



# Small Firm Exchange (SFx)

## An AIA National Member Group

### Regional Representative Report / 2020 Q1

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### 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

Especially at this time, let us know how AIA & AIA SFx can support your smaller architectural firm. We will do our best.

### Influence – Promoting the Value of Architects

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.

Blue links below to advocate the value of Architects within your community and for sustainability:

- [Advocate the value of Architects within your community!](#)
- [Become part of the solution by engaging in your community!](#)
- [Create resiliency in projects and promote thoughtful use of resources!](#)
- [Use the AIA Framework for Design Excellence in project goals!](#)

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

### The AIA National Conference on Architecture – Small-Firm Relevance

With A'20 in Los Angeles being canceled, the SFx Conference Workgroup is focused on local webinars, state conferences (not yet canceled), and having a relevant presence at A'21 in Philadelphia. For A'21, SFx is planning an Open Forum, a Happy Hour at a small firm close to the convention (i.e., Digsau), Tours, and other small-firm relevant programming. Plan on joining us in Philadelphia! Submit your own CEU session proposal and become a CEU session peer reviewer.

SFx representatives can be a speaker at your next state or regional conference; let us know. This speaker can share resources that especially address the needs of 75% of firms.

### Small-Firm Practice Resources

This Workgroup is working with AIA Trust to review AIA small firm benefits, combing AIA resources to place best practices on our SFx website, and organizing small firm practice webinars. Stay tuned for more information.

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

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

Visit AIAU for its new 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!

Use this time to re-create your business plan using the SFx [Business Plan Beta Template for Small Architectural Firms](#).

The results of the SFx / SPP / CRAN survey can be found here: [Business Models for Small Architectural Firms](#).

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

### Small-Firm Outreach & Communication

Follow SFx on [Flipboard](#), for small firm relevant articles! Share your own Small Firm Practice articles.

Stories about small firm architects: at A'18 and A'19, SFx conducted a number of interviews of small firm architects from around the country and posted them on [Spotify](#), and [YouTube](#) – Click here to hear their stories and sign-up to tell us yours. Instagram - Our Instagram [@AIA\\_SFx](#) account highlights the work of small firms; send us your work.

Follow us using the links above. Sign up for our small-firm relevant newsletter.

### 2020 Transition

AIA SFx 2020 Chair Michael Lejong, AIA started his year. SFx had a successful Annual Retreat in Northwest Arkansas. For 2020 SFx Regional Representatives, see the [Small Firm Exchange Roster at the SFx Website](#). AIA SFx 2019 Chair Christopher Toddy thanks all who advocate for small firms! The SFx ExCom has accepted Bruce Sekanick FAIA's nomination to represent the Ohio Valley Region on the AIA SFx 2021-2023 Leadership Team, replacing Christopher Toddy, AIA at the end of the year.