Bruce Monighan, AIA

Candidate for AIACC Secretary / Treasurer

Biography

2012 begins my 40th year in the profession and 29 years of running a small practice encompassing regional and international projects both private and municipal. A member of the AIA for 36 years serving on the AIACV Board and ExCom for 12 years and the AIACC Board for 5 years. I currently serve on the AIACC Planning and Finance Committee and the AIA National Small Firm Roundtable. I am part of the Sacramento community with an office in a historic “pioneering” neighborhood, am a member of the Sacramento County Design Review Commission and the Sacramento Alkali Flat Redevelopment Area Commission.

Statement of Philosophy

The AIA is a member organization existing to provide resources to members that enhance their professional life, that enhance the image of architects in the community and influence public policy for the betterment of the built environment and architectural practice. At the core of everything we do, and the decisions we make, is the member. In these challenging economic and political times my primary goal as Secretary is to enhance membership experience and value. As we move forward in 2012 we must provide a value proposition of education, branding, and vision to retain and build membership. AIA membership can also allow for a connection to architecture even when a traditional 'job' is not on the table and to keep on track those whose passion is architecture. Membership can be a 'lifeline' that ties the troubled present to a better future.

The eroding of membership and program sponsorship has seen a steadily declining operations budget for AIACC. As a member of the Planning and Finance Committee I have worked with the budget details and have seen the effects on programming and outreach. I believe it is only prudent to anticipate that we will continue these unique economic times for a few years and we need budgets that reflect constraint while providing programs with definable member value. We have cut expenses drastically and now need to rethink the “income” side of our budget finding ways for the AIACC to increase their revenue opportunity and partnerships. We must become less dues dependant and more entrepreneurial. Lastly we, even in tight economic times, need to invest in the future of our profession; Emerging Professionals, communication via an enhanced website, and practice focused programs that show architects how to earn and retain more money. As the Treasurer I will be both pragmatic and optimistic.