

**AIA/LA Strategic Planning Session**  
**Member/Staff/Leadership Dialogue**  
**September 8, 2007**  
**Facilitated by Meryl Marshall-Daniels**

**AIA/LA MISSION STATEMENT**

*The American Institute of Architects (AIA) is the voice of the architecture profession, dedicated to serving and empowering its members through advocacy, educational and outreach programs as well as educating the public on the value and importance of architecture.*

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| <b>ARRIVALS AND COFFEE</b>   | 8:30 – 9:00 am   |
| <b>INTRODUCTIONS AND OVERVIEW</b>  | 9:00 – 9:10 am   |
| <b>WHO WE ARE: ACCOMPLISHMENTS AND INSIGHTS</b><br>Sharing our history<br>Individual thinking – Large group discussion   | 9:10 – 9:55 am   |
| <b>ENVISIONING THE FUTURE – 2013</b><br>Potential Goals – Significant accomplishments, events and activities that if achieved by 2013 could further our mission.<br>Breakout groups – Large group discussion | 9:55 – 10:55 am  |
| <b>Break - Brunch available</b>  | 10:55 – 11:15 am |
| <b>CHALLENGES TO SUCCESS</b><br>Challenges to achieving 2013 Goals<br>Individual thinking<br>Breakout groups - Large group discussion  | 11:15 – 12:00 pm |
| <b>BRAINSTORMING RESOURCES AND STRATEGIES</b><br>Identify resources and critical steps necessary to accomplishing potential goals and meeting the challenges.<br>Breakout groups – Large group discussion    | 12:00 – 12:45 pm |
| <b>EVALUATION AND CLOSING</b>  | 12:45 – 1:00 pm  |