

## **VICE PRESIDENTIAL SPEECH TO GRASSROOTS, FEB 5, 1999**

Controlling our own destinies. That's what you want, that's what the firms and organizations we work for want, and that's what I want, for AIA and the profession. I'm Rick Kremer, and as Vice President I pledge to foster an attitude that strengthens architect's abilities to control our own destinies.

How do we do that? How do we gain such control, and leadership? I'm an architect first, and a business man a close second, and very proud of my dual roles of Lead Designer and Chief Financial Officer at my firm. Design and Finance, a very unusual combination, but a marriage of skills that AIA must continue to nurture and bring together if we are to really fashion our own futures. HERE'S the great news.....we already have the creative talent, the management skills, and yes, even the financial skills, for which we never give ourselves enough credit. We just need to hone them and learn to use them in slightly different ways.

I've had the great pleasure of transitioning my sixty year old firm from a purely traditional design practice, to one that now develops its own real estate, then hires itself to design it, and then hires itself to build it. THAT'S controlling our own destiny, and that's what AIA can help us all do. We must proactively position ourselves at the front-end of projects, indeed, at project inception, by fostering much stronger relationships with the financial, political, and real estate communities. We need to better learn their language, and use the architect's singularly unique skill of design, our true project management abilities, and increased financial acumen to truly add VALUE to our work. Greater financial reward, increased design potential, and yes, a true control of our own destinies will result.

I'm Rick Kremer, and I will work to make this happen for our profession.

THANK You.