



# Small Firm Exchange (SFx)

## An AIA National Member Group

### Regional Representative Report / 2020 Q3

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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 see its Social & Climate Justice importance.

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

The SFx Conference Workgroup is focused on creating small-firm webinars in 2020-2021, as well as 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. Open call for A'21 sessions expected in October.

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 local firms.

### Small-Firm Practice Resources

We are finalizing a “Fall Small-Firm Practice Webinar Series.” Stay tuned for more information at the [SFx webpage](#).

SFx proposed additional “small-firm” benefits to the AIA Trust; these are being considered. See the new [“Firm-Starting Resources”](#) button on the AIA Trust webpage, combining existing AIA Trust resources with AIA SFx additions.

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 the AIAU website for the SFx-created [AIAU Small Firm Series!](#)

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 us with these links:](#) Follow SFx on [Flipboard](#), for small firm relevant articles!

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.

Our Instagram [@AIA\\_SF](#) account highlights the work of small firms; [send us your work via this link](#).

SFx continues to connect with all the AIA Knowledge Communities and to convey their resources to small firms as possible. We have these KC leaders speak at our monthly SFx all-call discussions.

### 2020 Regional Representation

For 2020 SFx Regional Representatives, see the [Small Firm Exchange Roster at the SFx Website](#). Note that AIA SFx is still looking for regional representatives for New Jersey, Mid-Atlantic, and Florida / Caribbean – contact us if interested in joining.