

The American Institute of Architects 2012 a/e ProNet David W. Lakamp AIA Scholarship

General Information and Instructions

T H E P R O G R A M

This scholarship was initiated in 1990 by a/e ProNet, a group of insurance professionals providing risk management services to architects and engineers. In 1999 the scholarship was renamed for David W. Lakamp. Mr. Lakamp was a founder of a/e ProNet and a trusted advisor to the profession. He left behind a legacy of professionalism and integrity that set new standards in the field of insurance services. Two students, who best demonstrate strong interest in practice management, will each receive a \$2500 award.

E L I G I B I L I T Y

Eligible applicants are:

- Fourth year students in an NAAB degree program, or
- Fourth year students of a four-year pre-professional degree program in architecture accepted for direct entry to a two-year NAAB M.Arch/D.Arch program, or
- First year students in an NAAB MArch/DArch degree program for students with undergraduate degrees in another discipline.

S U B M I S S I O N R E Q U I R E M E N T S

The following materials must be received by Monday, November 19, 2012.

- A transcript from each academic institution attended since high school; minimum cumulative GPA: 3.0
- Two letters of recommendation, one of which is from the program chair verifying the applicant's eligibility
- Demonstration of an IDP NCARB council record (optional)
- An essay on the Case Study topic

Materials can be sent via email to scholarships@aia.org in PDF format. Alternatively, a hard copy of the application and supporting materials can be sent by postal mail. All materials should be placed in one envelope and sent to:

AIA Scholarships, ATTN: Jamie Yeung
The American Institute of Architects
1735 New York Avenue, NW
Washington, DC 20006-5292.

A W A R D S

- Two \$2,500 scholarship will be awarded toward the students' university tuition and fees. The award check will be mailed directly to the university; it may not be deferred for use later or transferred to another individual.
- Results will be announced December 21, 2012.

S E L E C T I O N

The recipient will be selected by a sub-committee of AIA members serving on the Practice Management Knowledge Community Advisory Group and a representative from the a/e Pronet organization. Applications and supporting material become the property of the American Institute of Architects.

Q U E S T I O N S

Questions and inquiries can be directed to scholarships@aia.org.



THE AMERICAN
INSTITUTE
OF ARCHITECTS

The American Institute of Architects 2012 a/e ProNet David W. Lakamp AIA Scholarship

Application

Be sure your name appears on all attachments.

P E R S O N A L I N F O R M A T I O N

Name		Male/Female		
Permanent Address	Street	City	State	Zip
Current Address <i>(where results of scholarship can be sent)</i>	Street	City	State	Zip
Telephone <i>(where you can be reached if additional information is needed)</i>		E-mail address		

A C A D E M I C R E C O R D

List the academic institutions you have attended since high school in chronological order, the first being the most recent. Send a transcript from each school listed, including the institution in which you are currently enrolled. If your complete academic record is contained in a single transcript, it is not necessary to request the information from each school.

1. Name of school	Date attended/degree
2. Name of school	Dates attended/degree
3. Name of school	Dates attended/degree

Identify the school you plan to attend during the Spring 2013 semester. If different from where you are currently attending, please make a note of that.

School	Current year in program
Degree anticipated	Anticipated graduation date

Type of degree program *(check one)*

B.Arch M.Arch D.Arch Other: _____

C A S E S T U D Y T O P I C

Resolving a Practice Management Dilemma

Write a 300-word-or-less description of how you would manage the following practice management situation to a favorable conclusion:

You are the Managing Principal of a 20-person architecture firm that has been hard hit by the recession. At your firm's peak it employed 35 people. Even today, as the economy is slowly recovering, your firm's profitability remains very low, barely above breakeven, due in large part to your wanting to avoid cutting even more staff while the firm still struggles to obtain enough work in a highly competitive marketplace.

Two of your firm's remaining employees are involved in marketing: a marketing manager who divides her time roughly evenly between outside-the-office networking and business development, generating leads on projects to pursue, and inside-the-office working on proposals and other marketing materials. The other marketing employee is a more junior marketing coordinator who also serves the firm in a more general administrative role.

Your in-house accountant continually points out to you and your two partners that the firm's overhead is abnormally high due in part to the number of nonbillable staff, including the two marketing people (and the accountant) and recommends cutting at least one marketing position. You are conflicted about this, recognizing the financial impact on the firm yet not wanting to further erode the firm's ability to obtain work.

What conversations would you have with your two partners? How would you advocate resolving the situation?