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Ryan P. Kennedy, AIA

It has been a busy Spring (hence the Spring Kiosk being published a few days before the first day of Summer). Here is a succinct recount.

Lenette Wells, Michael Metzger, and I attended the AIA Grassroots Leadership and Legislative Conference in March. The theme this year was "Leadership, Advocacy, Communication." For three days in the subterranean depths of the Grand Hyatt in Washington DC, we were motivated by great speakers and learned a great amount of knowledge from the smaller breakout education sessions. The second day of the conference we went to Capitol Hill to meet with our local representatives. Discussions included removing barriers to private sector lending (The Capital Access for Main Street Act), increasing the Energy Efficient Commercial Building Tax deduction, and helping small firms by recognizing the unique needs of smaller architecture firms as they develop and implement policy proposals, and oppose proposals that disproportionately affect small firms.



In early April, Michael Metzger, Howard Quaintance, Gene Berg, and I traveled to Architect's Day in Harrisburg. Please read Howard's detailed account of these two days in the Government Affairs section of this newsletter.

Finally, in May, Michael Metzger and I returned to Washington DC to attend the AIA National Convention. The keynote speech was delivered by renowned author David McCullough. For the better part of an hour, McCullough talked about everything in life being a joint venture, never a sole endeavor. His many examples included the Brooklyn Bridge, the Revolutionary War, and even Congress "when it works correctly."

I hope everyone has a great summer and we'll see you all in the fall!

Ryan P. Kennedy, AIA  
2012 AIA Eastern Pennsylvania President

**2012 Board of Directors**

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President-elect	Michael Metzger, AIA
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Associate Representative	Katie O'Regan, Assoc. AIA
Young Architects Forum Rep.	position open

If you are interested in getting involved with the Chapter, please contact Ryan Kennedy, AIA at [rkennedy@entecheng.com](mailto:rkennedy@entecheng.com). We are currently looking for a 2013-2014 Treasurer, as well as a Young Architects Forum Representative for this current year.



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## Upcoming Events

**June 10<sup>th</sup>**

**Pat Ytsma Ride Safe Bike Tour**

More information at <http://www.patytmsabiketour.com/> and page 4 of this newsletter.

**June 14<sup>th</sup>**

**PSPE Golf Outing**

The Reading and Valley Forge Chapters of the Pennsylvania Society of Professional Engineers has invited the AIA Eastern PA Chapter to participate in its annual golf outing at Hickory Valley Golf Club (Ambassador Course). The event will begin at 1:00p.m. See <http://www.pspe.org/reading/Docs/golffreg.pdf> for more information and on how to register.

**June 15<sup>th</sup>**

**AIA Eastern PA Plant Tour**

Glen Gery Plant Tour and Seminar  
Presenter: Gary Clark, Regional Sales Manager  
Location: Glen Gery Brick Yard, Shoemakersville  
10:00am Registration  
10:30am Plant Tour  
12:00am Lunch and Seminar  
[Register Online](#)

**August 8<sup>th</sup>**

**Lehigh Valley Iron Pigs Game**

Joint AIA/CSI Event  
Location: Coca-Cola Park, Allentown

**September 20<sup>th</sup>**

**AIA Eastern PA Chapter Meeting**

Topic: Leadership  
Leadership Development Institute  
Northampton Community College, Southside Campus

**October**

**AIA Design Charrette**

Join us as AIA members and local architecture students collaborate in our annual sustainable design charrette.  
Location and Time TBA

**November 15<sup>th</sup>**

**AIA Eastern PA Chapter Meeting**

Topic: Government Affairs and Associates' Night  
Location: TBA

**December 6<sup>th</sup>**

**AIA Eastern PA Design Awards**

Join us for our annual President's Night and Design Awards  
Cosmopolitan Restaurant, Allentown  
6:00pm – 9:00pm



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**News****AIA Scholarship**

**Attention all summer interns** who are currently attending an accredited Architecture school *and* resides in one of the six counties that comprise the territory of the AIA Eastern Pennsylvania Chapter (Berks, Carbon, Lehigh, Monroe, Northampton, Schuylkill). The AIA Eastern PA Chapter has a scholarship fund that could help you with tuition!

The AIA Eastern Pennsylvania chapter Scholarship Fund has been founded to provide scholarship assistance to qualified applicants, currently enrolled in an accredited architecture program, and who are serious about their long-term pursuit of licensure as a professional architect. The AIA Eastern Pennsylvania chapter, with the continued support of the American Institute of Architects and the AIA Pennsylvania, remains committed to cultivating future design professionals who embrace the AIA's ongoing mission and objectives, including the pursuit of design solutions that enhance the aesthetic beauty, public welfare and safety, and long-term sustainability. Further the AIA Eastern Pennsylvania chapter encourages students to live and practice their profession within the chapter boundaries upon their graduation.

Refer to the AIA Eastern PA website at [www.aiaeasternpa.org](http://www.aiaeasternpa.org) for more information.

**A Note of Thanks to Our 2012 Allied Members**

The AIA Eastern PA chapter would like to extend its appreciation to its Allied Members, whose continued support has been invaluable over the years:

**Beth-Hanover Supply Co., Inc**

George Kragh / Mark Sell  
[www.beth-hanover.com](http://www.beth-hanover.com)

**The Brick Yard**

Jim Young  
[Jy4masonry@aol.com](mailto:Jy4masonry@aol.com)

**Fenner & Esler**

Timothy P. Esler  
[www.fenner-essler.com](http://www.fenner-essler.com)

**Langan Engineering & Environmental Services**

Jason Engelhardt, P.E.  
[www.langan.com](http://www.langan.com)

**Modernfold of Reading**

Mark Nattress  
[www.modernfoldofpa.com](http://www.modernfoldofpa.com)

**Reynolds Business Systems, Inc.**

Keith Reynolds  
[www.reynoldsbusiness.com](http://www.reynoldsbusiness.com)

**TransAmerican Office Furniture, Inc.**

Deborah Torres  
[www.transamfurn.com](http://www.transamfurn.com)

**The Whiting-Turner Contracting Company**

Jack DaSilva  
[www.whiting-turner.com](http://www.whiting-turner.com)

Please visit [www.aiaeasternpa.org](http://www.aiaeasternpa.org) for links to the above Allied Members.



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# PAT YTSMA RIDE SAFE BIKE TOUR

**June 10<sup>th</sup>**

Please join us in commemorating and celebrating the life of friend and past AIA Eastern PA chapter president, Pat Ytsma. Proceeds benefit the Ytsma children's college fund. Remember, ride safe!

20 and 40 mile rides begin from Earl Adams Memorial Park in Breinigsville, PA on June 10th. The 20 mile ride starts at 7:30AM, and the 40 mile ride starts at 8:00AM. The course will be patrolled for safety and swept at 2:00. Rest stops will be available. Registration is \$30 and can be sent by mail to:

Pat Ytsma Ride Safe Bike Tour  
c/o Kirk Koehler  
1720 Spillman Dr. Suite 200  
Bethlehem, PA 18015-2169

Registration is also available online at <http://www.patytmsmabiketour.com>  
(please note that a service charge will be applied to online registrations)

The rider who raises the most money in pledges will receive a brand new Trek bicycle! Other prizes to be announced.

Raffle tickets will also be available at the ride for prizes donated by various bike shops around the valley. Thank you to our generous sponsors.

[patytmsmabiketour@gmail.com](mailto:patytmsmabiketour@gmail.com)

## ARE Study Guide Library

The Chapter has purchased Study Guides, Question & Answer Booklets, and Practice Graphic Vignette Problems for each of the seven divisions of the ARE 4.0. These will be available for any AIA Eastern PA Associate Member who is preparing for the Architectural Registration Exams.

Refer to the chapter website for more information.



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Howard Quaintance, AIA, LEED AP

On April 3<sup>rd</sup> & 4<sup>th</sup>, the AIA PA staff and board planned and hosted another successful Architects Day & Component Leadership Conference in Harrisburg, PA. As in previous years, the two-day event was filled with timely presentations, legislative lobbying opportunities, awards ceremonies and social gatherings.



### Legislative Lobbying:

The AIA PA staff scheduled appointments through out the day, for architects from across the state, to meet with their legislators to present AIA Pennsylvania's positions on the following issues:

- ✓ Support of the "High Performance State Buildings Standards Act" House Bill 183 (Harper) / Senate Bill 1136 (Rafferty)
- ✓ Opposition to the Governor's proposed "Moratorium on School Construction Reimbursement" as part of the proposed 2012/2013 fiscal year budget.

The Eastern PA Chapter attendees had the opportunity to meet with the senators and representatives from the various legislative districts in our area to provide them with an explanation and justification of AIA PA's positions on these issues.

### Awards Program:

Architectural Excellence Awards for Architecture, Historic Preservation, Regional & Urban design and Special Initiatives were announced at ceremony held, appropriately, in the architectural splendor of the Capital rotunda.

Award winning projects were presented and their design teams were recognized.

Of special note, a Silver Medal, the jury's highest level of recognition, was awarded to Spillman Farmer Architects for their design of the Arts Quest Center in Bethlehem.

All of the award winning projects will be featured in the AIA Pennsylvania 2012 Awards Program, as well as on AIA PA's website,

In addition to the Architectural Excellence awards, AIA Pennsylvania recognized the following 2012 awardees:

- ✓ **Medal of Distinction**, the highest honor bestowed upon a living AIA Pennsylvania member; was awarded to Charles E. Dagit, Jr., FAIA for his outstanding contributions to architecture.
- ✓ **Government Award**, given in recognition of significant contributions to, or particular support of, the profession and business of architecture and/or the built environment; was awarded to the Honorable Mike Turzai, Majority Leader of the Pennsylvania House of Representatives, for his work on behalf of the business community and the profession of architecture.
- ✓ **President's Award**, in recognition of special contributions and/or particular support of the profession, the business of architecture or the built environment, was awarded to the City of Philadelphia Zoning Code Commission for its interactive public engagement in the process of developing the Philadelphia Zoning Code.

A reception, to recognize and celebrate this year's award winners, was held in the Lieutenant Governor's office.



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**Government Affairs (continued)****Component Leadership Conference**

An informal roundtable presentation provided an opportunity for chapter component leaders to highlight their programs & activities, and to share ideas for chapter development and community involvement.

The staff of AIA Pittsburgh led a session entitled "Component Performance Criteria: What is Required as a Minimum Standard by AIA and by Law". The presentation addressed AIA National's policies for components and reviewed State and IRS requirements that must be followed.

A presentation by AIA Pennsylvania staff and committee chairs provided updates on the strategic planning process for the Pennsylvania Architects Political Action Committee, understanding the political reality of Amendments to the Architects Act and a review of the proposed Bylaws Amendments and Resolutions to be decided at the AIA Convention in Washington D.C.

Representatives of the Pennsylvania Department of State and the Bureau of Professional Affairs (BPOA) presented a program on the "Regulation of the Practice of Architecture in Pennsylvania", which addressed the role of the Architects Board, the complaint process and the investigative and prosecutorial processes of the BPOA. The BPOA's mission is to protect the health, safety and welfare of the citizens of the Commonwealth and to protect the integrity of its regulated professions. It oversees 28 health and business related boards with 207 license types with hundreds of thousands of active licensees. It's Bureau of Enforcement and Investigation, with regional headquarters in Harrisburg, Philadelphia, Pittsburgh & Scranton, performs thousands of inspections and investigations annually.

If you have not recently, or ever, attended Architects' Day, I strongly suggest that you give it serious consideration next year. AIA PA does a great job of involving all who attend; and will provide you with an experience that is well worth the time invested.

**The Brick Yard** has been serving the local architects, builders and homeowners of Lehigh Valley with **Brick** selections for 29 years. Our "Masonry Design Center" provides the decision maker with many choices in selecting the distinct color, character, strength and charm they seek at a reasonable price.

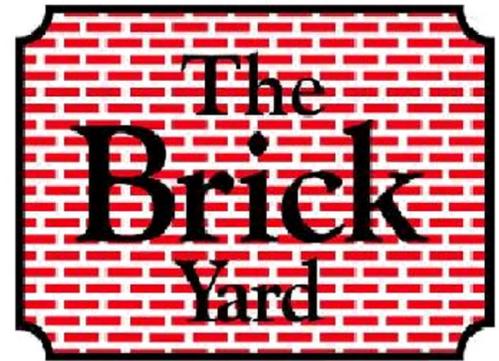
**All Brick is not the same.** This is why we represent **Glen-Gery Brick, the largest supplier of brick made in PA.** We offer over 200 Brick displays to select from. Stop in and see why, our local communities have selected and used over **"50 million Glen-Gery Brick in Lehigh Valley."**

**The Brick Yard** is a member of the CSI, EPAIA, DVGBC, LVGBC, LVBA and supports the vocational students training in Architecture or Masonry.

**Glen-Gery Brick as a partner with The Brick Yard** has supported Architectural Students with scholarships at many of the Colleges and Universities across the state of Pennsylvania. We look forward to our continued support within the local communities.

**The Brick Yard is located at: 1001 Nor-Bath Boulevard, Route 329, Northampton PA. 18067**  
**2011 BEST TECHNICAL BOOTH – CSI EXPO SHOW**

**Contact Sales Manager Jim Young Phone: 610-390-1167 Email: jy4masonry@aol.com**



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## Associates' Column

### Musings on Convention

Katie O'Regan, Assoc. AIA



Washington, DC played host to this year's AIA National Convention last month. For 4 days, bow ties, black glasses, questionable fashions (the memes abound!) and overall great minds gathered at the Convention Center for lectures, tours, exhibits and networking. The sheer number of people was rather surprising; the profession can sometimes be so insular that it was encouraging to see so many architects in one place, who, just by being there, were advocating in some small way for the future success of the profession.

My main interest was the lectures. I was craving something reminiscent of third year theory of architecture, but despite carefully scrutinizing my options, I somehow picked a run of rather dry presentations. Following the continuing education/learning objectives structure dulled down many of the talks, however, there was one that really held my attention, if only for its enthusiastic delivery of some basic principles, rather than mind-blowing content.

"The Psychological Design Connection to Both the Built and Natural Environment", delivered by Ms. Barbara Stewart, AIA, raised the issue of humans' instinctive bond to the natural environment

clashing with technological developments that pay little heed to natural patterns and elements. Biophilia, environmental psychology, and evidence based design are familiar terms to architects, but Ms. Stewart did a fantastic job of underscoring just how difficult it can be for some people (and entire demographics) to abandon certain typologies in favor of "unfamiliar feeling" new designs. Perceptions of one's surroundings can differ drastically between socioeconomic class, education level, and culture, thus creating many opportunities for misunderstandings between architect and client, at the most basic level. This results in the ever present problem of giving the client what they want despite the client not knowing what that is. End users are quick to express specific dislikes, and it seems this is often because what they see conflicts with familiar patterns in the natural environment and evokes a quick emotional response.

A lack of natural familiarity might be a contributing factor to the dismissal of contemporary architecture by much of the public. Or rather than outright dismissal, a hesitant criticism that usually sounds like "well, I'm not an architect, so I don't know what to think of that building." The client might not know exactly what to think, but they know how they feel. Achieving a certain design intent through an expression of natural patterns, rhythms and elements might be one of the defining features of buildings that are well received by the public versus those maligned for being too awkward/funky/sterile/out-of-touch, etc. Research has shown that simply *mimicking* natural features, even as simple as a light blue ceiling to imitate the sky, elicit positive neurological changes in building occupants.

Perhaps not all of society is ready to adapt and thrive in the types of modern and contemporary spaces our profession is currently exploring. The practice of mimicking, in some small degree, natural features might be a worthwhile consideration for that client that "just doesn't like" the proposed design, but can't state why. That is not to advocate for one ideology as a panacea for the unhappy client, but contemporary designs and ecologically based designs are not inherently diametrically opposed. One does not have to sacrifice innovation for historicism or simplicity. The design principles proposed in the lecture should not be used literally to develop an aesthetic, but should inform the creation of a specific experience for the end user. I, for one, certainly empathize with the views expressed in the lecture and can associate with the feelings of comfort elicited by such simple and natural design strategies.

