being added. The results of the SFx / SPD / CRAN survey can be found here: [Business Models for Small Architectural Firms](#).

SFx is working with the AIA Center for Practice and the Practice Management Knowledge Community to look at small firm best practices, and issues such as electronic seals, and software/hardware technologies.

Here is a resource of [Videos](#) to educate your clients – link via your own website.

Small-Firm Outreach

Hear stories about small firm architects like **Mel Price, AIA** with Work Program Architects in Norfolk and **Mickey Jacob, FAIA** with BDG Architects in Tampa. In Episode 8, they discuss how their firms have shaped their culture to both attract talent and grow leaders. The Small Firm Exchange podcast is available on: [Spotify](#) and [YouTube](#). Listen in and look for season 2 soon.

Instagram - Our [Instagram](#) account highlights the work of small firms. See the form link in the bio and send us your work to share.

Go to the SFx website to sign up for our small-firm-relevant [newsletter](#).

Influence – Advocacy & Leadership Development

Firms are still struggling to afford healthcare. Informed by AIA Kentucky, AIA Oregon and AIA Washington, SFx is working on an article for state components to consider a healthcare trust for the benefit of their members.

Vendor Discussions – [MasterSpec](#), [AIA Contract Documents](#), Autodesk / Revit – requesting “small firm” pricing.

SFx is advocating for small firm recognition at local and regional design awards. [Use the AIA Small Project awards categories](#) to advocate for visibility at your local chapters.

SFx [Lien Rights](#) Awareness Initiative: with the help of state components and their local lobbyists, SFx offers to create a customized lien rights awareness presentation for webinar or conference for the benefit of architects within your state.

[AIA Leadership Academy](#) – 3-year national program: in-person meetings, webinars, and coaching calls to support individual leaders on firm, community and/or professional leadership growth.

We want to hear from you! If you have small firm advocacy issues, reach out to your SFx regional rep. listed above!

2019 – 2020 Transition

AIA SFx 2019 Chair Christopher Toddy, AIA is completing his year and AIA SFx 2020 Chair Michael Lejong, AIA is starting his year. Some SFx Regional Rep.s are also changing seats – see the [Small Firm Exchange Roster at the SFx Website](#).

Chris thanks all who have volunteered to advocate for small firms in 2019! SFx will hold its Annual Retreat in March