The AIACC works on your behalf to maximize the value of your membership, protect the architectural profession and promote the value of design. As we reflect on 2015, hindsight shows a great amount of forward movement, accomplishments and progress, not only within these core missions but also through the four strategic initiatives. Take a look:

   - Outreach: Partnered with PG&E: Architecture at Zero Competition and DSA 7x7x7 Initiative to envision design solutions for energy efficiency.
   - Influence: Continued presence and influence with California Energy Commission (CEC) and California Public Utility Commission (CPUC).

2. Resourcing Firms
   - Design is Good Business: Part of the ongoing effort to provide resources for firms and clients of architectural services. Clients can easily obtain information (and information is delivered to more than 13,000) bi-weekly on issues important to their capital improvement program.
   - These articles and newsletter templates are archived on the website and are copyright free so that firms can customize and use them for their own client education efforts specific promotions and marketing.

3. Empowering Emerging Professionals
   - Established a licensure-recognition program. Newly-licensed architects were individually acknowledged by the state and then AIACC assisted chapters in recognizing them locally through the licensee’s local chapter. This served as a tool for members and feel more engaged in their profession.
   - Meaningful advocacy with CAB and NCARB on intern titling resulting in the Board to reconsider their position.
   - Leadership opportunities were supported at local, state and national level.

4. Improving the AIA in California
   - Component Alignment strategies were developed to assist chapters in meeting AIA Core Member Service requirements and ensure all members have equal access to AIA benefits, regardless of location.
   - Worked with National AIA to propose a new initiative to develop and better organize resources for architects and firms by creating a new “Center for Design, Innovation and Project Delivery.
   - Board Commissions were formed in correspondence with the four Strategic Initiatives in an effort to improve continuity and increase leadership participation.

Advocacy
- SB 704 sponsored by the AIACC, makes it easier for architects and others to serve as volunteers on local advisory bodies.
- AB 1200: AIACC successfully sought changes to protect architects by suggesting language to avoid causing more people to need to register as lobbyists.
- SB 254: AIACC supported striking a balance between the rights of people with disabilities and small business owners.
- Successfully lobbied the California Architects Board (CAB) to oppose the reclassification within state employee classification system that would have placed licensed architects subordinate to unlicensed staff designers.
- Continued to work with the Governor’s office to recommend AIACC members for appointed positions.

Communications / Public Outreach
- 2015 Monterey Design Conference sold out this year with the most attendees to date in its 4th decade.
- 11% increase in social media followers, with 9% increase in external media outreach. Other outreach efforts included providing real-time communications at live events.
- Relevance - member-wide e-newsletter redesigned and delivered weekly (rather than bi-weekly).
- Sponsored AIA Convention Resolution to promote exploration of membership pilot programs.

The Numbers
- 847 attendees
- 9 keynotes
- 111 Flickr photos
- 329 live tweets under #MDC2015
- 14 incredibly dedicated committee members
- 4 emerging talent speakers
- 23 napkin sketches
- 1 witty emcee
- 3 clay otter sculptures
- 1 AIA National President
- 38 sponsors
- 4 wine receptions/gatherings/celebrations
- 25 continuing education units
- 27 exhibitors