

Boston Society of Architects

BSA

Annual report, 2009

TABLE OF CONTENTS

3	Letter from the BSA president and vice president/president-elect
4	Financial overview
6	Membership
8	Advocacy
10	Committees
12	Conventions and tradeshow
16	Thinking about design
20	Programs and events
26	Recognizing our colleagues
30	Communications
32	Running the shop
34	External support
35	BSA Board of Directors and staff

Dear members of the BSA

The Boston Society of Architects (BSA) is a large, dynamic and complex organization. As we continue to grow and respond to the myriad opportunities presented by a changing economy, architecture profession and urban landscape, we are reminded of the importance of professional networks and the power of collective engagement.

This annual report is an opportunity to share with BSA members and others both the highlights of the past year and the details of BSA operations. For the BSA, identifying every program and acknowledging every great idea or tireless volunteer is impossible. However, we hope this is a useful summary, and your thoughts on how we can improve this report are welcome.

The past 12 months were difficult for the architecture profession and building industry as a whole. Given the severity of the recession and its impact on members, the BSA initiated several new programs in 2009. New initiatives included free networking and lunch-and-learn programs and low-cost training sessions on Revit, LEED and other topics. We created *architects.org/recovery*, a resource for individuals and firms. As a way for designers and others to stay engaged in the community, a Volunteer Corps formed to work on community-design and community-service projects.

In July, the BSA welcomed a new executive director. After an extensive national search, Tom Keane was hired to succeed Richard Fitzgerald, who had held the position for 24 years before retiring in December 2008. We owe a great debt to Nancy Jenner, the BSA's deputy director of 14 years, for serving as interim director and ensuring our successful navigation of the transition. Although Nancy has decided to leave the BSA at the end of December, we know the BSA community will long be grateful for her pragmatic and visionary management of the organization.

Inside this annual report, you'll find details on these and other 2009 highlights, including:

- New board-appointed leadership for sustainability issues (page 10)
- Advocacy successes (page 8)
- The 25th anniversary of Build Boston (page 15)
- A new online presence for *ArchitectureBoston* (page 16)
- Efforts to revamp the BSA's communications program and database (page 30)

You are the BSA. Your participation, your leadership, your ideas and your critiques make the organization a leader locally and nationally. We look forward to your continued participation as we launch a long-range planning process, develop a new website and explore a new physical home for the BSA.

As the BSA enters 2010, we are poised to capitalize on greater technological, communications and programming capabilities. Together, we will evaluate our activities and investments, outline possibilities and identify new goals to ensure the BSA remains a leader in advocacy, promoting excellence in design, and support for careers and best practices.



*James Batchelor FAIA
2009 President*



*Lawrence A. Chan FAIA
2009 Vice president/
President-elect*

Financial overview

The BSA is in solid financial shape. Although numbers are not yet final for 2009, a small surplus of \$276,000 and a strong, positive cash flow of \$596,000 are anticipated.

Membership dues revenue remained strong in 2009, while non-dues revenue, which responds quicker to economic conditions both good and bad, was down in 2009 from an unusual high in 2008. The largest declines in revenue were in tradeshow/convention profit and advertising and classified income.

An important note on these financial statements: a comparison of 2009 and 2007 with 2008 may be misleading because 2008 included \$1.6 million in revenue and a surplus of more than \$470,000 from BSA activities related to the AIA national convention held in Boston.

Income statement

<u>REVENUE</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Membership	\$ 1,876,939	\$ 2,068,791	\$ 2,091,952
Publications	794,865	835,536	438,860
Tradeshows	1,091,061	1,162,080	816,601
AIA Convention	-	1,599,902	-
Investments	235,220	132,111	70,000
Other activities	910,655	880,472	549,619
Total revenue	\$ 4,908,740	\$ 6,678,892	\$ 3,967,032
<u>EXPENSES</u>			
Membership	53,609	55,493	61,755
Publications	944,366	960,062	665,931
Tradeshows	257,301	347,397	190,355
AIA Convention	197,557	1,125,502	-
Other activities	1,299,318	1,280,988	713,918
General and administrative	1,584,468	1,957,866	1,684,440
Total expenses	\$ 4,336,619	\$ 5,727,308	\$ 3,316,399
Operating surplus	\$ 572,121	\$ 951,584	\$ 650,633
Depreciation	266,053	360,759	374,530
Surplus/(Deficit)	\$ 306,068	\$ 590,825	\$ 276,103

Balance sheet

<u>ASSETS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Current assets	\$ 5,167,506	\$ 5,246,195	\$ 5,771,025
Building and equipment	1,793,809	2,210,993	1,890,382
Other long-term assets	-	-	-
Total assets	\$ 6,961,315	\$ 7,457,187	\$ 7,661,407
<u>LIABILITIES</u>			
Current liabilities	966,794	871,850	797,559
Long-term liabilities	-	-	-
Total liabilities	\$ 966,794	\$ 871,850	\$ 797,559
Equity	\$ 5,994,520	\$ 6,585,337	\$ 6,863,848
Total liabilities and equity	\$ 6,961,315	\$ 7,457,187	\$ 7,661,407

Should you have any questions about this report or wish to receive the audited results when available, contact Ben Cohen, BSA controller, at bcohen@architects.org or 617-951-1433 x235.

Membership

In 2009, BSA membership included approximately 4,100 public, professional and affiliate members. More than 2,300 BSA members are architects. Another 500 or so are young professionals on the path to becoming licensed architects and other designers. Affiliate members include engineers, contractors, owners/clients, public officials, other allied professionals, students and others interested in design and the built environment.

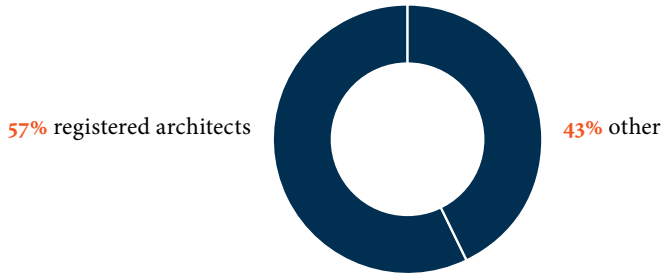
Membership revenue held steady in 2009. However, the BSA more than tripled the amount of financial aid provided to members, from \$12,000 in 2008 to \$38,000 in 2009. Financial aid included a volunteer-for-dues program and partial dues waivers.

<u>MEMBERSHIP</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Dues revenue	\$ 1,876,939	\$ 2,068,791	\$ 2,091,952
Financial aid	14,527	11,689	37,863
Net revenue	\$ 1,862,412	\$ 2,057,102	\$ 2,054,089
Marketing expense	39,082	43,803	23,892
Surplus/(Deficit)	\$ 1,823,330	\$ 2,013,299	\$ 2,030,197

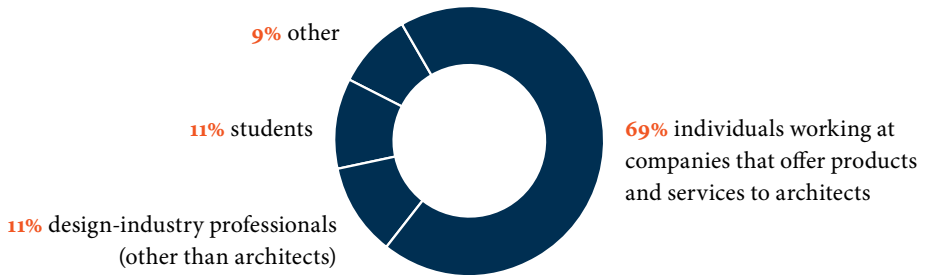
<u>INDIVIDUAL MEMBERS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
AIA/FAIA	2,051	2,127	2,073
Associate AIA	489	567	512
Emeritus AIA/FAIA	244	252	262
Emeritus Associate AIA	-	3	5
Professional affiliate	160	167	143
Corporate affiliate	846	1,032	864
Student affiliate	164	176	138
Subscriber	167	144	116
Total individual members	4,121	4,468	4,113

<u>FIRM MEMBERSHIP</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Architecture firms	206	212	192
Sole practitioners	564	536	524
Corporate affiliate firms	141	172	144
Total firm membership	911	920	860

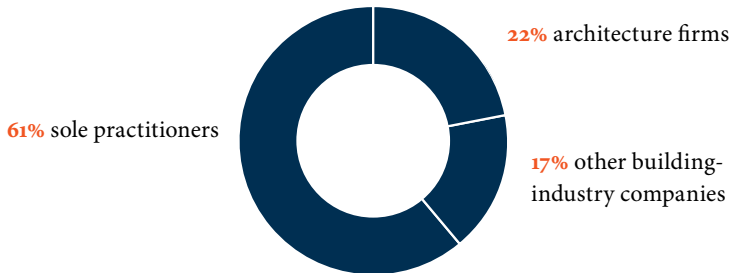
MEMBERSHIP



AFFILIATE MEMBERS BY TYPE



FIRM MEMBERSHIP



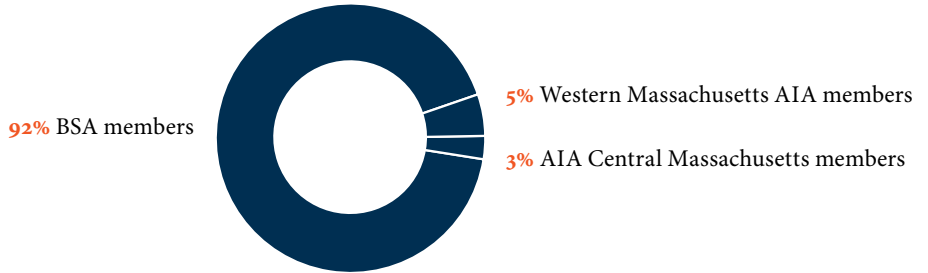
Advocacy

The BSA works closely with AIA Central Massachusetts and Western Massachusetts AIA to ensure all three chapters speak with one voice—through AIA Massachusetts—on matters relating to legislative and regulatory advocacy. The BSA coordinates this work on behalf of AIA Massachusetts and in 2009 stepped up efforts to effectively represent the interests of the profession at the state and local levels.

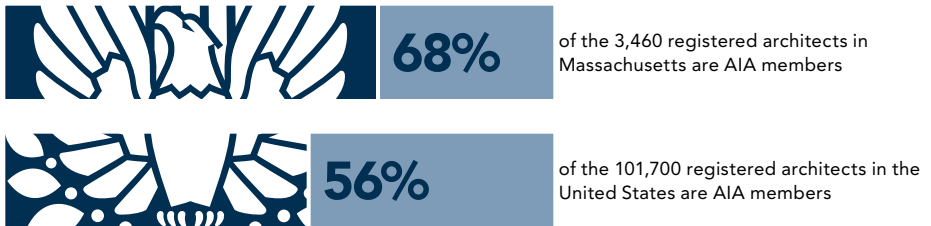
For example, in 2009:

- The BSA and AIA Massachusetts worked together to help promote the Commonwealth’s adoption of a new “stretch” energy code.
- AIA Massachusetts led a significant charge to amend the existing state lien laws to include design professionals. (Builders have long been protected from abusive business practices by the right to file such liens.)
- Two architects, David Hacin AIA and Frano Violich FAIA, were named co-chairs of the Design Industry Group of Massachusetts, which conducts economic research and policy work on the Massachusetts design industry.
- Members worked with state leaders on Design Excellence Guidelines for state projects. This resulted in a proposal for a new Design Excellence Review Board (with five seats to be held by architects nominated by AIA Massachusetts) for all proposed state facilities with construction budgets in excess of \$10 million. It also resulted in a proposal for a new BSA-administered Commonwealth Design Awards program that will annually recognize excellence in architectural design in Massachusetts state facilities.
- Architects were successfully nominated to serve on nine of 10 state task forces established to make recommendations on how to apply the federal stimulus money.
- The BSA and AIA Massachusetts made nominations for public positions at the Board of Building Regulations and Standards, Boston Landmarks Commission, Designer Selection Board, Department of Housing and Community Development, Duxbury Historic District Commission, MTA Parcels 12–15 Neighborhood Review Committee, Plymouth Historic District Commission, Acton Historic District Commission and Christian Science Citizens Advisory Committee.
- Many members served on the Massachusetts Zero Net Energy Buildings Task Force.
- AIA Massachusetts’ Legislative Affairs Committee successfully blocked a legislative proposal that would have dramatically increased errors-and-omissions insurance requirements. The committee also continued to work with legislators and the governor’s office on matters relating to the licensure of interior designers, an effort that garnered support from many interior designers fearful that new licensure requirements might effectively put them out of business.
- And then there were the small victories, such as when an architect in Easton was told architects are not allowed to post signs on construction sites (and ordered to take his down). The BSA intervened and the local authorities overturned their decision.

AIA ARCHITECTS IN MASSACHUSETTS



AIA ARCHITECTS vs. REGISTERED ARCHITECTS



CONNECTING WITH ELECTED OFFICIALS

2009 Freshman Legislators Breakfast

Two dozen architects and allies met 12 newly elected Massachusetts representatives

2009 Grassroots Leadership and Legislative Conference in Washington, D.C.

More than 800 AIA leaders from around the nation attended;
16 architects from Massachusetts met with all 12 state delegates

2009 Architects Day on Beacon Hill

27 architects and allies met 24 state representatives and 13 state senators

Committees

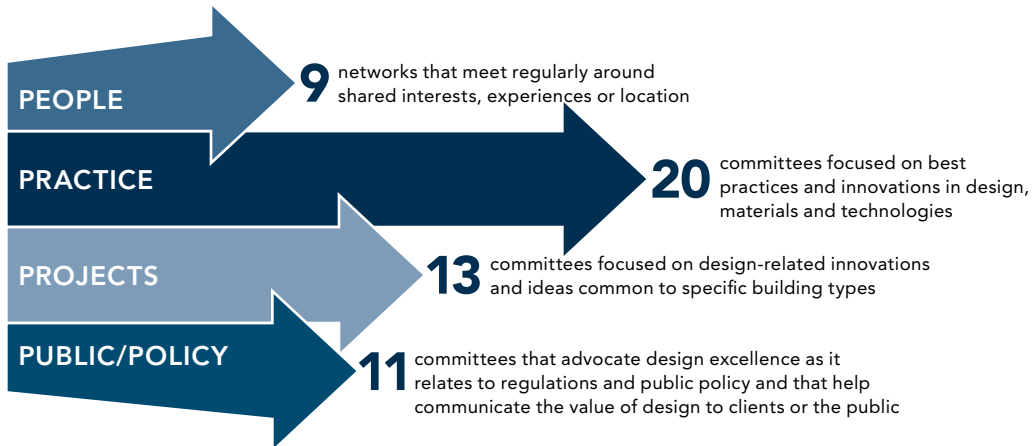
Much of the BSA’s work is done by its 50-plus volunteer committees, task forces and networks. The BSA Board of Directors includes eight commissioners who act as liaisons to various committees. These committees are open to everyone. The committee structure’s most compelling aspect is that it offers so many paths into our community, which benefits from the active participation of the industry’s best and brightest.

The committees also organize and provide continuing-education opportunities throughout the year, in meetings that feature expert speakers, case studies and other educational programs. The BSA supports the work of committees by providing space and food for meetings. In addition, the BSA funds significant work done by committees (e.g., outlays for legal assistance, white papers, research and travel).

<u>COMMITTEES</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 4,195	\$ 4,210	\$ 2,361
Expenses	115,379	110,316	72,520
Surplus/(Deficit)	\$ (111,184)	\$ (106,106)	\$ (70,159)

In 2009, BSA committees and networks held 470 meetings at The Architects Building and elsewhere.

Of particular note in 2009 was the board’s creation of the Committee for the Advancement of Sustainability, which seeks to harness the BSA community’s collective experience, creativity, and design and problem-solving skills to address society’s needs for energy efficiency, water and habitat protection, human health and material resourcefulness. This group of BSA leaders (*architects.org/sustainable*) is charged with articulating the BSA’s position on issues related to sustainability and coordinating related efforts among the BSA’s volunteer-led committees.



PEOPLE

ALIEN ARCHITECTS ROUNDTABLE
ASIAN/ASIAN AMERICAN DESIGNERS FORUM
BOSTON CHAPTER OF THE NATIONAL
ORGANIZATION OF MINORITY ARCHITECTS
CAPE AND ISLANDS NETWORK
CAREER RESOURCES NETWORK
EMERGING PROFESSIONALS NETWORK
METROWEST NETWORK
WOMEN IN DESIGN BOSTON
WOMEN PRINCIPALS NETWORK

PROJECTS

ACADEMY OF ARCHITECTURE FOR JUSTICE
BSA/SCUP COLLEGE & UNIVERSITY
ROUNDTABLE
DESIGN FOR AGING COMMITTEE
FENG SHUI NETWORK
HEALTHCARE FACILITIES COMMITTEE
HISTORIC RESOURCES COMMITTEE
HOUSING COMMITTEE
INTERFAITH FORUM ON RELIGION, ART AND
ARCHITECTURE
INTERIOR ARCHITECTURE COMMITTEE
K-12 EDUCATIONAL FACILITIES COMMITTEE
MUSEUM AND EXHIBIT DESIGN COMMITTEE
PERFORMING ARTS DESIGN COMMITTEE
RESIDENTIAL DESIGN COMMITTEE

PRACTICE

ADMINISTRATION & HR WIZARDS
ARCHITECTS/ENGINEERS NETWORK
ARCHITECTURAL PHOTOGRAPHY NETWORK
BSA/AGC/ABC INTEGRATED PROJECT
DELIVERY COMMITTEE
BUILDING ENCLOSURE COUNCIL
BUILDING INFORMATION MODELING
ROUNDTABLE
BUILDING SYSTEMS COMMITTEE
BUSINESS MANAGEMENT AND FINANCE
COMMITTEE
COMMITTEE ON THE ENVIRONMENT
CONSTRUCTION ADMINISTRATION
ROUNDTABLE
DATACAD BOSTON USERS GROUP
INDOOR AIR QUALITY COMMITTEE
INFORMATION RESOURCE WIZARDS
INTERNATIONAL COMMITTEE
IT WIZARDS
LARGE FIRM ROUNDTABLE
MARKETING/PR WIZARDS
OWNERS' PROJECT MANAGERS FOR K-12
SCHOOLS COMMITTEE
SMALL PRACTICES NETWORK
VECTORWORKS USERS GROUP

PUBLIC/POLICY

ACCESS COMMITTEE
AIA MASSACHUSETTS LEGISLATIVE AFFAIRS
COMMITTEE
ARCHITECTURE FOR HUMANITY BOSTON
CODES COMMITTEE
COMMON BOSTON
PLACEMAKING NETWORK
PUBLIC ART INITIATIVE
SUSTAINABILITY EDUCATION COMMITTEE
URBAN DESIGN COMMITTEE
VOLUNTEER CORPS
YOUTHVISIONS COMMITTEE

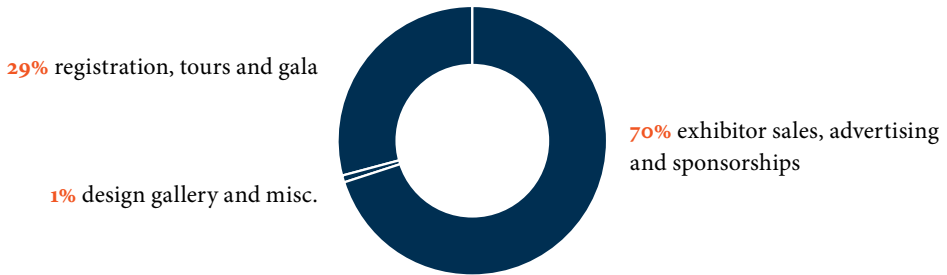
Conventions and tradeshow

The BSA's two conventions and tradeshow—Residential Design and Construction (RDC) and Build Boston—are its flagship events and critical to the mission of the organization.

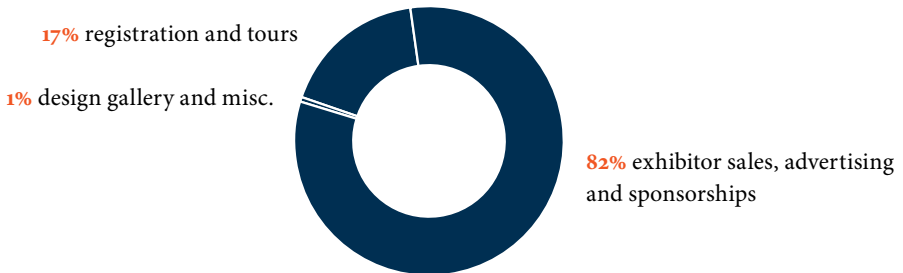
Drawing architects, engineers, contractors, interior designers, landscape architects, clients and many others, these events offer a one-stop venue for new materials and products, hundreds of professional-development workshops that meet continuing-education requirements, and networking opportunities with building-industry professionals from New England and beyond.

Just as important, the two tradeshow generate significant revenue for the BSA. These income streams help subsidize a variety of programs and services for members, the construction industry and the public.

BUILD BOSTON REVENUE SOURCES



RDC REVENUE SOURCES





BUILD BOSTON

Residential Design and Construction

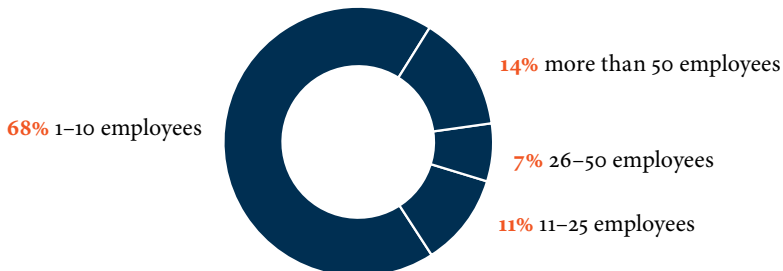
The fifth annual Residential Design and Construction (RDC) convention and tradeshow took place in April, in the depth of the recession. The energy on the tradeshow floor and in conference sessions was high. Some 4,300 individuals attended RDC, taking advantage of its workshops, networking opportunities and the exhibit hall (including a new artisans' area and demonstrations) to bolster their business, expertise, technical training and professional connections.

<u>RDC</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 264,665	\$ 269,245	\$ 138,496
Expenses	72,134	97,123	50,915
Surplus/(Deficit)	\$ 192,530	\$ 172,122	\$ 87,581

As part of the planning for RDC 2009, a new Residential Design and Construction Industry Council was formed to ensure the show's programming and events serve the diverse professionals in the residential design and construction community. The council is the first of its kind in New England's building industry and reflects the inclusive spirit that has long differentiated the BSA's events from other tradeshows. Council participants included the American Society of Interior Designers, Builders Association of Greater Boston, Congress of Residential Architecture, International Furnishings and Design Association, International Interior Design Association, National Association of the Remodeling Industry and National Kitchen and Bath Association.

More than 1,300 homeowners also attended RDC to view digital and traditional portfolios, consult with architects and other designers, and receive free copies of the BSA's *Homeowner's Project Handbook*.

RDC ATTENDEES BY FIRM SIZE



Build Boston

The BSA held its 25th annual Build Boston in November. Although the construction industry was still mired in a recession, this year's 15,000 registrants demonstrated Build Boston's ongoing value in both boom times and in bad.

<u>BUILD BOSTON</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 826,396	\$ 892,835	\$ 678,105
Expenses	185,167	250,274	139,440
Surplus/(Deficit)	\$ 641,229	\$ 642,561	\$ 538,665

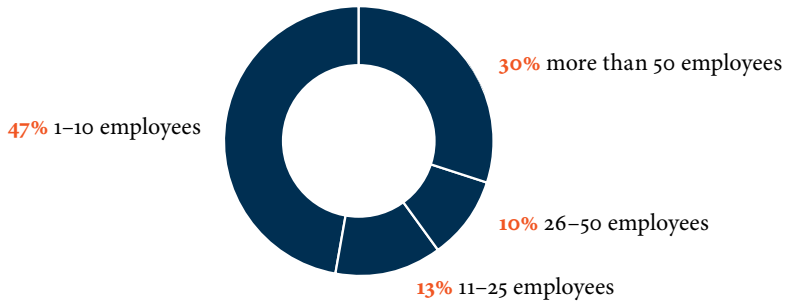
In 2009, nationally and internationally recognized industry leaders shared their expertise in more than 200 workshops offering continuing-education credits. Seven full-day symposia explored design excellence in public places, socially sustainable design, landscape architecture, building codes, building information modeling and more.

In addition to 250 booths featuring new products, technology and services, a new Energy Pavilion on the exhibit-hall floor showcased the latest products, services and technologies that are redefining the way we generate and consume energy.

Keynote speakers Robert A. Murray, Edward Mazria AIA and Dean Kamen stepped forward to address the awesome potential of design and innovation to shape the future. As a result, Build Boston received coverage in *Metropolis*, *The Boston Globe*, *Boston Herald* and *Banker & Tradesman*.

The Women In Design Conference at Build Boston also celebrated its 10th anniversary in 2009. To honor the legacy of Joan Goody FAIA, a principal at Goody Clancy and longtime chair of the Boston Civic Design Commission, Build Boston featured a special exhibit of her projects and key themes in her career.

BUILD BOSTON ATTENDEES BY FIRM SIZE



Thinking about design

ArchitectureBoston

The BSA's ideas magazine, *ArchitectureBoston*, published four issues in 2009. Focusing on themes of neighborhood, the "Gateway Cities," the creative economy and infrastructure, the quarterly publication continued to advance the BSA as a regional and national thought leader.

The costs to publish *ArchitectureBoston* are partially offset by income from advertising subscriptions. In anticipation of reduced ad sales during the recession, the BSA decreased the number of issues in 2009 from six to four.

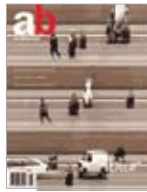
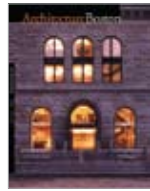
<u>ARCHITECTUREBOSTON</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 475,968	\$ 623,448	\$ 251,458
Expenses	756,460	772,317	427,065
Surplus/(Deficit)	\$ (280,492)	\$ (148,869)	\$ (175,607)

This year, the BSA launched a new online presence for the magazine, at *architectureboston.com*, with plans for further development as the BSA re-designs *architects.org* in 2010. The new *architectureboston.com* allows readers to share links to articles and post comments; it also enables *ArchitectureBoston* articles to be picked up by search engines. For the first time, *architectureboston.com* also offers additional supporting content, such as image galleries and bonus articles.

Design Awards Annual

In years past, one issue of *ArchitectureBoston* was devoted to the BSA design awards programs. With the magazine's new quarterly publication schedule, the BSA created a new publication, the stand-alone *Design Awards Annual*. Advertising revenue helped offset the cost of producing this publication in 2009.

<u>DESIGN AWARDS ANNUAL</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	-	-	\$ 49,006
Expenses	-	-	80,285
Surplus/(Deficit)	-	-	\$ (31,279)



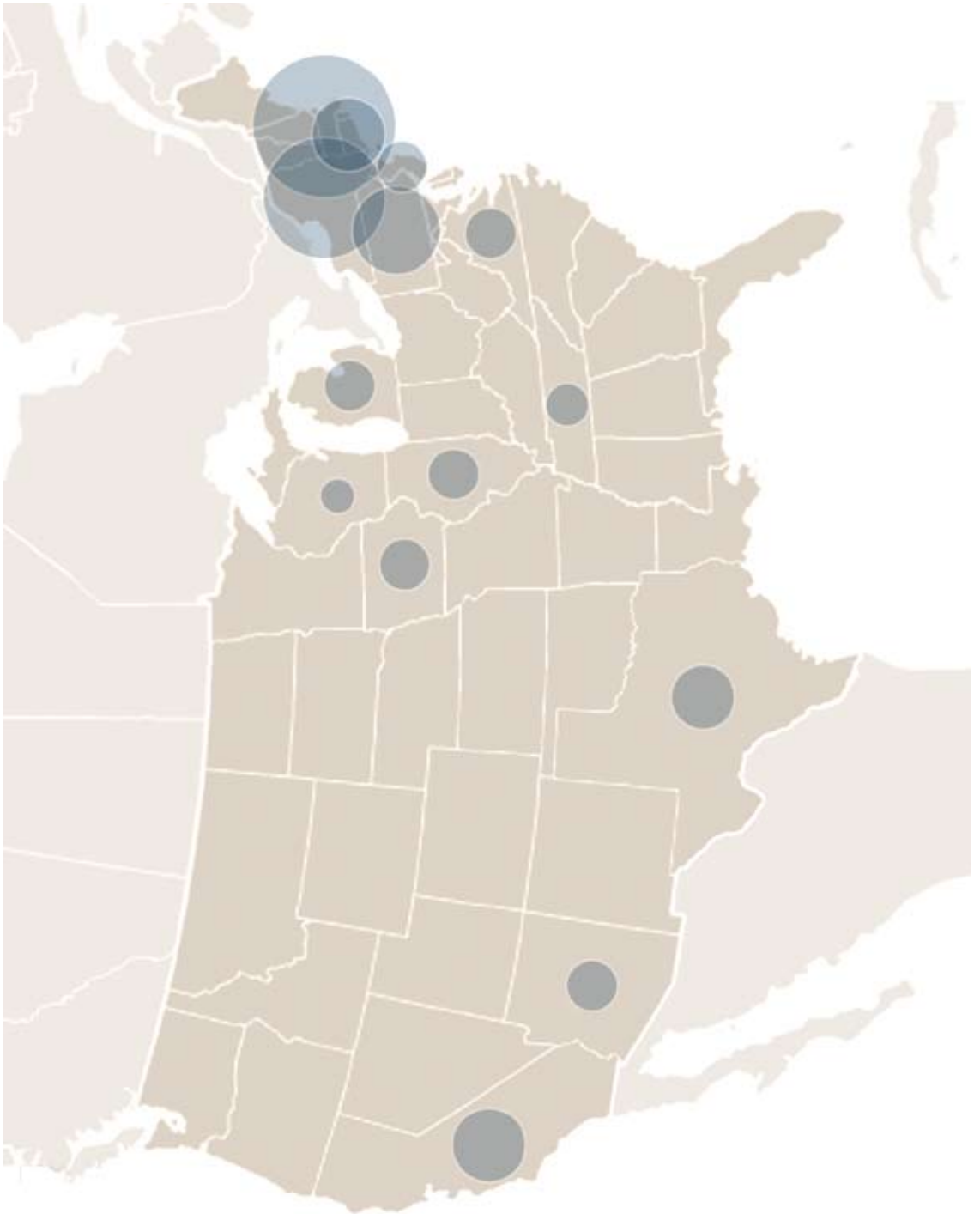
Research grants

Entering its seventh year, the BSA's Research Grants in Architecture program awarded \$73,000 to support two original research projects in 2009. The national program encourages practice-based and practice-oriented research, and more than 60 grant applications were received and reviewed in the 2009 program cycle.

Principal researcher Rob Langone of Automated Dynamics received a \$40,000 grant to partner with the Schools of Architecture, Civil Engineering and Computer Science at Cornell University to study "Composite architectures: engineering complex fiber-placed structural membranes for sustainable building applications." Vivian Loftness FAIA and Joonho Choi of Carnegie Mellon University received a \$33,000 grant to research "Bio-sensing-based adaptive thermal-comfort controls."

<u>RESEARCH GRANTS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Grants and expenses	\$ 95,001	\$ 99,475	\$ 81,785

Since 2004, when the BSA awarded its first research grant, more than \$440,000 in grants have been awarded to fund 42 projects. As architecture is a global discipline, the BSA supports research worldwide, provided that the primary researcher lives in the United States. The majority of grants have gone to applicants in the Northeast (19 from Massachusetts, four from New York, four from Connecticut and one from New Jersey). The remaining grants went to teams from various other regions, including three in California, two in Texas, two in Illinois and one each in Arizona, Iowa, Tennessee, Michigan, Pennsylvania, Wisconsin and Virginia.



BSA RESEARCH GRANTS HAVE BEEN AWARDED TO 48 PROJECTS IN THE UNITED STATES

Programs and events

Through its wide variety of programs and events, the BSA helps design professionals and others acquire new skills and knowledge and enhance their appreciation of architecture and design.

Building careers and businesses, in good times and in bad

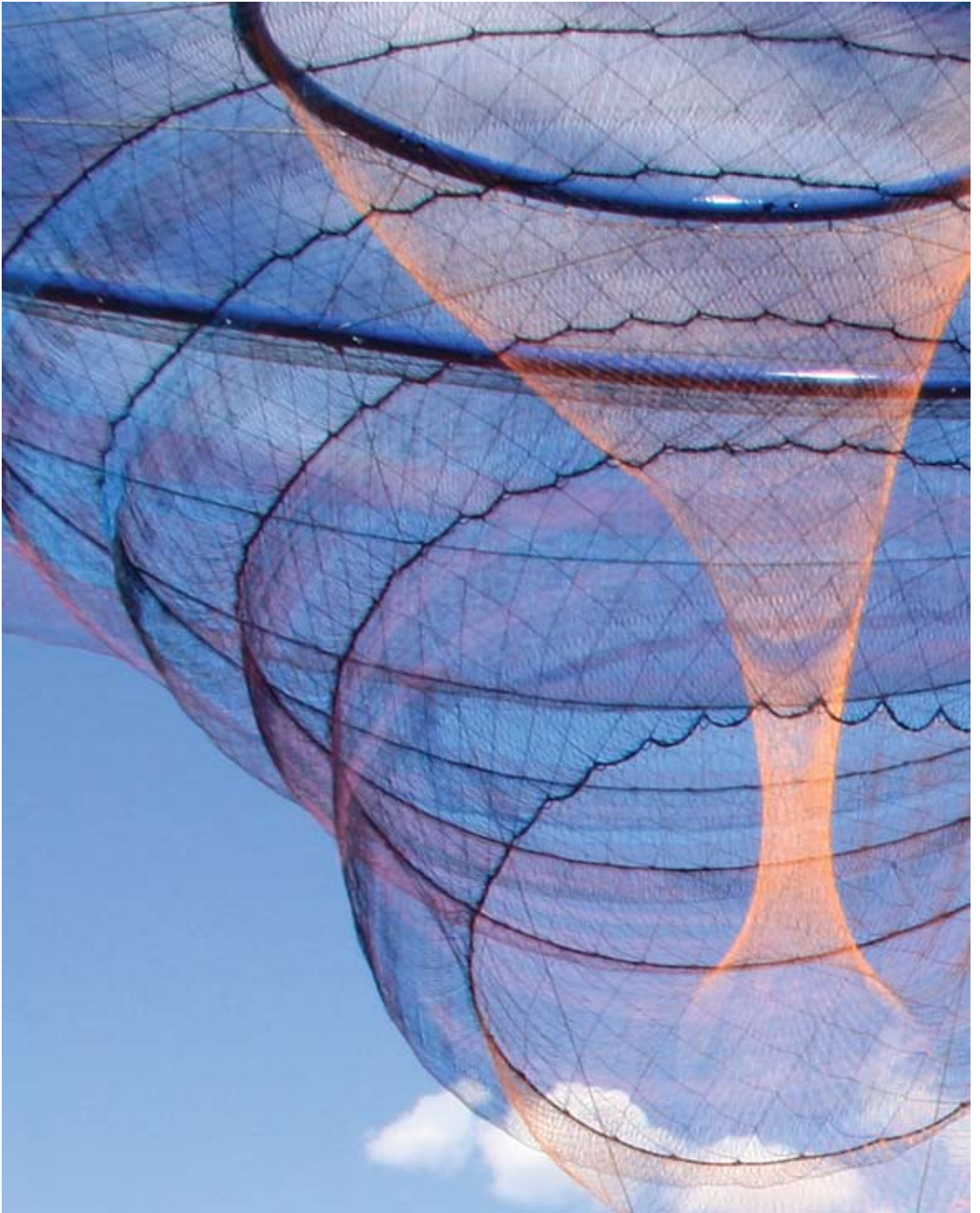
Given the recession's effect on the architecture profession and building industry as a whole, the BSA added new programs to better support members. In 2009, the BSA offered 15 free training sessions on Revit, LEED and business skills. Meanwhile, the new BSA Career Resources Network held 11 meetings, which provided free networking and lunch-and-learn programs to the laid-off and underemployed.

In 2009, the BSA also offered 27 budget-conscious design and practice workshops, 11 of which were held outside Boston (primarily on the Cape and in Newton). With nearly 300 registered attendees, the workshops allowed architects (and others) to earn continuing-education credit while staying up-to-date on industry topics such as sustainability, building codes, contract documents, accessibility and more.

Feeding the BSA community's appetite for the latest on design in 2009 were seven "Conversations on Architecture" events. Former BSA president Brian Healy AIA hosted discussions with designer, author and researcher Kiel Moe Assoc. AIA; author Robert McCarter on Louis Kahn FAIA; Robert Miklos FAIA, principal of designLAB architects; Mack Scogin FAIA, principal of Atlanta firm Mack Scogin Merrill Elam Architects; architect and MIT professor Rahul Mehrotra; and Paul Nakazawa AIA, an international practice and business strategist/coach. A special "Conversations on Architecture" event at the Boston Public Library featured *Boston Globe* architecture critic Robert Campbell FAIA interviewing *Wall Street Journal* architecture critic Ada Louise Huxtable.

More than 600 jobseekers attended the BSA Job Fair in 2009. The free event at Northeastern University featured representatives from 15 design firms, five placement firms, two architectural schools and five volunteer organizations. Attendees had their portfolios and resumes critiqued and participated in professional-development and job-search workshops.

These professional-development opportunities were supplemented by a wealth of networking events in 2009, including six member receptions and a golf tournament.



PUBLIC ART BY "EXPLORING DESIGN" LECTURER JANET ECHELMAN

Supporting emerging professionals

The BSA's acclaimed ARE Success Teams program continues to grow. In 2009, 24 ARE Success Teams were formed at four kickoff events, providing 168 intern-architects preparing for the Architect Registration Examination (ARE) with a supportive group structure, access to a study materials library and meeting space.

Celebrating its 11th year in 2009, the BSA Young Designers Professional Development Institute provided seven young professionals with the insights, strategies and skills needed to build a successful and satisfying career. Leading professionals taught monthly half-day seminars covering professional skills such as effective negotiating techniques and marketing strategies.

The BSA community also benefitted from more engagement among its less-experienced professionals in 2009. The BSA Emerging Professionals Network (previously the BSA Young Professionals Network) re-launched in 2009 under new leadership. This active network coordinated a variety of relevant and popular events, including eight firm and construction-site tours, a Habitat for Humanity project, two movie nights, a cafe discussion with young designers featured in *The Boston Business Journal* and a panel discussion at Puma City.

In 2009, the Emerging Professionals Network also sponsored a lounge at Build Boston and organized portfolio reviews and a mentoring event that introduced beginning and experienced design professionals to each other in a format similar to "speed dating." The lounge was the site of Build Boston's first napkin design competition and a Pecha Kucha event, which brought short-form, provocative slide presentations to the tradeshow floor.



THE EMERGING PROFESSIONALS NETWORK'S HABITAT FOR HUMANITY PROJECT

Engaging the public

During 2009, nine free “Exploring Design” lectures at the Boston Public Library illuminated the profound impact design has on communities. The speakers included Anne Hawley, director of the Isabella Stewart Gardner Museum, on a new building designed by Renzo Piano; Antonio Di Mambro FAIA on shaping just cities in the 21st century; André Leroux, executive director of the Massachusetts Smart Growth Alliance, on land use; BSA President James Batchelor FAIA on sustainable design; 2007 Rotch Travelling Scholarship recipient Mason Pritchett on architecture and urbanism abroad; architect and innovator Juan Frano Violich FAIA on The Portable Light Project and The Soft House Project; artist Janet Echelman on her transformative public art; and writer and television host Patti “Garden Girl” Moreno on urban gardening.

In May, the biennial KidsBuild! program engaged thousands of children in learning about architecture and urban design at Boston’s Institute of Contemporary Art. Children of all ages learned how to choose a building type, find an ideal site and secure a building permit. The children then sketched the morning away before spending time on the “construction yard” creating their masterpieces out of donated materials. Along the way, participating families were engaged in conversations with volunteers about architecture, landscape architecture and urban design.

The BSA held its third annual Common Boston Weekend in June. More than 700 people attended the free public architecture festival in 2009. Programming featured 15 open buildings and 17 neighborhood tours in Jamaica Plain, Ashmont/Peabody Square, Chinatown and Fort Point; a forum on “Designing a Livable City for Families”; the Design Build Challenge, a three-day charrette to create immediate physical solutions to community organizations’ needs; a neighborhood photography project and its companion exhibit in several T stations; and more.

The BSA held its 21st annual College Fair in 2009. The October event at the Wentworth Institute of Technology drew more than 30 schools and 300 attendees from throughout the United States—including high schools students, college students seeking graduate schools, transfer students and their families. Registration was free and attendees enjoyed workshops on selecting an architecture program, portfolio reviews and a keynote presentation by Lynn Brown Stapleton AIA on “the life of an architect.”

In 2009, the new BSA Volunteer Corps worked eight days at the Greater Boston Food Bank, hosted five information-exchange sessions with community organizations seeking pro-bono design services, and worked with Rebuilding Together Boston and the ACE Mentoring Program.



KIDSBUILD! AT THE ICA

Recognizing our colleagues

Each year the BSA, often in collaboration with other organizations, sponsors awards and honors programs to highlight design excellence in Massachusetts and beyond. These programs draw critical, thoughtful attention to the work the BSA community performs and adds to our collective understanding of design and the environments we inhabit and transform.

Awards programs and competitions

The BSA sponsored or administered 10 design awards programs in 2009: the Harleston Parker Medal, the Honor Awards for Design Excellence, the Unbuilt Architecture Awards, the John M. Clancy Award for Socially Responsible Housing, In the Pursuit of Housing, the Accessible Design Awards, the Higher Education Facilities Awards, the K–12 Educational Facilities Design Awards, the Sustainable Design Awards and the Urban Design Awards. These design awards programs and competitions received more than 600 submissions in total; program jurors made awards to 87 projects, recognizing 68 firms and individuals. Details on the 2009 BSA award recipients will be included in the *Design Awards Annual*, which will be published in early 2010.

The jury for the 2009 Harleston Parker Medal, which annually recognizes “the most beautiful” building in Greater Boston, recommended the Parker Community Boathouse. Designed by Anmahian Winton Architects, the boathouse stood out for its realization of many different notions of beauty. The building is a striking presence, meets the criteria for intelligent use of form and material, and offers opportunities for health and recreation for people that might not have access to a private or institutional boathouse.

Brandon Shigeta of Torrance, California, was named the 2009 Rotch Travelling Scholar. As winner of this prestigious BSA-administered two-stage annual design competition for designers age 35 and younger, Shigeta received a stipend of \$37,000 to spend eight months traveling throughout the world. He left in October to study architecture in Japan, China, Vietnam and Thailand.

A proposal by Marshall Brown, an assistant professor at the Illinois Institute of Technology’s College of Architecture, received a \$20,000 grant in the 2008/2009 Rotch Travelling Studio program. The BSA-administered grant program funded a trip for 12 architecture, landscape and planning students to Morocco.

Exhibits

To further showcase design excellence, the BSA displayed photo exhibits of 263 projects at Build Boston and 110 projects at Residential Design and Construction in 2009.

The Architects Building lobby hosted five exhibits in 2009, including one highlighting design ideas for a new Swan Boat Pavilion in Boston’s Public Gardens and another on Boston architects’ work abroad.



ROTCH TRAVELING STUDIO IN MOROCCO

BSA and AIA honors

Andrea Leers FAIA and Jane Weinzapfel FAIA were the 2009 recipients of the BSA Award of Honor, the most prestigious BSA honor bestowed on an individual. This award recognizes extraordinary contributions to the profession and the communities we serve over an extended period of time.

In 2009, the BSA Commonwealth Award was conferred on Emerson College in recognition of its positive impact on Boston's Theater District over the last 20 years.

Leith Sharp, a sustainability consultant and founding director of Harvard's Green Campus Initiative, was named a 2009 honorary member of the BSA for making substantial and positive contributions to our culture, community and profession. State Representative James E. Vallee (D-Franklin), the state House majority leader, also was welcomed to honorary membership in 2009 in recognition of his support for legislation that would allow licensed design professionals to lien property when the owner and/or developer fails to pay for agreed-upon services.

The 2009 BSA Women In Design Awards of Excellence recognized Barbra Batshalom, Polly Flansburg and Lynn Wolff.

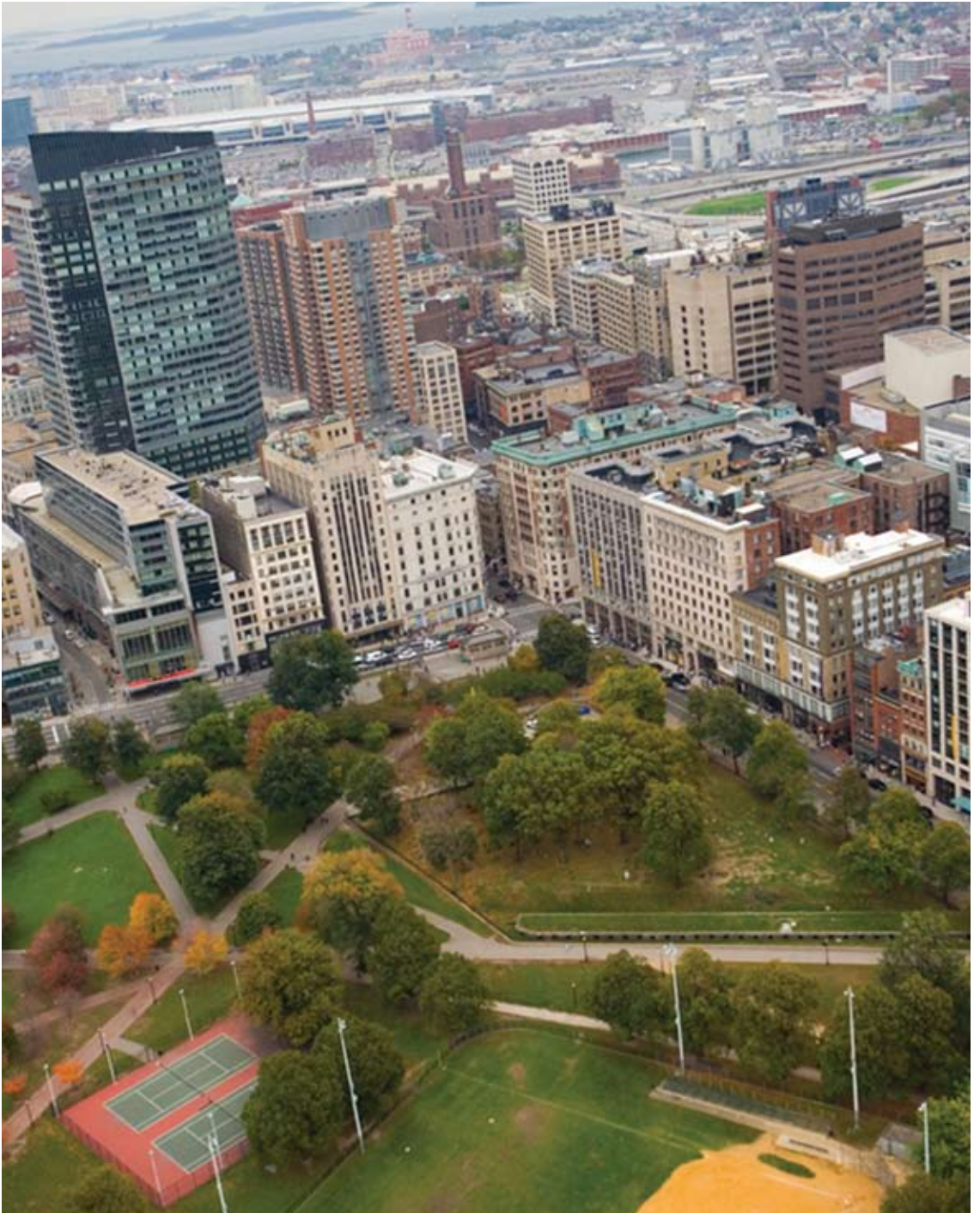
Faneuil Hall Marketplace received the AIA's 2009 Twenty-five Year Award. Principals of BTA+Architects and Thompson Design Group—the successors of Benjamin Thompson & Associates—accepted the award on behalf of that firm, which led the original project.

The AIA recognized Haril Pandya AIA, a project manager/designer at CBT, and Jinhee Park AIA, co-founder of Single Speed Design, with its 2009 Young Architects Award.

The AIA honored Roger Boothe AIA, Cambridge's director of urban design, with its 2009 Thomas Jefferson Award for his work as a public-sector architect who manages or produces quality design within an agency.

The AIA and the Association of Collegiate Schools of Architecture (ACSA) named Adèle Naudé Santos FAIA, dean of MIT's School of Architecture + Planning, the 2009 recipient of the Topaz Medallion for Excellence in Architectural Education.

Six members of the BSA were among 112 American architects elected in 2009 to the AIA College of Fellows: Arthur Cohen FAIA of ARC/Architectural Resources Cambridge, James Collins Jr. FAIA of Payette, Fernando Domenech Jr. FAIA of Domenech Hicks & Krockmalnic Architects, Michael Gebhart FAIA, David Manfredi FAIA of Elkus Manfredi Architects and Frano Violich FAIA of KVA Kennedy & Violich Architecture.



COMMONWEALTH AWARD WINNER: EMERSON COLLEGE CAMPUS

Communications

To spread the word about its many programs and services and to promote the work of its members, the BSA employs an expansive array of communications tools, including a website, a bimonthly print newsletter, various email newsletters and announcements, and several social-media outlets.

Although these communications vehicles function as an organizational investment with expenses offset with advertising revenue, they typically have generated income for the BSA. Advertising income for the ChapterLetter and Currents held steady in 2009, but income from online classified ads was down significantly. This was primarily a result of the recession but also likely reflected the longer-term issue of competition from free or less-expensive online job listing services. In response, the BSA trimmed costs, largely by reducing the frequency and page count of the ChapterLetter.

<u>COMMUNICATIONS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 318,897	\$ 212,088	\$ 138,396
Expenses	187,906	187,460	158,581
Surplus/(Deficit)	\$ 130,991	\$ 24,628	\$ (20,185)

In preparation for the redesign of *architects.org*, the BSA began a communications assessment in late 2009. The goal of the assessment is to make sure the messages that members and others receive from the BSA are timely, targeted to their interests and delivered in the format that works best for them. The BSA engaged communications consultant Denterlein Worldwide to conduct the assessment and to create a strategic communications plan by early 2010. The plan will connect existing and new communications initiatives to the overall communications goals identified during the assessment and the upcoming long-term planning process.

FIRST STAGE OF COMMUNICATIONS ASSESSMENT NOW COMPLETE

Survey: sent to 18,000 individuals via email; 500 respondents (3%)

Focus groups: 4 facilitated discussions; 60-plus individuals; diverse audiences and stakeholders

Audit: evaluation of all BSA communications for consistency, messaging, content, visual appearance, metrics and staff resources

COMPARATIVE READERSHIP OF BSA COMMUNICATIONS

Facebook, LinkedIn, Meetup, Twitter 3,000 members	
architects.org 35,000 monthly	
Job Notification 3,000 weekly	
Currents 17,000 weekly	
Continuing Education Resources 1,500 monthly	
EPNetwork News 2,300 monthly	
ChapterLetter 6,500 bimonthly	
ArchitectureBoston 25,000 quarterly	
architectureboston.com 6,000 quarterly	
Homeowner's Project Handbook 4,000 print yearly	
Design Awards Annual 6,000 print yearly	

Running the shop

Staffing and administrative expenses

The BSA staff at year-end 2009 included 18 full-time professionals. BSA staff manage the organization's day-to-day operations and its supporting consultants and vendors.

A major board effort in 2009 was the extensive national search for a new executive director, aided by E. Catlin Donnelly & Associates, the search firm engaged by the BSA Search Committee. The BSA Search Committee included nine volunteers—both BSA board members and representatives of the larger community—who invested countless hours interviewing candidates and discussing the executive director's role. Tom Keane, a Boston civic leader and long-time member of the BSA community, joined the BSA as its new executive director in late July.

<u>GENERAL</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 7,683	\$ 5,035	\$ 4,750
Expenses	1,577,838	1,957,867	1,684,440
Surplus/(Deficit)	\$ (1,570,155)	\$ (1,952,832)	\$ (1,679,690)

Building management

The BSA owns The Architects Building and, in 2009, received rental income from its ground-floor tenant (the Flat Black coffee shop) and second-floor office tenant. Offsetting that revenue in 2009 were general expenses of operation, including taxes, electricity and maintenance.



<u>BUILDING MANAGEMENT</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 66,848	\$ 71,398	\$ 73,583
Expenses	150,019	131,209	126,845
Surplus/(Deficit)	\$ (83,171)	\$ (59,811)	\$ (53,262)

Capital expenditures

Capital expenditures in 2009 included a new phone system (under equipment) and expenditures for a new database system, which will manage contact information on the BSA's expansive community and help power business and communications tools, including a robust new website to be developed in 2010.

<u>CAPITAL EXPENDITURES</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Building renovations	\$ 394,456	\$ 767,201	-
Database	-	-	\$ 38,981
Website/software	9,202	-	-
Furniture	11,955	6,642	-
Equipment	10,811	4,099	14,938
Total	\$ 426,424	\$ 777,942	\$ 54,938

Investments

In 2009, the BSA kept its funds in highly liquid money-market accounts. The BSA had no investments in securities or bonds. The BSA Board of Directors is contemplating forming an Investments Committee to improve the rates of return for BSA investments.

<u>INVESTMENTS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 235,220	\$ 132,111	\$ 70,000

Allied organizations

The BSA is a member of a number of allied AIA organizations, such as AIA Massachusetts and AIA New England, and participates in various events such as AIA-related conventions. In addition, the BSA manages aspects of operations for Western Massachusetts AIA and AIA Central Massachusetts and receives a fee for these services.

<u>ALLIED ORGANIZATIONS</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Revenue	\$ 128,259	\$ 82,505	\$ 26,276
Expenses	212,292	228,203	33,437
Surplus/(Deficit)	\$ (84,033)	\$ (145,699)	\$ (7,161)

External support

The BSA has a long history of supporting other building-industry associations, small cultural nonprofits and community groups that closely align with its mission. In 2009, the BSA contributed to the Community Design Resource Center of Boston, Boston By Foot and the Massachusetts Smart Growth Alliance, among others.

<u>EXTERNAL SUPPORT</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Mass Inc.	\$ 5,000	\$ 5,000	\$ 2,500
CDRC-Boston	50,321	42,024	33,851
Boston By Foot	7,692	49,166	50,000
Massachusetts Smart Growth Alliance (net)	35,933	38,320	42,114
Learning By Design (net)	80,651	97,650	100,044
Misc. contributions	90,844	45,830	15,544
Total	\$ 270,441	\$ 277,990	\$ 244,053

The Community Design Resource Center of Boston (*cdrc-boston.org*) serves Greater Boston cities, towns, neighborhoods and people by connecting them with design professionals who can assist with the planning, design and development. It is supported by annual operational grants from the BSA and the Boston Architectural College.

Boston By Foot (*bostonbyfoot.org*) promotes public awareness of Boston's architectural and historical heritage through guided walking tours. The BSA has been a long-time supporter.

A collaboration of organizations such as the BSA, the Massachusetts Association of Community Development Corporations, the Conservation Law Foundation, the Metropolitan Area Planning Council and others, the Massachusetts Smart Growth Alliance promotes transit-oriented development. The BSA helped create the alliance in 2005 and serves on its board.

Learning By Design is a statewide Massachusetts K-12 program that helps teachers learn how to use architecture and design in education and provides hands-on programs to thousands of students annually. Once a BSA program, Learning by Design has become a BSA-related 501(c)(3). The BSA supported Learning by Design with a grant of \$100,000 in 2009.

2009 BSA Board of Directors and staff

James Batchelor FAIA, *president* (Arrowstreet)

Lawrence Chan FAIA, *vice president/president-elect* (Chan Krieger Sieniewicz)

Audrey O'Hagan AIA, *secretary* (Audrey O'Hagan Architects)

Robert Hoye AIA, *treasurer* (TRO Jung|Brannen)

Melissa Bennett AIA, *commissioner of urban design* (Shepley Bulfinch)

Hansy Better Barraza AIA, LEED AP, *commissioner of education & research* (Studio Luz Architects)

John Ellis AIA, *ex officio* (Wentworth Institute of Technology)

Diane Georgopoulos FAIA, *past president* (MassHousing)

Emily Grandstaff-Rice AIA, *commissioner of professional communities* (Cambridge Seven Associates)

Chris Iwerks AIA, LEED AP, *commissioner of architectural design* (Bertaux + Iwerks Architects)

Ted Landsmark Assoc. AIA, *ex officio* (Boston Architectural College)

David Lee FAIA, *director-at-large* (Stull and Lee)

Tim Love AIA, *ex officio* (Northeastern University School of Architecture)

Ray Kinoshita Mann AIA, *ex officio* (University of Massachusetts/Amherst Department of Architecture + Design)

Debi McDonald AIA, *commissioner of communications and public relations* (DiMella Shaffer)

John Messervy AIA, *director-at-large* (Partners HealthCare Systems)

Keith Moskow AIA, *commissioner of professional practice* (Moskow Linn Architects)

Mark Mulligan, *ex officio* (Harvard University Graduate School of Design)

David Parish, *public director*

Stephanie Pollack Esq., *public director* (BlueWave Strategies)

Andrew Scott RIBA, Assoc. AIA, *ex officio* (Massachusetts Institute of Technology)

Laura Wernick AIA, REFP, *commissioner of public policy* (HMFH Architects)

Peter Wiederspahn AIA, *commissioner of building technologies* (Wiederspahn Architecture)

Nancy Jenner, *interim director/transition director*

Tom Keane, *executive director*

Business development

Billy Craig, *director of conventions and business development*

Communications

Genevieve Rajewski, *director of communications*

Jon Akland, *graphic designer*

Adam Jacobi, *web technologies manager*

Karen Moser-Booth, *editor*

Finance

Ben Cohen, *controller*

Li Lam, *senior accountant*

Membership

Karin Broadhurst, *membership director*

Conor MacDonald, *membership and program manager*

Erika Shea, *database/member services manager*

Operations

Ann Fienman, *director of operations*

Lauren Burn, *office manager*

Jennifer Rufo, *executive/operations assistant*

Programs and events

Eric White, *director of programs and events*

John Chase, *marketing and sales manager*

Sarah Nastasia, *program and events manager*

On the cover: the Harry Parker Boathouse, designed by Anmahian Winton Architects for Community Rowing Boathouse, winner of the 2009 Harleston Parker Medal; photograph by Mike Champion. Photographs by Tony Scarpetta (page 13); Karie Porter (page 21); Ashley Weber (page 23); Conor MacDonald (page 25); Marshall Brown (page 27).