

# Small Firm Exchange

**AIA** Member group

## Newsletter

April 2023

### Latest Conversation

Somehow the first quarter of 2023 is done! AIA's Small Firm Exchange board and state reps have been discussing..

SFx state reps - best practices from existing small firm groups and how to replicate those models. Does your AIA Chapter have a small firm roundtable, committee, or exchange? Is there something they do well? Are they offering virtual programs that could be opened to other chapters? Let us know!

Implementing EDI can be challenging for small firms, especially sole practitioners. SFx shared ideas including seeking out diverse partners, mentoring outside your firm, participating in K-12 architecture education programs, and supporting MBE. Does your small firm have an EDI success story?

At our first all-call of the year, SFx met with the Young Architects Forum (YAF) - a national committee modeled on the College of Fellows to support architects licensed ten years or less. They have quarterly publications and connect young architects across the local, state, and national AIA network. They shared their 2023 priorities: advocating for change, educating for impact, and diversifying for the future.

We look forward to collaborating with them on pathways to small firm ownership, hiring strategies for small firms, and starting a sole practitioner firm, among other topics.

### Small Firm Spotlight

We would love to feature you and what makes your small firm unique, what programs you are using, what's been interesting lately. Share with us!

Contact us via Instagram @aiasfx



### Our Mission, Get to Know AIA Small Firm Exchange

The mission of the AIA Small Firm Exchange (SFx) is to advance the mutual interests of architects practicing in small firms. The objectives of the AIA SFx are three-fold:

- Advocate the value of small firms, the national SFx, and local SFx groups, both within the AIA and to the public.
- Curate and disseminate the most pertinent resources and information, from the AIA & elsewhere, that benefit small firms.
- Inform the AIA of current issues facing small firms and areas in which current resources/information are lacking.

### Upcoming Events

**April 4, April 11, April 18 & April 25 - Tri-State 2023 Marketing Series 11:00 a.m. - 12:30 p.m. ET (1.5 LU per program)**

This four-part online series is packed with resources for small firms to learn how to market more effectively and efficiently. Topics include branding and messaging, getting your work published and expanding your reputation, breaking into a new market, and raising visibility to attract new clients. Members can register for the entire series or individual programs.

**April 14, April 28, May 12th - Three Part Series - AIA Oregon Small Firm Exchange - Small Firm Business of Architecture Series**

In this 3-part Small Firm Series, Rena M. Klein and her colleagues at CVG will share fundamental knowledge, strategies, tools, and resources for successful small firm adaptation and transformation. Tailored to the needs and interests of small firm practitioners, these interactive half-day sessions will include compelling presentations, case study features, workshop activities, and ample time for peer-to-peer discussion.

**June 7-10 - AIA Conference on Architecture**

We often talk about the future. This conference is where the AEC industry gathers to define it, design it, and connect across industries to build it. Join us in San Francisco—one of the West Coast's premier destinations—to explore what it means to design a better world now, together.

### Latest Resources and Posts

[The Small Firm's Guide to A'23 San Francisco](#)

[The Small Firm's Guide to AIA Contract Documents \(video\)](#)

[Small Firms and the 2030 Commitment](#)

[Why we made the AIA 2030 Commitment](#)

[Seven Ways Small Firms Can Help Change the World](#)

[AIA COTE Toolkit](#)

[Framework for Design Excellence in Small Firms](#)

[NCARB Rolling Clock Changes - What You Need to Know](#)

### Connect with SFX

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