

WELCOME

**2011 AIA San Francisco Design Awards
Call for Entries**
www.aia.org/awards
Submission Deadline February 17, 1:00 pm
Pre-register at <http://designawards2011.eventbrite.com>

2011 President's Message

As 2011 President, my focus will be on highlighting opportunities and issues of common interest, including urban infrastructure development, the many challenges (and within these challenges, opportunities) to the practice of architecture, non-traditional career paths, and in helping to find ways in which our members can increase their relevance in the world. I hope to promote an open dialog about how architects can contribute something so crucial that society turns to our profession to lead an outcome-driven development process which can through collaboration with others, achieve wider goals.

We saw one example of what this might look like when AIA SF 2010 President Bill Roger, AIA SF Executive Director Margie O'Driscoll, and I attended a meeting in Atlanta last October and were introduced to the exciting Atlanta Beltline proposal. The mission was to repurpose a 22-mile loop railroad right-of-way around Atlanta into a network of parks supported by a web of transit that in turn supports infill development of abandoned industrial properties adjacent to 45 existing neighborhoods. While continuing the environmental themes of recent years, I intend to focus my energies on how architects can make critical contributions to the direction in which our society develops while creating opportunities for ourselves and others.

It was my distinct privilege to serve with Bill Roger. Bill brought energy, focus, a steady and upbeat demeanor, and a keen intelligence to the job, and maintained the high standards set by his predecessors as President. Your Chapter staff and Board strove hard to maintain the high standard in all areas of Chapter activities and I look forward to continued high standards in 2011.

I look forward to working with our wonderful Board and to serve our members and the greater community.

Michael Bade
President, AIA San Francisco

Resolutions for the New Year

Start the new year with a new outlook! Many analysts report that economic times are improving and we hope that this is the case for you. Nevertheless, we invite you to continue networking and to stay connected with your peers and industry partners as

opportunities can often come where you might least expect.

- **Stay involved.**
Participate in one of AIA San Francisco's many [committees](#) which address a wide variety of design, advocacy, and practice issues. [Click here](#) for a complete list.
- **Share your projects with AIA San Francisco.**
Our [2011 Design Awards call for entries](#) is underway. Winning projects are featured in *California Home + Design* and all residential entrants are considered for inclusion in the [San Francisco Living or Marin Living Home Tours weekend](#) as well as top, national design publications. Also, look for the launch of a new Small Project awards program in late Spring.
- **Stay connected.**
If you would like to subscribe to receive our weekly emails on upcoming events or update your email address, sign up now at www.aia.org/Publications.htm or join us on [Facebook](#) and [LinkedIn](#).
- **Stay current.**
Resolve to be on top of current trends. Learn how to meet the 2030 Challenge by participating on our [Zero Net Energy Series](#).

Zero Net Energy for Nonresidential Building Series **Register at <http://2030orsooner.eventbrite.com>**

The California Long Term Energy Efficiency Strategic Plan calls for newly constructed nonresidential buildings to be designed to a goal of zero net energy by 2030 and for residential buildings to achieve this goal even earlier in 2020. The creation of high performance buildings that deeply reduce overall energy use and peak energy demand, and incorporate on-site renewable energy generation to offset non-renewable energy supplied by the utility grid, is essential for meeting these performance goals. This educational series, jointly sponsored by AIA San Francisco and PG&E, is intended to help design professionals develop the expert knowledge to design and build the next generation of energy saving buildings.

9, 4 hour sessions led by Scott Shell, FAIA and Brad Jacobson, AIA from EHDD Architecture, Peter Rumsey from Integral Group, and other locally and nationally renowned architecture and engineering experts will give attendees a comprehensive foundation in the strategies and technologies used to achieve Zero Net Energy. For more information and course descriptions, visit www.aia.org/Programs/Professional_Programs/2030orSooner.htm.

AROUND THE CHAPTER

Visit our online [calendar](#) at www.aia.org/calendar for detailed information on our January events, or call 415.362.7397.

GALLERY

Small Firms, Great Projects Exhibition **On View January 13 - February 18, 2011**

Celebrating exceptional Bay Area architecture, this exhibition showcases the innovative and award-winning work of local architecture and design professionals. The exhibition introduces viewers to architecture and design firms experienced in a wide range of work, including new residences and remodels, commercial and retail spaces, educational, civic, institutional and religious projects, historic preservation, and landscape and interior design.

For your reference, a print copy of *Small Firms, Great Projects*, produced in partnership with [California Home + Design](#), is also available for pick up at our office.

OPPORTUNITIES

Compostmodern '11 **January 22-23, 2011**

Presented by the San Francisco Chapter of AIGA, the professional association for design, Compostmodern is an interdisciplinary conference offering a wide range of thought-provoking presentations, interactive breakout sessions, networking and social events, as well as up-close opportunities to hear from and meet with some of the leading designers and design thinkers who are shaping the way we interact with and can change the world. AIA members can register at the AIGA member rate. More information at www.compostmodern.org.

Design Competitions/RFPs

For information on competitions/RFPs visit our website at www.aia.org/Job_Resources/CompetitionsRFPs.htm.

IN THE NEWS

- Congratulations to **Robert Ivy, FAIA**, appointed AIA Executive Vice President/Chief Executive Officer effective February 1, 2011.
- Congratulations to **Min|Day**, on being recognized as *Residential Architect's* 2010 Rising Star.
- The Building Division of the City of San Rafael announces a new over the counter plan review for routine commercial tenant improvements. Visit www.cityofsanrafael.org for more information.

Want to be IN THE NEWS? Email [here](#) for consideration.

FEATURE THIS MONTH

Predictions for 2011

Everyone from economists to architects to marketing firms have big ideas about what the coming year may hold for housing and design.

By: Stephani L. Miller

Article courtesy Residential Architect, January 2011

Wondering what 2011 might bring about in the housing industry? Predicting the future is never easy; it's a far simpler thing to look back on the past year's economic ups and downs, professional triumphs and failures, and trends in design and construction.

Luckily, some people in the know-from outside as well as inside the design and home building professions-have focused their vision enough to get a glimpse of the concepts, movements, and trends we may see develop, continue, or evolve during the coming year.

The green design-minded editors of Inhabitat asked some of the most prominent thinkers and practitioners in sustainability for their 2011 predictions for green design. Notable architects and architecture writers such as William McDonough, FAIA, Michelle Kaufmann, AIA, LEED AP, William McDonough + Partners' Kira Gould, and Treehugger.com's Lloyd Alter, along with several others, contributed a variety of fascinating prognostications. McDonough predicts that "the pace of change will quicken and that Cradle to Cradle ripples will widen." And Kaufmann thinks there will be a backlash against greenwashing, big builders will finally shift to green building, and net-zero homes will become so mainstream that net-positive will become the new aspirational goal. Read all 12 individuals' forecasts [here](#).

ra's sister magazine BUILDER drew on the past year's experiences to project into 2011 and identify housing design trends that everyone in the industry should plan for and watch. In addition to smaller, more practical houses, BUILDER reports growing interest in back-to-basics design features, urban-light developments in the suburbs, more bedrooms and bathrooms to accommodate multigenerational households, greater use of panelized construction methods, and mix-and-match interior finishes ([read more about these predictions](#)). The magazine also offers up ideas for residential [design trends we won't see](#) in 2011.

[CLICK HERE TO READ FULL ARTICLE.](#)

SPONSORS

UC Berkeley Extension Sustainable Design

Lead the way in creating a more sustainable world with courses from UC Berkeley Extension. This spring, you can examine the history and development of regenerative design, learn the keys to selecting environmentally preferable products, and explore ancient built environments for strategies to apply today. Learn from instructors who are

leaders in the field: Antonio Pares, principal at Mithun; Heather Gadonniex, managing partner at MindClick SGM; and Eugene Tsui, Ph.D., biomimetic design pioneer. [Click for more information and to enroll.](#)

WoodWorks

Earn up to 6 AIA/CES LUs free at the San Francisco Wood Solutions Fair - March 16, 2011 - South San Francisco Conference Center. Hosted by WoodWorks, Wood Solutions Fairs combine topical seminars with a trade exposition to provide a comprehensive learning experience related to non-residential and multi-family wood design. Register at www.woodworks.org - or visit the Online Training Library to earn education credits by streaming webinars, reading information materials or viewing online seminars. Other WoodWorks resources include CAD/REVIT drawings, case studies, product guides and calculators, as well as free one-on-one project support.

Ownership Transition for the Design Professional by Dannible/McKee and Associates

This intensive one-day seminar for firms in the San Francisco region takes place January 20, 8:30 am - 4:30 pm. Cost of the seminar is \$625 per person. We offer a 20% discount for each additional registrant from the same design firm. Program highlights include understanding your firm's financial statements, methods of valuing your firm, income and estate tax laws, ownership succession and the transfer of power, techniques for transferring ownership, funding the purchase price, choosing the proper buy/sell agreement, mergers and acquisitions, and actual case studies. Participants will earn 7 AIA learning units. To register, please visit www.dmconsulting.com/seminars or email cburch@dmconsulting.com.

Interested in placing a classified? Reach thousands of readers and get your message out. Call 415.362.7397 or email sponsorship@aiasf.org to find out more.

Do you have any suggestions for *archSF*? Please email hwong@aiasf.org.