

sens|a|bility

Our SENSIBILITY is informed by environmental factors across many scales – local, regional, and global – as such, individuals often vary within an ensemble. As designers, we have the ABILITY to shape our profession and our surroundings – despite a growing number of complex forces exerting their influence. Collective reflection upon the cause-and-effect of our SENSIBILITIES is required to have a positive impact upon the trajectory of our practice and the settings we create.

The design community has the ability and responsibility to draw inspiration from and respond to both the material and immaterial of our current era while addressing the complex emotional and aesthetic influences that affect us all. Tangible issues of materials, form, and context make up our buildings and cities and possess inherent visual, tactile, and even olfactive qualities that stimulate our senses. Intangible topics of technology, compensation, and social equality add to the complex navigation of today's field. The people we engage - clients, consultants, or colleagues - all bring varying perspectives that we must be cognizant of to maximize their potential. An acute degree of consciousness is required to fully understand and respond to these factors accordingly.

It requires SENSIBILITY but with action; it requires SENS|A|BILITY.

Please join us in celebrating the importance of SENS|A|BILITY at the 2019 AIA Iowa Convention on September 26-27 in Des Moines, IA.

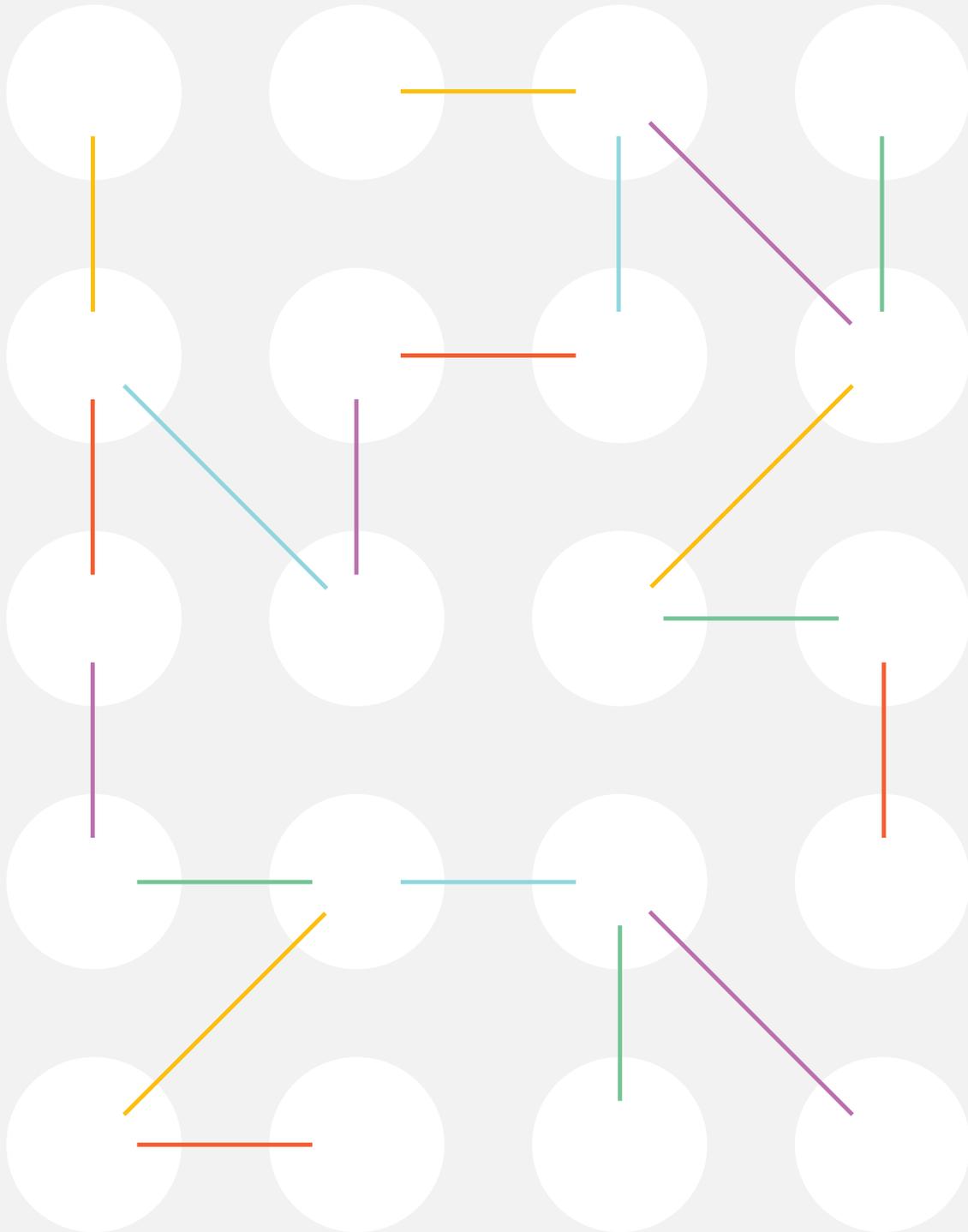


Lyndley Kent, AIA

AIA Iowa Convention
Committee Co-Chair

Eric Neuhaus, AIA

AIA Iowa Convention
Committee Co-Chair



speakers



Thursday, Sept. 26, 8:15 a
1.25 LU HSW (Pending)

**JoAnn
Wilcox
AIA**

Mahlum
Seattle, WA

JoAnn Hindmarsh Wilcox AIA, has committed her professional practice to exploring architecture's emerging relationship to social and ecological possibilities – not just solutions – that uplift the next generation. Specializing in design for learning, her built work highlights a balance between persistent curiosity and a quiet sensitivity to place, craft and the human experience. Manifested through spatial and functional exploration; transdisciplinary collaboration; rigorous resolution; and the cultivation of positive social interaction through design within the public realm. Noted for creating buildings as deeply impactful as beautiful, her work has been awarded for design excellence from the local to the international level. JoAnn is a Principal, Design Lead and Public Engagement Strategist at Mahlum, on the leadership team of the firm's K-12 Studio. Additionally, JoAnn volunteers, juries, teaches, critiques, facilitates, publishes and lectures widely; engaging civic issues that speak to the transformational power of design for social equity and environmental wellbeing.

Conscious Design—Motivation for Action and Impact

Conscious design is born of empathy. Empathy carries the power to quash biases and preconceptions which can limit a designers' ability to understand and solve the most meaningful problems in the most impactful way. When architects actively seek out conscious design and embrace its value as a driver of re-harnessing awareness and humility into how and what we design, we gift ourselves richer and unexpected territories when ideating. This program will explore the motivation for action and impact in Mahlum's recent public works; civic projects widely recognized for empowering individuals and communities in the spaces and places they live, learn and heal

By attending this keynote address participants will:

- Identify the levers that all architects can push which support environmental, physical and mental health.
- Understand the importance of space to empower communities by exploring case studies that move the dial on core community projects such as schools, hospitals and urban infrastructure and how they impact the health and safety of society.
- Practice empathy in your architectural process to gain quicker traction to empower individuals and communities in the spaces and places they live, learn and heal.
- Investigate your agency as an architect to change the world through conscious design.



Thursday, Sept. 26, 3:45 p
1.25 LU HSW (Pending)

**Erin Sterling
Lewis**
AIA

Matt Griffith
AIA

in situ studio
Raleigh, NC

Erin Sterling Lewis, AIA [Principal] is a native of Illinois and grew up in Yazoo City, Mississippi. She earned a BArch from the University of Kentucky in 2002. Before founding in situ studio in 2010, Erin worked for over eight years at Frank Harmon Architect PA, where her foundation of practicing architecture with emphasis on critical design and environmental responsibility began. Erin is involved in various community outreach and volunteer programs. In 2018, she was awarded a national Young Architects Award by the AIA.

Matt Griffith, AIA [Principal] earned a BS in Mathematics from Davidson College and a MArch from the NCSU College of Design, where he concentrated in Urban Design and received numerous awards, including the Kamphoefner Fellowship and the AIA School Medal. His thesis project - a community center for Camden, New Jersey - received a 2004 Boston Society of Architects Unbuilt Architecture Award. Before founding in situ studio in 2010, Matt served as a Visiting Assistant Professor of Architecture at the University of Arkansas and worked in the offices of Marlon Blackwell Architect and Frank Harmon Architect. Since 2010, in situ studio has received twenty-four local and state AIA design awards. In 2012, the studio was recognized by Residential Architect magazine as one of 15 Young Firms to Watch, and their work is now widely published online and in print.

Made, Modern, Make-Believe: Starting a Critical Design Practice in the South

This lecture is presented by two young architects who are eight years into creating a critical design practice in Raleigh, NC. Their practice takes cues from vernacular architecture (Made), leans on a rich local modern tradition (Modern), and seeks to cull good work from a speculative building culture (Make-Believe).

By attending this keynote address participants will:

- Share the experience of starting a practice including a feature on a pro-bono city bus bench design competition the firm lead to teach middle school children about the power of design and the impact in can have on their community's physical, emotional, and social well-being.
- Identify marketing strategies for a critical design practice including details about how the firm celebrates collaboration with clients and consultants in order to elevate the human experience within the program for public projects.
- Present budget-driven, design-focused projects that balance user needs with passive and active environmental design strategies. We will primarily focus on passive strategies, as these are the easiest and most cost effective.
- Discuss risk and when to say no with regard to our current area of expertise as well as the areas of expertise we are aiming to grow into. Risk in the presentation will center around priority in safety and welfare.



Friday, Sept. 27, 8:30 a
1.25 LU HSW (Pending)

**Stephen
Cassell**
FAIA

Architecture Research Office
New York, NY

Stephen Cassell, FAIA holds an undergraduate degree in architecture from Princeton University and received his Master of Architecture from the Harvard Graduate School of Design. He is Adjunct Associate Professor at Columbia University, has twice served as the Shure Professor at the University of Virginia and as the Friedman Professor at the University of California at Berkeley, and has also taught at Harvard University, Princeton University, Massachusetts Institute of Technology, Columbia University, and the Rhode Island School of Design. He has lectured widely throughout the United States and abroad. Stephen is the former Chair of the Board of the Van Alen Institute. He was also a member of the New York City Green Codes Task Force and was on the Leadership Committee of the Lower Mississippi River Delta Design Initiative.

Research in Translation: Embedding Values in Design

Research is the process we use to gain clarity about our client's mission, vision, and values. Design is how we translate this understanding and embed this in all aspects of design. The goal is to create an architecture that both embodies and transcends out client's mission, vision and values.

This course will discuss how to design buildings that improve the emotional and social well-being of its occupants through creating architecture that has a strong connection to the values and mission of the people and organizations for whom you are designing. It is these types of connections that help elevate architecture and the human experience.

By attending this keynote address participants will:

- Learn to identify and understand, in the pre-design phase of a project, their client's mission, vision and values.
- Be able to formulate, with their clients, a series of project principles from the client's mission, vision and values. These principles will act as a guide throughout the design process.
- Learn how to employ project principles in the design process in order to better align their architecture to their client's mission, vision and values.
- Assess, at the end of the project, the effectiveness of linking their design process to the project principles.



Friday, Sept. 27, 3:30 p
1.25 LU HSW

**Brandon
Pace
FAIA**

Sanders Pace Architecture
Knoxville, TN

Brandon Pace, FAIA is a founding partner of Sanders Pace Architecture, started in Knoxville, Tennessee in 2002 with partner John Sanders. With work that is extensively researched and thoughtfully executed, Brandon has become a critical voice for a region and context often overlooked. In an era of increasing globalization, Brandon approaches architecture with a local mindset, identifying and expanding upon those cultural, physical, and social characteristics and circumstances that define a place and make it unique. By identifying opportunities within these constraints Brandon has established a foundation and framework for a design process that has led his projects to more than 50 local, regional, and national AIA design awards and publication in books and magazines throughout the world. In 2019 Brandon was elevated to the AIA College of Fellows for his contributions to the profession.

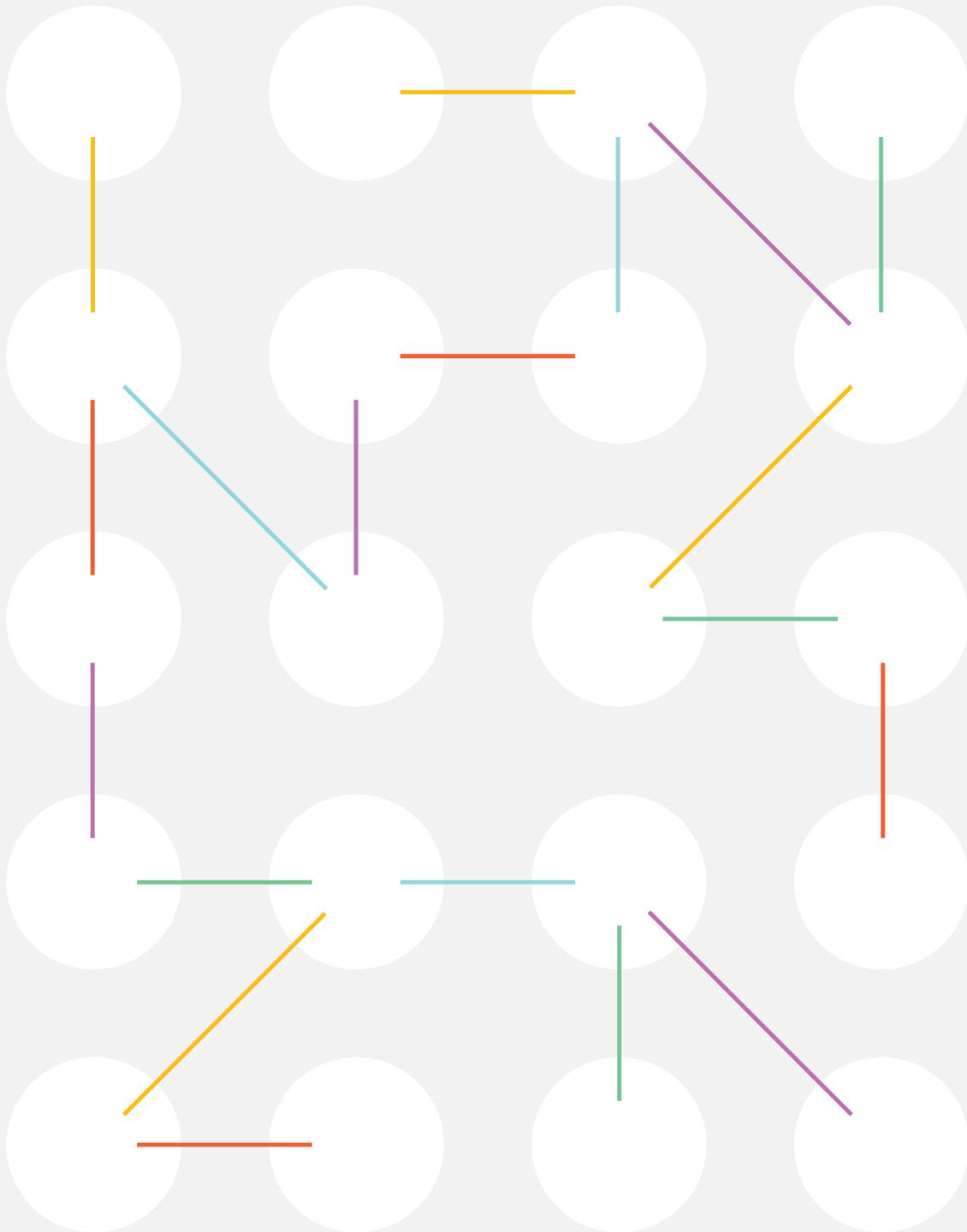
In Context

In a lecture titled "In Context," Brandon will explore how the varied historic, social, and cultural circumstances of his City has helped to establish the foundation and framework for the Firm's design process. Brandon will share the stories of several active and recently completed projects to illustrate how this process plays out in ways which challenge local convention in ways which raise expectations and heighten awareness of important issues within the City.

This course tells the story of how one community is becoming a healthier and more livable place through projects ranging widely in scale and typology. While each project is its own story, they all share a theme of embracing and enhancing what already exists within the community.

By attending this keynote address participants will:

- Illustrate how the urban revitalization has a meaningful and lasting impact on the overall health and safety of the local community.
- Establish how the effects of Urban Renewal continue to affect a disenfranchised community and how an open dialogue can help heal old wounds and ensure that this mistake are not repeated.
- Communicate how the adaptive reuse of underutilized infrastructure can lead to greater connectivity within the community while reducing our reliance on fossil fuels and promoting healthier communities.
- Address how the adaptive reuse and rehabilitation of existing structures can reduce our environmental impact by limiting waste, reducing the effects of urban sprawl.



events

Lunch Program: Tiffany O'Donnell Chief Executive Officer Women Lead Change Des Moines, IA

Dining Hall, Lower Level
Thursday, September 26
11:45 a

Tiffany O'Donnell is the Chief Executive Officer of Women Lead Change, succeeding co-founder and CEO Diane Ramsey. Since she joined the organization in 2015, Women Lead Change has enjoyed growth including the acquisition of the Quad Cities Women's Connection, expansion of Women Connect (now in the Corridor, Metro Des Moines and Siouxland), the launch of the statewide public/private partnership EPIC Corporate Challenge, the creation of Invest in She, a women's entrepreneur competition, and the addition of new programming tracks at the organization's hallmark conferences including a Men's track, Young Leaders high school track, Executive Women's track and Diversity & Inclusion track. Women Lead Change is the state's premier leadership organization for women, offering comprehensive leadership resources including events featuring prominent speakers, frequent networking opportunities, and other important services to advance women's leadership in all aspects of their lives.

Cocktail Party Hosted by Convention Exhibitors

Exhibit Hall, Upper Level
Thursday, September 26
5:00 p–6:30 p

Design professionals! With the first day of the convention wrapping up, head back to the Main Exhibit Hall to enjoy a complimentary beer (or two), tasty treats, or a drink from the cash bar with fellow peers, allied members, and exhibitors. Take a walk through the 164 exhibits showcasing the latest products available- there is something that will appeal to designers in any practice! Don't forget the door prize drawing taking place at the projection stage-- you must be present to win!

Design Award Celebration

The River Center
340 SW 3rd St, Des Moines, IA 50309
Thursday, September 26
7:00 p

Join us in honoring the winners of the annual awards contest. An evening of conversation and refreshments with colleagues is the perfect night cap to round out the first day of convention. This event will recognize the exceptional design of Iowa architects from the past year. Be sure to purchase your tickets during online registration.

Feed Your Future: Emerging Professionals Breakfast

Lower Concourse
Friday, September 27
7:45 a–8:15 a

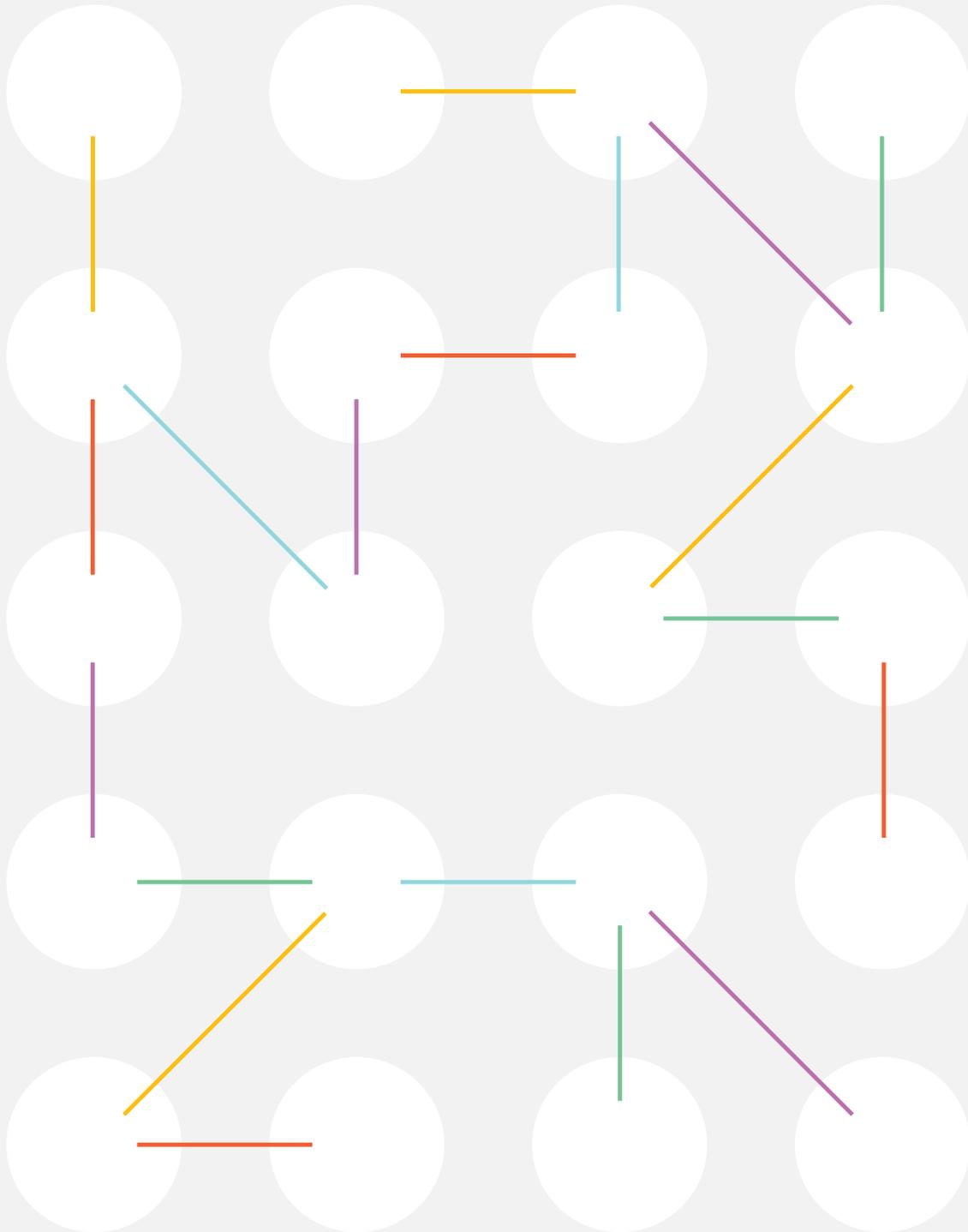
An event created specifically with emerging professionals in mind, come mingle with the Board of Directors, Committee Chairs, and peers to discuss how AIA Iowa can be the steppingstone to a successful career. Come Feed Your Future at the EP Breakfast and learn more about our group mentorship program.

Masonry Institute Architectural Design Awards

Lecture Hall, Lower Level
Friday, September 27
8:15 a

The Masonry Institute of Iowa's Architectural Design Awards celebrates Masonry and Architectural Design Excellence in Iowa. Entries are judged by a panel of architects from outside of Iowa focusing on the excellence of each individual project, including creative use of masonry, structural and architectural design, proper masonry installation details, technical innovations and their influence on design selection, and suitability of design to its environment.

Sponsored by the Masonry Institute of Iowa



workshops

Session 1
Thursday, Sept. 26
10:45a-11:45a



Session 1: Thursday, Sept. 26, 10:45a–11:45a

● EMERGING PROFESSIONALS

● ABOVE & BEYOND CODE COMPLIANCE

● BEST BUSINESS PRACTICES

● ENVIRONMENT & ENERGY

● SENSABILITY

● DESIGN DISCOVERY

1

Exterior CI: Advanced Ideas on Fire, H2O, & Thermal Performance

1 LU HSW

Design practices in framed wall construction rely largely on exterior insulation to comply with current energy codes and continuous insulation requirements. New challenges accompany this paradigm shift, including implications for NFPA285 compliant wall assemblies, tolerance to wetting events, and the continuity of thermal layers. This presentation examines the performance of exterior insulation in response to the demanding conditions found in modern rainscreens and masonry veneer cavities. Particular emphasis is placed on NFPA285 compliance, thermal bridging, moisture transport, and the effects of wind-washing in ventilated rainscreens. These advanced perspectives will empower professionals to design, specify, install, & achieve the benefits of exterior insulation while avoiding its unintended consequences.

By attending this workshop participants will be able to: Understand current building code requirements and testing methodologies for fire propagation and smoke development. Given assembly testing following the Grenfell tragedy, attendees will better understand fire propagation in relation to actual material properties and performance. Review material properties governing moisture and air performance as they pertain to conditions encountered in rainscreens and masonry veneers so as to best understand the performance characteristics of insulation specification choices. Understand conditions that pose unique challenges, including multiple drain planes, drainage efficiencies, increased water absorption, and water vapor transmission. Recognize risks associated with exterior insulation when used in combination with cavity insulation, interior vapor retarders, and low-perm water-resistive barriers. Understand the effects of wind-washing and convective heat loss in modern rainscreen systems. Identify and prevent conditions that jeopardize the thermal insulation layer, which may in turn affect moisture transfer and overall wall performance.

Presented by: [Lance Williams, Atlas Roof & Wall Corporation](#)

2

The Harkin Institute: Universal Inclusion and eco-Wellness

1 LU HSW

The Harkin Institute (THI) promotes understanding of the issues to which former Senator Tom Harkin devoted his career, including his historic legislation, the Americans with Disabilities Act (ADA). The Institute will go beyond the ADA to set a new standard for universal and inclusive design. The presentation will describe universal design strategies which go beyond the accessibility minimums set by the ADA, and strategies for inclusive design the ADA does not address. The presentation will also discuss how the project goes above and beyond code to promote environmental wellness, including stormwater bio-management and energy use.

By attending this workshop participants will be able to: Universal Design Project Planning: The engagement process that informed the development of the design. Universal Design Strategies: Description of strategies employed at The Harkin Institute which will support a greater variety of users and empower them to safely and enjoyably engage with and navigate within the space. Inclusive Design Case Study: Direct-access gender inclusive restroom model designed for The Harkin Institute, including path of compliance for Des Moines PDC. Environmental Wellness: Strategies to promote a healthy environment, including stormwater management on-site, energy modeling process, and energy use strategies.

Presented by: [Lana Zoet, AIA](#), [Kevin Nordmeyer, AIA](#), [Jason Kruse, AIA](#), [BNIM Architects](#)



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Liability Insurance for A/Es

1 LU HSW

This presentation provides a great overview of insurance including professional liability, general liability, workers compensation, employer's liability, automobile liability, excess and umbrella coverages. Additionally, this course includes key information about certificates of insurance, and the difference between claims-made and occurrence type policies. This course will empower the attendees with risk management information. Most importantly, we will get to the "WHY" behind the questions and requests you get from contractors and subconsultants and why it matters!

By attending this workshop participants will be able to: Understand the basics regarding certificates of insurance and what they do, what they don't do and when you need one. Learn the difference between professional liability and commercial general liability insurance, including occurrence versus claims-made reporting of claims. Identify the major types of other insurance needed by design professionals including worker's compensation, employer's liability, automobile liability, excess insurance and umbrella coverage. Discover risk management tools for preventing and lessening losses regardless of your insurance policy limits.

Presented by: [Nick Maletta, AIA Iowa Allied Member, Holmes Murphy & Associates](#)

4

Prairie Hill Co-Housing: a Green, Neighbor-Centered Development

1 LU HSW

Ten years ago a group of Iowa City residents launched the development of a co-housing community: 36 eco-friendly residences clustered around a shared pedestrian-only green space within a short walk to community gardens and orchards. Today, half of the LEED registered units are complete. Achieving verifiable high energy and acoustical performance in multi-family units have challenged the contractor, architect, and community members. Community representatives will share the history and challenges of this journey and the Construction Administration architect will discuss strategies used to translate design intent to measurable building performance.

By attending this workshop participants will be able to: Understand what distinguishes a co-housing community from conventional development. Articulate the tension between constructability and high-performance details for fire, acoustics, thermal performance. Describe key aspects of detailing and constructing wood-framed structures to achieve a tight envelope. Identify design opportunities to accommodate changes in household composition and different physical abilities.

Presented by: [Martha Norbeck, AIA, C-Wise Design and Del Holland, Prairie Hill Co-Housing](#)

Session 1: Thursday, Sept. 26, 10:45a–11:45a

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5

The Fair Housing Act Design & Construction Requirements

1 LU HSW

Common Design and Construction Violations and Solutions: Everyone needs a place to live. Federal civil rights laws protect those with disabilities from discrimination in all aspects of daily life, including housing. The Fair Housing Act and its Accessibility Guidelines provide the multifamily housing industry with design and construction requirements that ensure a more inclusive housing stock. Violations may be common, but avoidable, if the design community becomes well informed. This training module examines the most common design and construction violations of the Fair Housing Act Guidelines and offers appropriate remedies for correcting these problems. Participants will be provided with practical and feasible solutions to the most common mistakes that can be made during design and construction.

By attending this workshop participants will be able to: Understand and responsibly apply the seven design and construction requirements of the Fair Housing Accessibility Guidelines in designing/constructing multifamily dwellings that are more usable by all inhabitants. Identify violations of the Fair Housing Accessibility Guidelines, avoid violations, and ultimately understand how to manipulate the parts of a required element to resolve a violation with a realistic solution. To become conscious and gain an awareness of the impacts of non-compliance on persons with differing abilities. Obtain resources to aid the architect/designer in complying with the Fair Housing Accessibility Guidelines.

Presented by: John Ritzu and Douglas Anderson LCM Architects

6

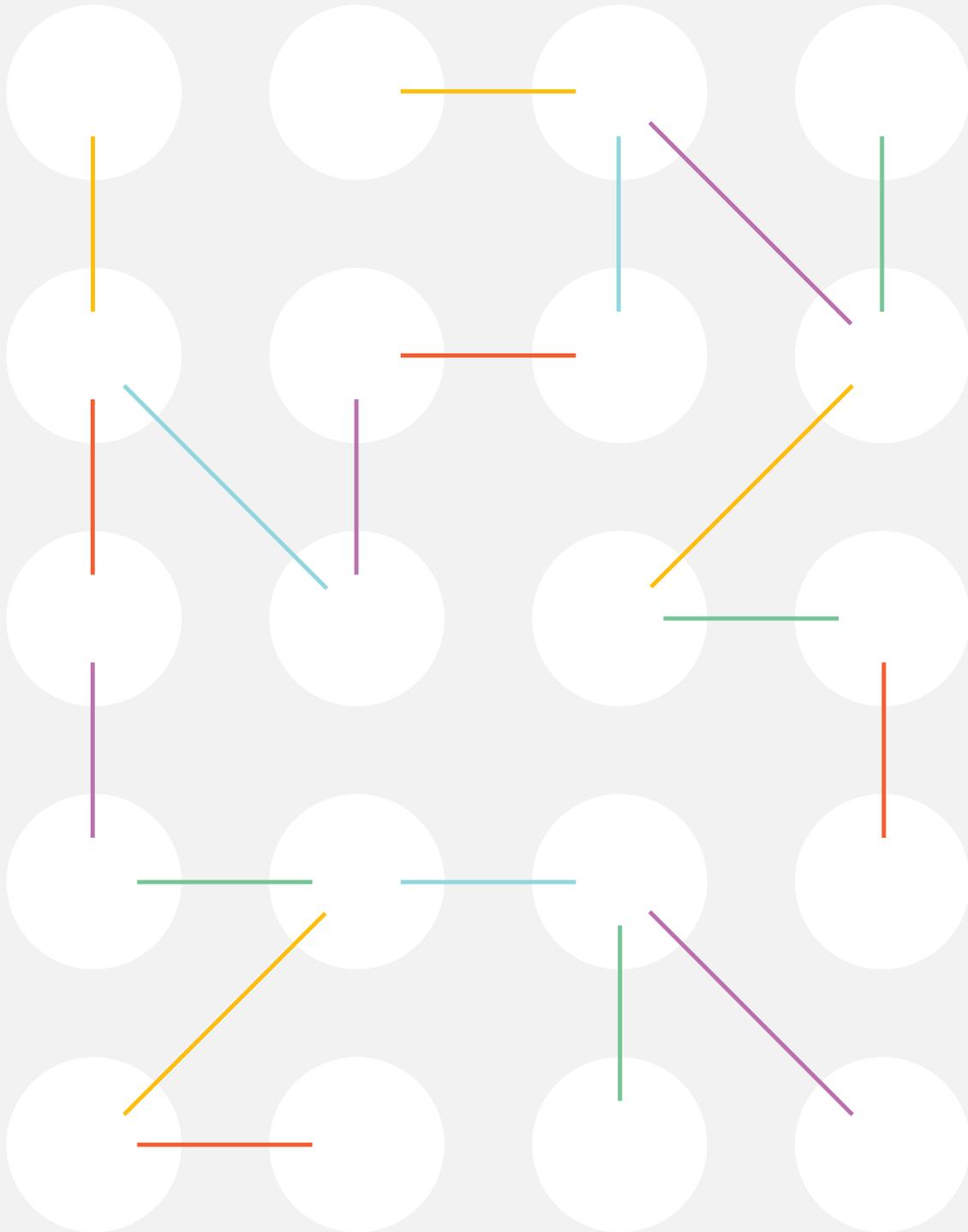
A Study in Glass: Krause Gateway Center

1 LU HSW

At the heart of Krause Gateway Center's design was the desire for a light-filled space that opened a dialogue between those who work in the building, the public and the city. The building's nearly all-glass envelope was key to bringing this design to life. Attendees will get a behind-the-scenes look into how the team achieved a sleek, simple and elegant facade, while containing some of the largest glass lites and most robust curtainwall systems in the country. In addition, attendees will learn about the crucial interfaces between the structure, structural movements, and the other trades on the project.

By attending this workshop participants will be able to: Understand the interface between the glass, structure, and how the glazing system responds to structural movements. Understand how to create a thermal break in an all glass system. Understand how to tie an all glass system into the building air barrier. Understand the complexity involved with the installation of large format glass units, and the coordination of interrelated systems from mockup through completion.

Presented by: Brad Davison-Rippey, AIA, Ryan Keairnes, Ryan Smart, and Chris Portz, AWS



workshops

Session 2
Thursday, Sept. 26
1:15p-2:15p



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7

Why an Architect? Why You?

1 LU

Can you imagine what it would be like if your best client thought you weren't any different from your competitors? What if the client whose work you're trying to win thinks you're the same as everyone else? What about the employees you need to retain or the people you're trying to recruit? What if they thought your company was no different than anywhere else they have the opportunity to work? Relevance of an architect may seem like a foreign concept, but that's really what we're talking about. If you look the same, sound the same, and act the same as everyone else, you're no more relevant than anyone else and you're certainly considered a commodity. The clients you're pursuing, your employees, and the employees you're trying to recruit all have lots of options and they're all asking the same question: "Why should I choose you?" In a world where company leaders say a huge percentage of their business comes from repeat clients and referrals, even your best clients are asking, "Why should I continue to choose you?" AND "Why should I refer you to my friends and colleagues?" They're all wondering if there's any reason they should choose you or continue to choose you over one of your competitors. Communicating a clear, concise, and compelling answer to "Why should I choose you?" is critical to the sustainability of your organization. Helping everyone in your organization answer "Why should I choose you?" is the most important work you can do today.

By attending this workshop participants will be able to: After this session, participants will be able to explain why having a clear, compelling answer to the question, "Why should I choose you?" is critical to the survival of their firm. After this session, participants will be able to explain why architects lack relevance in some clients' eyes and why they're being commoditized. After this session, participants will be able to craft a clear, concise message that compels clients and employees to choose them. After this session, participants will be able to communicate in a neuroscience-based way that resonates with their clients and employees.

Presented by: [Jeff Echols, Assoc. AIA, echoEngagement](#)

8

Requirements of doors, windows and shutters in Tornado Shelter

1 LU HSW

The International Building Code 2015 requires that all new critical facilities such as schools, emergency operations centers, police stations and fire stations if built in the 250mph wind zone must include a safe room meeting ICC500-14 and FEMA361-15 large enough to house the entire population of the building. This course will be an in-depth review of testing and labeling requirements as well as design considerations for windows and doors meeting ICC500-14 and FEMA361-15 for use in Tornado and Hurricane shelters mandated by the IBC-2015.

By attending this workshop participants will be able to: When do window, doors and shutters need to meet ICC500-14 and FEMA361-15. What are the testing requirements of windows, doors and shutters for use in tornado and hurricane safe rooms. What are the labeling and certification requirements of windows, doors and shutters meeting ICC500-14 for use in storm shelters. What are some design considerations for windows, doors and shutters when designing a safe room

Presented by: [Gerry Sagerman, Insulgard Security Products](#)

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9

Workplace and Workforce Trends, Their Impacts + Your Regional Perspective

1 LU

An engaging research dialogue surrounding shifting forces of real estate and the work force at large. Get ready to debate the implications of increased flexibility, transparency and emerging impact of the consumer economy on corporate real estate and organizational practices. She will present salient, evolving drivers of the workplace in an engaging conversation to challenge your thinking during this timely exploration of workplace strategy.

By attending this workshop participants will be able to: Deepen your understanding of radically shifting talent demographics. Understand shifting demographics of the eminent shrinking talent pool. Consumerism of workplace: diversifying work styles and their alignment with the physical space. Tightening real estate demands and the resulting tensions.

Presented by: [Jenny West, Knoll Inc.](#)

10

Campus Decarbonization: Prioritizing your Approach

1 LU HSW

Colleges and Universities around the country recognize the importance of being a leader to reduce global greenhouse gas emissions. Many have signed the American College and University President's Climate Commitment and have set a campus carbon neutrality goal. As carbon neutrality dates approach, optimal pathways to campus decarbonization need to be identified and implemented. These pathways must balance existing system inertia, energy efficiency and carbon footprint while maintaining fiscal responsibility. This presentation will examine current trends and strategies to try to accomplish these goals.

By attending this workshop participants will be able to: Determine how to design the most energy efficient systems for a campus. Identify how power generation from the grid has progressed to reduce carbon emissions and how that will affect your campus. Identify options to achieve deep decarbonization for your campus. Identify opportunities to reduce carbon emissions in a fiscally responsible way.

Presented by: [Michael Luster, MEP Associates](#)



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11

Battle Between Budget and Well-Being

1 LU HSW

The built environment is an asset to maximizing human potential and cultivating well-being. This session explores the intersection between budgets, human health and energy conservation. We will share a sensitivity analysis showing the impact of energy efficiency strategies on occupant comfort and well-being for multiple building types across climate zones. We will also discuss budget impacts and best practices from different building rating systems for a range of building type and how they impact occupant comfort, well-being and energy efficiency.

By attending this workshop participants will be able to: Recognize the importance of designing towards occupant comfort and the strategies that relate energy efficiency and occupant comfort for different building types. Assist clients in understanding the energy portfolio of their project based on building type and climate zone. Understand the sensitivity certain design parameters on the energy cost of building types located in different climate zones. Review LEED and WELL rating system best practices, finding a balance between quantity and quality.

Presented by: [Vinoth Sekar, Willdan, AIA Iowa Allied Member](#)

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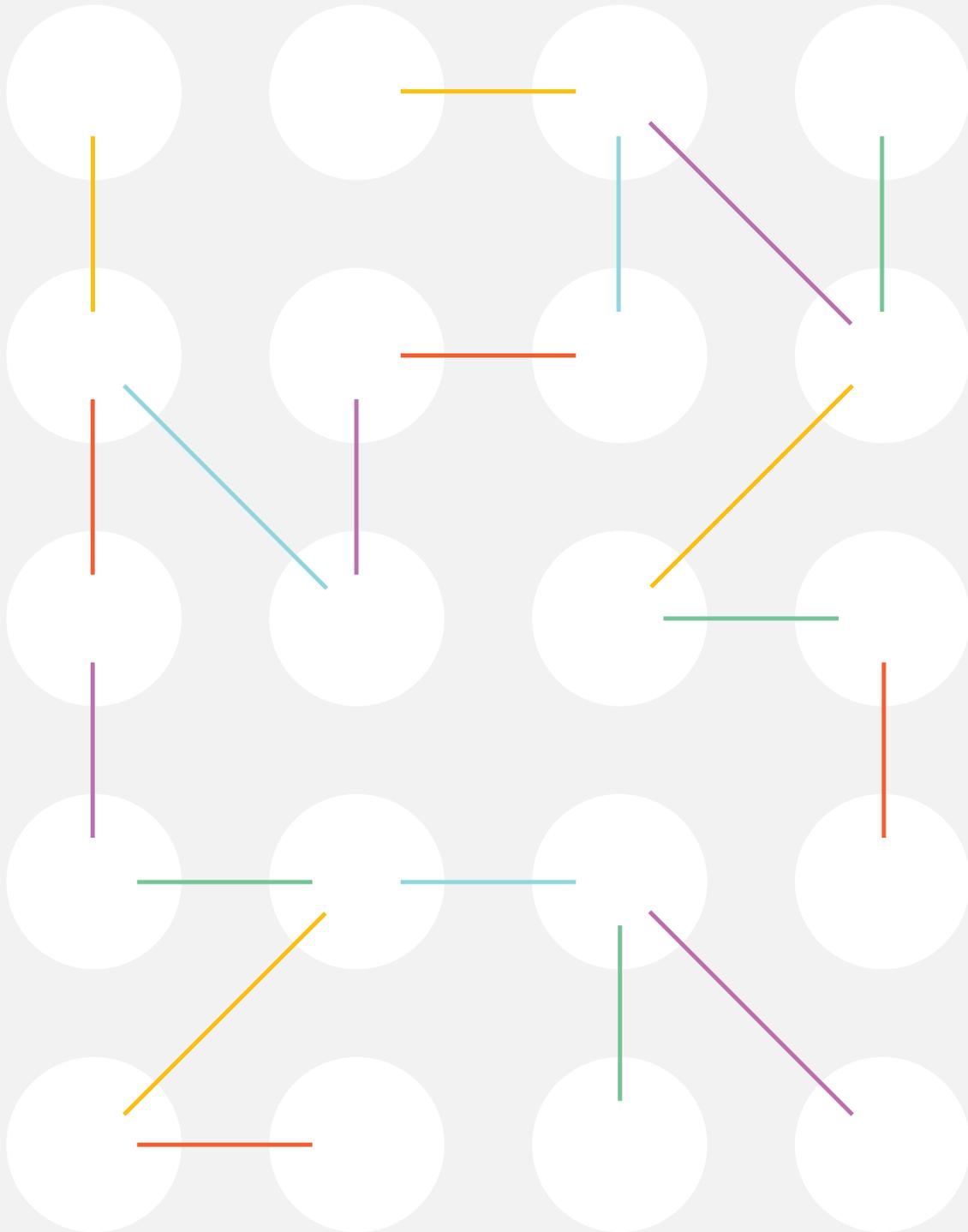
Renderings Don't Count: Realizing Challenging Structures & Facade

1 LU HSW

Renderings Don't Count is about realizing the vision on the most ambitious designs. Our case studies illustrate ways these designs have been achieved and the process and technologies used. The case studies include structures, facades and in most cases the holistic integration of both to find synergies, efficiency and thermal performance. The solutions use conventional systems in unconventional ways; advanced materials such as ultra high performance concrete, reinforced polymers, carbon fiber and structural glass. The discussion will not just be about the solution to the problem but why the solution was chosen. When designing these systems, the answer to "Why?" is important to achieving the most appropriate solution to the project's challenges, whether they be geometry, performance, efficiency, or cost. For each of the subjects multiple case studies will be reviewed to show the means that these concepts, systems and rules can be used and manipulated to meet the projects parameters and vision. The course will demonstrate how early collaboration of a skilled team can help make even the most challenging designs evolve from rendering to built work.

By attending this workshop participants will be able to: Upon completion participants will increase their ability to specify and design cantilevered structural systems using synergistic geometries of span and depth that enhance rather than detract from the architecture. Upon completion participants will be able to specify and design using facade systems that utilize tension in a manner to create long span higher performance glazing systems. Upon completion participants will be able to specify and design using fiber reinforced polymers and other strategies to develop non-proprietary structural thermal breaks and thermally broken enclosure systems. Upon completion participants will be able to develop strategies to make use of computational design, digital fabrication and panellization to realize complex projects with tight schedules and site constraints.

Presented by: [Christopher O'Hara, Studio NYL](#)



workshops

Session 3
Friday, Sept. 27
11:15a-12:15p

Session 3: Friday, Sept. 27, 11:15a–12:15p

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Harassment Bystander Intervention Training

1 LU HSW

Experiences of harassment in the design professions have increasingly been brought to light in recent years, fostering new awareness of the forms that identity-based discrimination can take, and the extent to which it not only harms individual but erodes the potential of our profession. Meaningful change doesn't have to come from the top down; it can come from any person in a workplace. Bystanders can help take the burden off of people who experience these types of harm, and in the process, make architectural workplaces better environments. This workshop will share effective tools that bystanders can use to support their colleagues. Participants will discuss what to look for and learn about a wide range options for intervening and addressing harm.

By attending this workshop participants will be able to: Attendees will be able to identify common workplace and job site scenarios in which language and behavior can cause harm to marginalized individuals or groups of people. (i.e. what to look out for and why it's harmful). By learning about common forms of harassment and mistreatment, attendees will be able identify internalized patterns of thought and behavior that they themselves want to unlearn. Attendees will learn tools for intervening in harmful behavior, ranging from direct intervention to indirect forms of support. They'll learn how to use active listening, supportive language, common language to avoid, and grounding techniques to help someone who is anxious as a result of harassment. Attendees will learn easy ways to productively talk about harassment and mistreatment with their colleagues, and share tactics from the training with others.

Presented by: [Alison Brunn, Assoc. AIA, Substance Architecture](#)

14

Drainage Solutions for the Rainscreen Building Enclosure

1 LU HSW

Moisture is the number one cause of building envelope failures. When used correctly, rainscreen moisture management systems greatly reduce that risk; however, one size doesn't fit all! From furring strips to building wraps to manufactured rainscreen drainage products, the potential rainscreen drainage choices are many, but certainly not equally effective. Learn the fundamentals of choosing the right rainscreen moisture management system for your next project and leave with resources that can simplify the process.

By attending this workshop participants will be able to: State three characteristics of an effective rainscreen moisture management system and explain why they are necessary for long-term building envelope sustainability. State at least two reasons why waterproofing on the backup wall must be combined with adequate drainage for optimal rainscreen building envelope moisture management and long-term material safety and occupant health. State at least three specific reasons an effective rainscreen building envelope moisture management system saves energy, improves indoor air quality and occupant health by minimizing material failure. Explain why a rainscreen drainage plane or drainage mat without adequate drainage to the outside at the lowest point will lead to mold, mildew, rot and pest infestation thereby greatly impacting occupant health.

Presented by: [Tyler LeClear Vachta, Masonry Technology Inc](#)

Session 3: Friday, Sept. 27, 11:15a–12:15p

[EMERGING PROFESSIONALS](#)[ABOVE & BEYOND CODE COMPLIANCE](#)[BEST BUSINESS PRACTICES](#)[ENVIRONMENT & ENERGY](#)[SENSABILITY](#)[DESIGN DISCOVERY](#)**15**

Attack the Gap to Win 3X the Pursuits

1 LU

The national average hit rate for architecture firms is about 20%, but there are firms that are winning 50%, 60%, and even more of the projects they pursue. About 70% of the fact-finding, opinion forming, and decision making is done before the request reaches you. Most of the selection process happens before you even know there's a project out there. If your hit rate is near the national average, that means a gap has opened between how you're developing new business and the way your prospects are really hiring. Are you trying to win in the last 30% (trying to make the shortlist and hoping to win in the interview) or are you attacking the 70% ahead of the RFP? We're in an accelerating age where distraction and commoditization are rising, and loyalty is declining. The availability of technology and information is increasing and the amount of time you have to pitch is shrinking. With up to 70% of the buyer's journey done before your team even shows up, you have to pitch perfectly at every opportunity to make the next cut. This Compressed Selling Time, mixed with the drive toward Commoditization, and the move toward Consensus Decision-Making, and you're now feeling the headwinds to future revenue and margin growth; the Three Deadly Cs. You have to be able to align your marketing and business development with the way your prospects are really buying, but with only 30% of the journey available to you, and the ability to answer "Why you? Why now?" more important than ever, how do you attack the gap? During this session, you'll develop a new outlook on what their buyer's journey really looks like so you can connect your value to their deepest threats in a way that gets you ahead of the RFP (and your competition).

Participants will be able to explain the Three Deadly Cs; develop a plan to attack the gap between traditional marketing and business development and the way prospects are really hiring today; be able to explain the most effective way to get ahead of the RFP process; develop a communications frame work to apply to website, marketing collateral, elevator pitch, and even live interview situations.

Presented by: [Jeff Echols, Assoc. AIA echoEngagement](#)

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The Impact of Urban Trees on Energy Use and Passive Survivability

1 LU HSW

Trees in urban landscapes can modify temperatures in the nearby environment, which is important for reducing summer heat loads on building surfaces. Trees can reduce energy use and improve indoor and outdoor comfort for cooling in summer by casting shade and providing evapotranspirational (ET) cooling. This workshop presents a methodology to combine spatially explicit three-dimensional tree morphology and estimates of ET rates with building location and wall characteristic data to test their relative contribution to building energy consumption. Based on a comprehensive tree inventory and remotely sensed land surface temperature which indicate urban heat island effect for a Des Moines neighborhood, tree morphology and building data have been integrated in a three-dimensional array in the "Urban Modeling Interface" to estimate cooling due to interception of sunlight. We then created a mesh surface that includes trees and buildings to incorporate in a computational fluid dynamics (CFD) model to simulate ET cooling. The workshop will present first results of the CFD modeling for latent heat transfer in the vicinity of urban trees.

Participants will be able to understand the variables and inputs for an urban energy model; evaluate the impact of trees on neighborhood energy consumption; understand the impact of urban heat island effects on the variety of neighborhoods in Des Moines as a case study; evaluate the data sources needed to evaluate trees impact on building energy use and indoor climate conditions.

Presented by: [Ulrike Passe, AIA](#), and [Breanna Marmur Iowa State University](#)

Session 3: Friday, Sept. 27, 11:15a–12:15p

[EMERGING PROFESSIONALS](#)[ABOVE & BEYOND CODE COMPLIANCE](#)[BEST BUSINESS PRACTICES](#)[ENVIRONMENT & ENERGY](#)[SENSABILITY](#)[DESIGN DISCOVERY](#)**17**

Sensible (Sustainable) Transitions: New Life for Old Structures

1 LU HSW

Retrofitting existing buildings can be a cost-effective path to sustainability. This course explores the evolution of the building envelope and strategies to create energy efficiency in existing structures while simultaneously ensuring long-term performance. Construction techniques, design intent, chemistry of assemblies, and thermal models will be used to illustrate the positive impact as well as the unintended consequences of a variety of potential modifications as they relate to re-purposing historic and existing buildings. This workshop will identify successful approaches that architects and building owners can take to improve the energy efficiency of existing buildings.

By attending this workshop participants will be able to: Analyze existing wall construction to understand the existing performance criteria to incorporate energy improvements in a manner that does not accelerate deterioration of the wall. Understand techniques available to improve energy performance and air quality through improvements to existing masonry and fenestrations. Understand where the dewpoint occurs in the existing wall assemblies and how that affects the placement and replacement of existing openings. Describe the community development benefits and greenhouse gas reduction by retrofitting existing buildings.

Presented by: [Mark Guetzko Seedorff Masonry, Inc.](#) / [AWS, AIA Iowa Allied Member](#)

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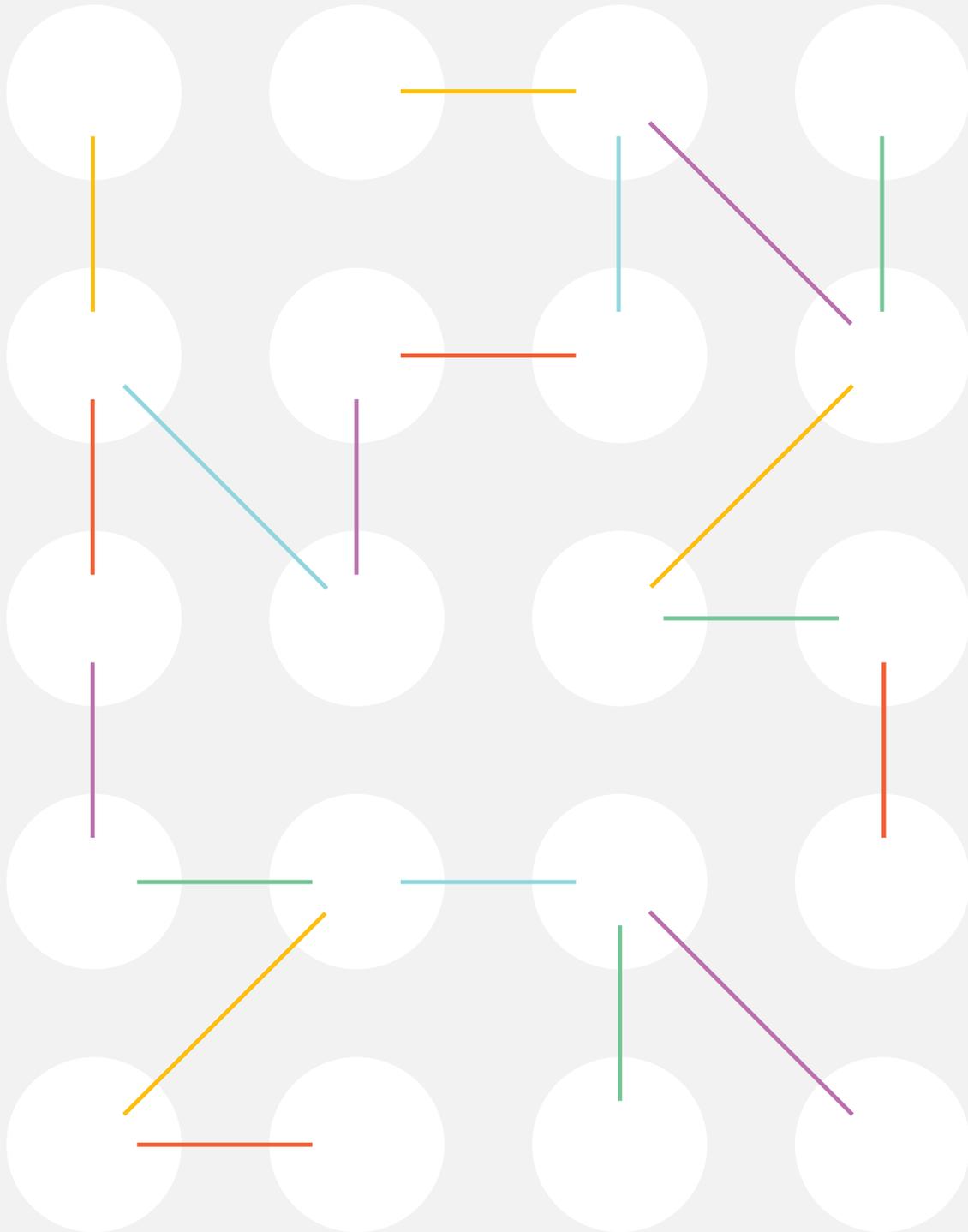
Moisture Management: Maximize Your Envelope & Minimize Your Issues

1 LU HSW

Our presentation will focus on moisture issues in building envelopes, how to estimate the envelope performance, and on innovations in glazing. Designing an envelope that reduces the risk of moisture issues reduces liability and increases client satisfaction for both architects and engineers. The goal of this presentation is to help you maximize that satisfaction with your clients.

By attending this workshop participants will be able to: Understand how condensation and high relative humidity can increase the risk of respiratory illnesses. Understand how to calculate/estimate the likelihood of condensation. Know the options for glazing with extremely high performance to prevent or minimize condensation, minimize solar gain when not desirable, and open options for higher percentages of glazing. Understand glazing options that reduce the risk of explosion and other damage to occupants and the compromises related to clear vision and insulating value.

Presented by: [Jeff Boldt and Ryan LePera IMEG Corp](#)



workshops

Session 4
Friday, Sept. 27
2:15p-3:15p

Session 4: Friday, Sept. 27, 2:15p–3:15p

[EMERGING PROFESSIONALS](#)[ABOVE & BEYOND CODE COMPLIANCE](#)[BEST BUSINESS PRACTICES](#)[ENVIRONMENT & ENERGY](#)[SENSABILITY](#)[DESIGN DISCOVERY](#)**19**

NCARB & You: AXP, ARE, Licensure, & Certification

1 LU

The presentation will review the steps necessary to achieve licensure to become an architect and other programs to get the most out of your career in architecture.

Topics will include:

- Background of NCARB
- The entities involved in the licensure process
- How to progress successfully through the Architectural Experience Program® (AXP™)
- What to expect with the Architect Registration Examination® (ARE®)
- Recent changes to NCARB programs
- Value of the NCARB Certificate

By attending this workshop participants will be able to: Understand the requirements for completing AXP, ARE and becoming licensed. Learn how the licensure process changes with the profession. Understand ways to engage the licensure process and the benefits for the profession. Identify tools and resources available.

Presented by: [Harry Falconer, NCARB](#)

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Overview of Recent Changes to the Rules of Professional Practice

1 LU HSW

There still exists some confusion among design professionals and building officials as to the requirements of the laws governing the practice of architecture, engineering, and landscape architecture. In 2015, the Iowa Architectural Examining Board (IAEB) formed a task force to address this confusion. The first step being aligning the differing terminology between the IAEB rules language and model building code language. The second step was to refresh the Building Code Officials' Handbook to assist in the application of these governing regulations. The IAEB took the approach that code officials are the "boots on the ground" in enforcement, particularly when determining when involvement of a licensed professional would be required for a project. The closer terms and definitions within the rules and law can be with the common enforcement language in the construction industry, the less chance there is for confusion or dispute. The resulting changes to the definitions contained in Chapter 5 (Exceptions) of Section 193B (Architectural Examining Board) of the Iowa Administrative Code provide a clearer direction when applying State regulations by aligning with model building code language and became effective on July 25, 2018. Work to update the handbook will soon be complete. This course will provide a summary of the changes and updates to of the IAEB Rules and the Building Code Officials' Handbook related to when a licensed design professional is or is not required for a project.

By attending this workshop participants will be able to: Summarize the exceptions to the requirement for an architect licensed in the state is required to perform professional architectural services for all buildings, and how recent revisions aligned the definitions used for the exception language with model building codes. Describe occupancy types or size and height restrictions that meet the threshold requiring a licensed professional to perform planning and design services in connection with a project. Understand the permissible overlaps and cross-scope activities among various design professions in the design and documentation of a building. Recognize the local building code official's responsibility for determining that construction documents adequately describe a building project which, when completed, will meet the applicable codes and protect the health, safety and welfare of the public.

Presented by: [Linda Schemmel, AIA, City of West Des Moines](#), [Ljerka Vasiljevic, AIA State Fire Marshal's Building Code Bureau](#), and [Terry Berk, City of Des Moines](#)



Session 4: Friday, Sept. 27, 2:15p–3:15p

[EMERGING PROFESSIONALS](#)[ABOVE & BEYOND CODE COMPLIANCE](#)[BEST BUSINESS PRACTICES](#)[ENVIRONMENT & ENERGY](#)[SENSABILITY](#)[DESIGN DISCOVERY](#)**21**

Built Environment & Energy Innovations

1 LU HSW

Frequently owners and design teams have perceptions regarding the best efficiency options for their buildings. When energy modeling reveals a different story, it can lead to confusion. Establishing an early connection with the owner and design team and using data-driven results to support the decision-making process forges a pathway to success. This session will re-establish the importance of understanding how a specific building uses energy, and what factors impact it. Attendees will understand the common scenarios where favored technologies fall short, and rules-of-thumb no longer apply. Finally, we will explore ways to integrate the data-driven results into the optimal package of energy efficiency solutions for each unique building.

By attending this workshop participants will be able to: Identify common early design assumptions that often may not align with whole-building energy analysis. Analyze the major factors that can affect building energy use and viability of efficiency strategies. Compare building model scenarios to see how the value of energy efficiency measures changes. Demonstrate how energy analysis results can be best integrated into an owner and design team's selection of an optimal package of efficiency solutions.

Presented by: [Jacob Serfling, Willdan, AIA Iowa Allied Member](#)

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Air Barriers and Air Leakage in Buildings

1 LU HSW

This presentation describes the basics of a continuous air barrier and why limiting air leakage with a continuous air barrier saves energy. It explains how to comply with air leakage and continuous air barrier requirements in national energy codes, including how precast concrete can comply. An overview of compliance paths of these energy codes is presented as well.

By attending this workshop participants will be able to: Learn why limiting air leakage with a continuous air barrier saves energy. Identify the components of a continuous air barrier. Determine how to comply with air leakage and continuous air barrier requirements in national energy codes. Identify some challenges of air leakage testing of buildings as a means of compliance with national energy codes.

Presented by: [Martha VanGeem, VanGeem Consulting](#)



Session 4: Friday, Sept. 27, 2:15p–3:15p

● EMERGING PROFESSIONALS

● ABOVE & BEYOND CODE COMPLIANCE

● BEST BUSINESS PRACTICES

● ENVIRONMENT & ENERGY

● SENSABILITY

● DESIGN DISCOVERY

23

Grinnell College—Designing the Campus for the Future

1 LU

The program will provide a case study of the extensive work that has been done and is currently in process at the Grinnell College campus, with a focus on accessibility, sustainability, energy efficiency, and meeting the needs of future students. The projects featured will be an overview of the Humanities and Social Studies Center, Younkers Hall, the Admissions & Financial Services Building, and the Campus Landscaping project, and how these projects are being implemented within a larger campus plan. Projects are diverse, including a large addition and renovation that modernized the facilities yet preserved some of classic architecture, a dorm remodel that addressed accessibility issues, the new construction of a welcoming center, and a multi-year, comprehensive landscaping project that features sustainability components.

By attending this workshop participants be able to: Learn the specifics of the projects that Grinnell College has implemented to address accessibility, sustainability, energy efficiency in some of their facilities. Understand how Grinnell College has utilized capital improvement projects to address the future needs of the college and its students. Learn about the collaboration efforts of multiple partners across multiple projects in various phases. Learn about the various initiatives undertaken by the project teams to deliver the projects while on an active campus, with specific attention to the needs of the students.

Presented by: Josh Miltenberger McGough Construction, Corey Hammond, Grinnell College, Brett Mendenhall, OPN Architects, Rick Boozell, SystemWorks

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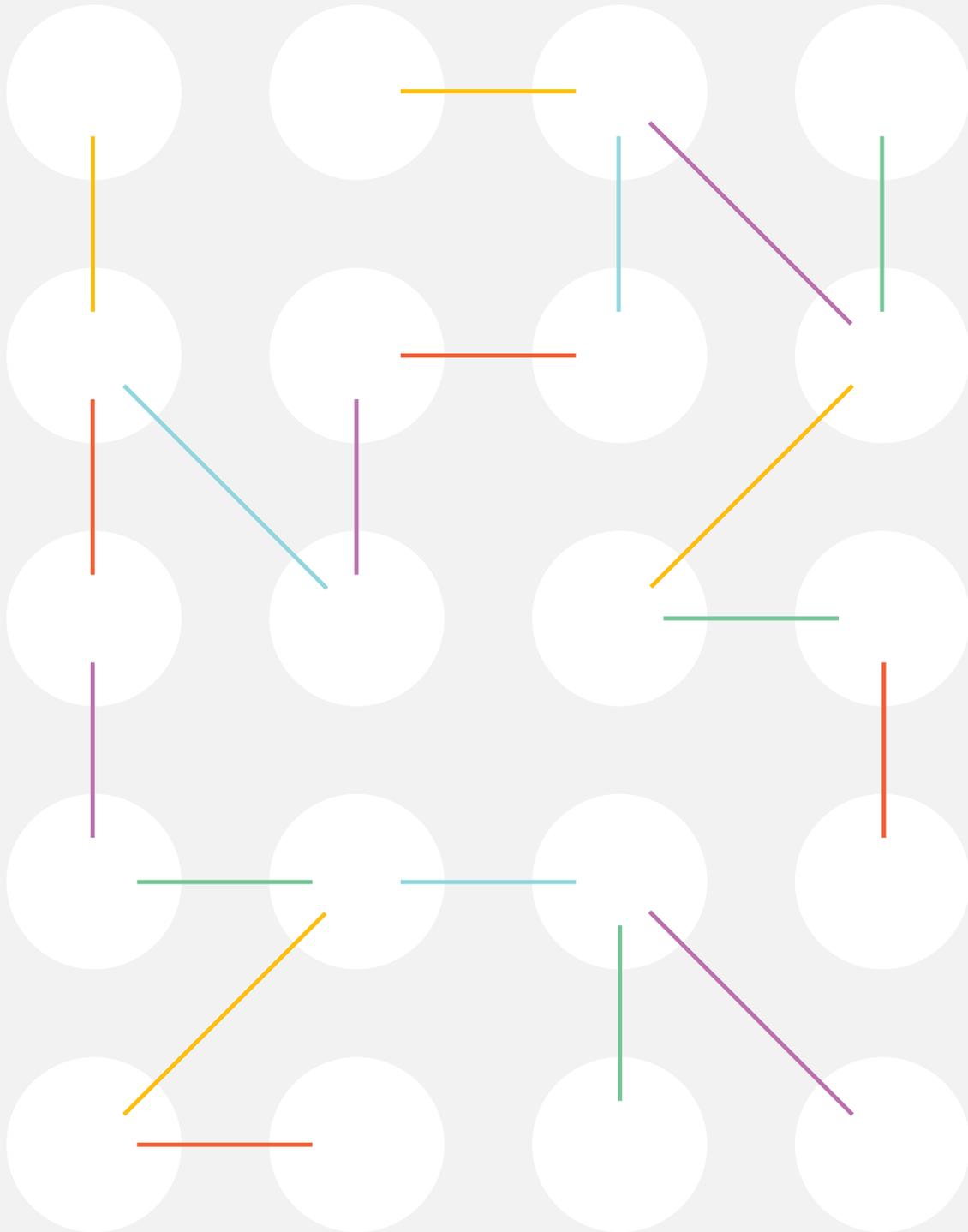
Future Vernaculars: Dwelling Ecosystems for Pacific Atolls

1 LU HSW

This workshop centers around the Dwelling Ecosystems project -- a collaborative, real-world endeavor that strives to provide a solution to housing development in the Pacific, that is affordable, feasible, flexible, scalable, climate-resilient, and culturally connected. The Dwelling Ecosystem project is a counterpoint to current housing models in Micronesia. Course content will cover 1) how the presenters became involved in Design for Resilience, 2) what types of complex issues must be dealt with when designing in the Pacific, 3) what the status quo for Pacific housing is and why new solutions are needed, 4) how the project developed from a single individual house to a system of innovations at multiple levels (material, assembly, building, urban form, infrastructure, construction process), 5) what lessons have been learned and how the project has evolved to become a multidisciplinary partnership, and 6) ways in which the project hopes to have a positive impact in the community, well beyond the realm of architecture.

By attending this workshop participants will be able to: Summarize the environmental, historical, and socio-cultural contexts that influence design in the Pacific Atoll region, with emphasis on Climate Change, Traditional Knowledge, Community Health, and Current Housing Needs. Identify and compare the range of existing housing typologies found in the region, including traditional Micronesian, Japanese, and American, and discuss the pros / cons of each with respect to current needs. Explore the ways in which Culture, Climate, and Building Science come together to create opportunities for innovation at the scales of Material, Assembly, Building, and Urban Form, and how those can have positive benefits on Community Health and Livelihood. Plan for ways to balance Soft and Hard Approaches to achieving High-performance Building and Community Solutions, while still remaining low-impact in the context of Localized Material Loops and Building Cultures.

Presented by: Matthew Bunza, Metaamo Studio and James Miller, OCAD



schedule

Wednesday September 25

12-8 p Exhibit Hall Set-up

Thursday September 26

7:00 a Registration Opens
Exhibit Hall Open / Continental Breakfast

8:00 Welcome

8:15 JoAnn Wilcox, AIA
Keynote Speaker

9:30 Exhibit Hall Open / Refreshments

10:45 Workshop Session 1: 1 LU or LU HSW

1. [Exterior Cl: Advanced Ideas on Fire, H2O, & Thermal Performance](#)
2. [The Harkin Institute: Universal Inclusion and Eco-Wellness](#)
3. [Liability Insurance for A/Es](#)
4. [Prairie Hill Co-Housing: a Green, Neighbor-Centered Development](#)
5. [The Fair Housing Act Design & Construction Requirements](#)
6. [A Study in Glass: Krause Gateway Center](#)

11:45 Lunch (with Exhibitors)

1:15 p Workshop Session 2: 1 LU or LU HSW

7. [Why an Architect? Why You?](#)
8. [Requirements of Doors, Windows and Shutters in Tornado Shelters](#)
9. [Workplace and Workforce Trends, Their Impacts + Your Regional Perspective](#)
10. [Campus Decarbonization: Prioritizing Your Approach](#)
11. [Battle Between Budget and Well-Being](#)
12. [Renderings Don't Count: Realizing Challenging Structures & Facade](#)

2:15 Exhibit Hall Open / Refreshments

3:45 Erin Sterling Lewis, AIA & Matt Griffith, AIA
Keynote Speakers

5:00 Cocktail Party / Exhibit Hall Open

7:00 Awards Celebration

Friday September 27

7:45 a Registration Opens

Feed Your Future: Emerging Professionals Breakfast

Exhibit Hall Open / Continental Breakfast Inside

8:15 Masonry Institute Architectural Awards

8:30 Stephen Cassell, FAIA
Keynote Speaker

9:45 Exhibit Hall Open / Refreshments

10:45 Door Prize Drawing,
Exhibit Hall

11:15 Workshop Session 3: 1 LU or LU HSW

13. [Harassment Bystander Intervention Training](#)

14. [Drainage Solutions for the Rainscreen
Building Enclosure](#)

15. [Attack the Gap to Win 3X the Pursuits](#)

16. [The impact of urban trees on energy use and
passive survivability](#)

17. [Sensible \(Sustainable\) Transitions: New Life for
Old Structures](#)

18. [Moisture Management: Maximize Your Envelope
& Minimize Your Risk](#)

11:30 Exhibitor Booth Teardown

12:15 p AIA Iowa Lunch

1:00 AIA Iowa Business Meeting and Legislative Forum

2:00 Break

2:15 Workshop Session 4: 1 LU or LU HSW

19. [NCARB & You: AXP, ARE, Licensure, & Certification](#)

20. [Overview of Recent Changes to the Rules of
Professional Practice](#)

21. [Built Environment & Energy Innovations](#)

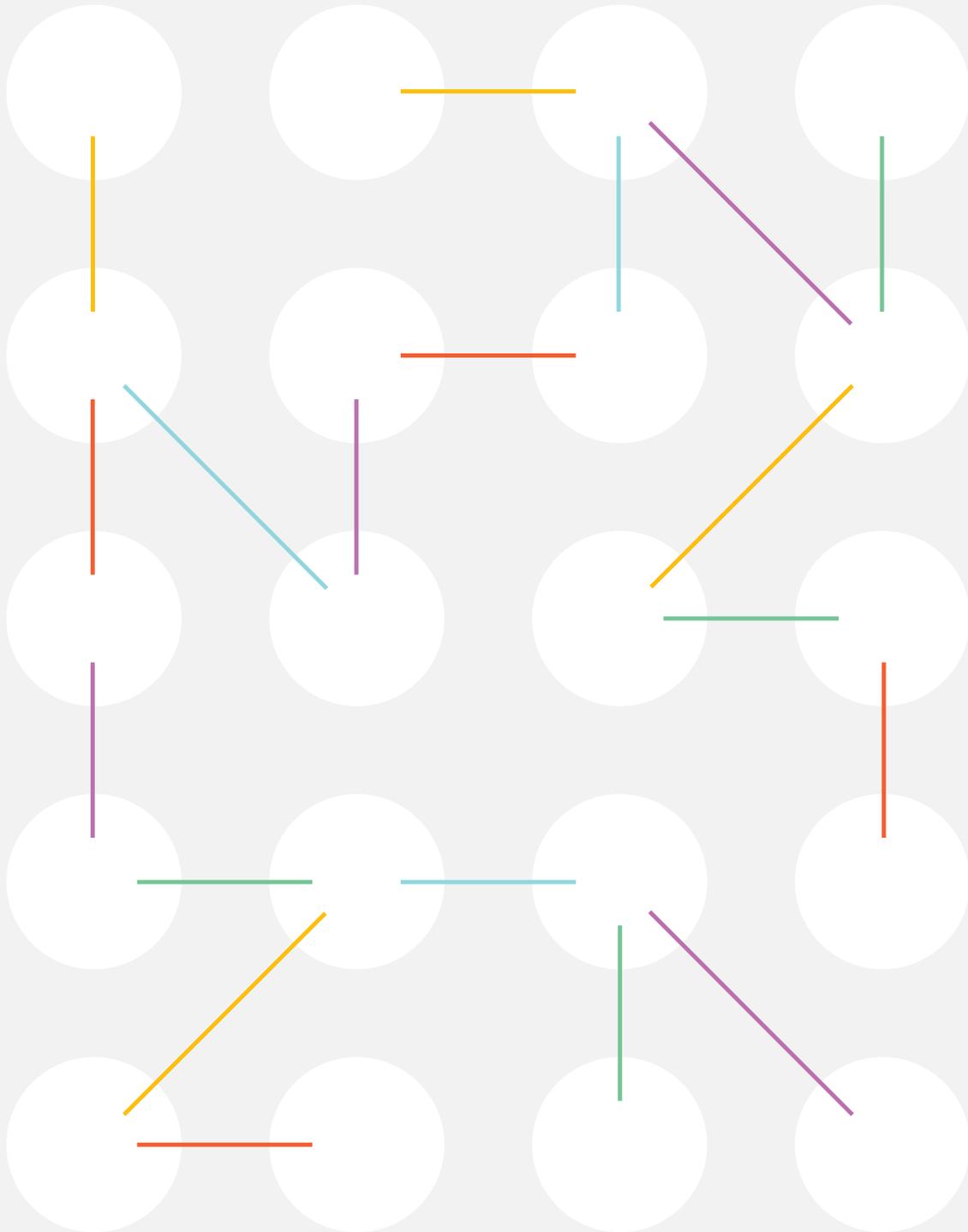
22. [Air Barriers and Air Leakage in Buildings](#)

23. [Grinnell College—Designing the Campus
for the Future](#)

24. [Future Vernaculars: Dwelling Ecosystems
for Pacific Atolls](#)

3:15 Break/Refreshments

3:30 Brandon Pace, FAIA
Keynote Speaker



information

Registration

Registration details and pricing is available online at aiaiowaevents.org. On-site registration is \$50 more.

Hotel

A group of rooms has been reserved at the New Hilton Des Moines Downtown hotel, 435 Park St., Des Moines. Single/double rooms are \$153 a night. Reserve by August 22nd to qualify for the AIA Iowa group room block. When reserving, indicate that you would like to be included in the American Institute of Architects room block. To make your reservation, call the reservation desk at 515-241-1456 or visit Hilton.com.

Continuing Education



AIA Iowa is registered with the American Institute of Architects Continuing Education System and is committed to developing quality-learning activities in accordance with AIA/CES criteria. Participants in the 2019 AIA Iowa Convention will receive one learning unit (1 LU or LU/HSW) for each hour of programming. The number of LU's available for each workshop and keynote session is listed with each description.

Pella AXP Sponsorship



Pella recognizes the importance of the future of the architectural profession and our emerging professionals by graciously funding the Pella AXP Sponsorship at the 2019 AIA Iowa Convention. This program celebrates AIA Iowa Associate members (those enrolled in the Architectural Experience Program (AXP) by providing funding for them to attend the convention at a reduced rate. AIA Iowa Associate members may sign up for this program by entering a discount code during convention registration that will be emailed to those eligible for the discount.

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