



May 30, 2023

Marcel Quimby, FAIA
Chair, Honor Awards Committee
Texas Society of Architects
500 Chicon Street
Austin, TX 78702-2754

Re: Nomination of Jeff Potter, FAIA for the 2023 Medal for Lifetime Achievement in Honor of Llewellyn W. Pitts, FAIA

Dear Ms. Quimby and Members of the Jury:

It is with a tremendous sense of honor that the membership of AIA Dallas nominates our friend and colleague, Jeff Potter, FAIA for the 2023 Medal for Lifetime Achievement in Honor of Llewellyn W. Pitts, FAIA. Jeff Potter has significantly contributed to the future of architecture through his leadership at all levels of the AIA – local chapter, the Texas Society of Architects, and the national AIA Board impacting the profession with his unique vision, action, and advocacy to improve the value of architecture and its critical role in our society.

Jeff's leadership and impact in the AIA cannot be overstated. His passion for communicating the value of architecture is evident in the seven years he served on the Publications Committee for the Texas Society of Architects writing and publishing thought provoking articles for the award-winning regional journal, Texas Architect magazine. Jeff's visionary leadership at the state level propelled him to the Executive Committee where he served at all levels on the board, culminating in his elevation to President of the Texas Society of Architects.

Jeff's contributions at the national level have greatly shaped the fundamental values and high professional standards reflected by today's institute. He is recognized for his leadership as the 88th President of the American Institute of Architects, and a term on the AIA Board of Directors. Jeff's impact on the profession influenced profound change improving policy, practice, and implementing a strategic initiative to repositioning the AIA to better communicate the value of architecture and its benefit to society by being a responsive organization.

Two years after his AIA leadership concluded, Jeff joined the Architects Foundation Board of Directors. He was elected President in 2015 and served two terms through 2018. Under Jeff's leadership, he established an enduring corpus to secure the Diversity Advancement Scholarships program. Between 2015 and 2022, over 60 Diversity Advancement Scholarships have been awarded to students enrolled in accredited architecture programs, while 92% of these award recipients have graduated or are on track to graduate.

Jeff's leadership and commitment to excellence, clarity, and passion for advocating his vision, has fostered engagement at all levels in service of the profession's greater good. He has instilled in all of us the value of leading thoughtful conversation and collaborative interaction to elevate public awareness of how architecture is critical to the prosperity of our society. On behalf of AIA Dallas, I enthusiastically recommend Jeff Potter, FAIA for the 2023 Medal for Lifetime Achievement in Honor of Llewellyn W. Pitts, FAIA.

Sincerely,

A handwritten signature in black ink, appearing to read "Kate Aoki".

Kate Aoki, AIA
2023 AIA Dallas President

Biography



Born and raised in Shreveport, Louisiana by inspirational parents, Robert in the structural steel business and Elaine a teaching artist, it was Jeff's genetic imperative to engage in design of the built environment. He graduated from Texas A&M University in 1978 with a Bachelor of Environmental Design and a Master of Architecture in 1979.

Founding his namesake firm in Longview, Texas three years later, Jeff has since established himself as a respected strategic planner and designer of primary and secondary educational facilities in the region. In 2007, he and his wife Shelley Potter ASLA, opened a studio in Dallas, Texas.

While at Texas A&M, Jeff flourished under the tutelage of the extraordinary faculty, notably Edward Romieniec, FAIA, John Only Greer, FAIA, and David Woodcock, FAIA. These architects were emphatic in their commitment to giving back - to the profession and those who might inherit it. Jeff's professional career and volunteerism originally began in a spirit of living up to these obligations, but over time, has evolved into an understanding that storytelling and mentoring are not a sidebar of professional life, but at the center of his inheritance.

Jeff's story as an architect begins in the AIA Northeast Texas Chapter (now a section of AIA Dallas), where he held every office in an all-volunteer component whose members were as much as a four-hour drive from each other. In 1994, Jeff was invited to join the Publications Committee of the Texas Society of Architects. Always one to dote over his precious collection of architecture journals, Jeff helped shape the voice of the profession in Texas for seven years, advising in publishing and regularly writing for our award-winning journal. Work on this Committee propelled him to a place on the slate of officers for the **Texas Society of Architects** Executive Committee, where he served as Vice-president, Secretary, President-elect, and in 2004 - **66th President of TSA**. Having proven his visionary leadership, in 2006 **Jeff was slated to represent Texas as a member of the Board of Directors of the American Institute of Architects**.

His leadership of the National Component was unique in that he focused on the development of a strategic communications initiative - one that coincided with the hiring of the eminent communicator Robert Ivy, FAIA as CEO. Jeff envisioned a comprehensive assessment of the Institute's brand, initiated at his **2011 Communication Summit in Kansas City**, with a reminder from keynote speaker Roy Spence that "it's not what you sell, it's what you stand for". This led to a consultancy with LaPlaca Cohen and Pentagram, putting form to AIA deliberations. Strengthened communications staff, the AIA Film Challenge, messaging across three Hanley Wood publications, and the development of a steadier AIA across annual leadership changes were the result.

In May of 2010 in Miami, **Jeff was invested as a Fellow of the Institute on the same day he was elected as the 88th President of the AIA**.

As 2012 President of the American Institute of Architects, **Jeff Potter led a major initiative to 're-position' the Institute to better communicate the value of architecture and its benefit to society**. His transformational agenda included enhanced communication about what architects do and how they serve their communities,

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Biography



Distinguished Alumni Tribute - Texas A&M
College Station, Texas
POTTER Architecture

improved public advocacy with meaningful engagement of collaborators and public officials, and re-aligning the Institute to reflect the core values of the profession. Outcomes of his agenda were an overall communication strategy/PR campaign, including the 'I Look Up' video series, and greater focus on supporting AIA members in their Work

DESIGN CONNECTS, the theme of Jeff's 2012 American Institute of Architects Convention in Washington, DC, speaks to the power of design to connect globally. The four-day event welcomed 18,600 architects and industry allies. Led by Jeff, the Convention featured a formal commemoration of the architects who were responsible for the re-building of New York City, the World Trade Center and memorials after the tragedy of 9/11. Celebrated as 'Architects of Healing', these individuals provided hope for a better future amid darkness and despair. The event was the first time all of these architects were assembled concurrently for recognition and celebration.

During his tenure as a member of the AIA National Component Board, Jeff became increasingly concerned that the Institute was suffering after its philanthropy, the American Architectural Foundation, parted ways in 2008. Two years after his AIA leadership concluded, Jeff joined the **Architects Foundation** (successor to the AAF) Board of Directors. **He was elected President in 2015, and served two terms through 2018.** During his tenure, Jeff focused the Foundation's purpose on Opportunity Scholarships and the stewardship of the Octagon, AIA's legacy treasure. In the course of this work, Jeff negotiated the re-homing of scholarships from the AAF back to the Architects Foundation. **Securing generous support from the AIA Board, corporate, and private donors, the five-year award of the Opportunity Scholarship Program has increased from 3 students to 25 enrolled in architecture programs in the United States.** These students, 92% of whom have graduated or are on track to graduate, will change the face of the profession.

In December of 2022, Jeff received a call from AIA President Dan Hart, FAIA informing him that he had been selected as the **2023 Edward C. Kemper Laureate** of the American Institute of Architects, recognizing his leadership across all levels of the Institute. In January of 2023, Jeff received the **Distinguished Alumni Award** of Texas A&M University. He is one of only 330 Former Students so recognized in the history of the Award, founded in 1962. He and his wife Shelley Potter ASLA, a previous recipient, are the first couple to receive this "Highest Honor Bestowed."

Jeff and Shelley currently serve as Co-chairs of the 2023 Dallas Architecture and Design Foundation Gala, **"IMPACT Dallas"**.

All careers manifest in revelation. For Jeff, the unexpected surprise has not so much been the intellectual bonfire or financial bonanza, but the effect upon others - proven by letters and recognition from men-tees, a citation from the American Institute of Architecture Students, the Kemper and Distinguished Alumni Awards, and the gratification in seeing younger colleagues become regional and national leaders - and of course, architects. His faculty mentors at Texas A&M would be proud.

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Statement | List of Achievements

Throughout his 42-year career, Jeff Potter, FAIA has reflected the best in a professional organization: sharing and growth, and amplifying the value and meaning of the profession to the public and architects-to-be.

Offices and Positions:



“Jeff Potter’s talents in coordinating cohesive component programs, whether in architectural education, public education, or improved practice opportunities singled him out for earning the distinction of becoming only the second TSA President (of 63) elected from the Northeast Texas chapter.”

David Lancaster, Hon AIA
former TSA Executive Vice President

P O T T E R

Texas Society of Architects:

Committees:

Event Leader:

The American Institute of Architects:

Chairman:

Committees:

Delegate:

Event Leader:

Architects Foundation

State of Texas:

Vice-president | Founding Principal

President
President-elect
Secretary
Vice-president

Publications Committee
TEXAS ARCHITECT Magazine
Nominating Committee
Convention Futures Committee
Architects for Education Committee

AIA Strategic Planning
TSA Convention - DARING TO LEAD

President
First Vice-president
Member of the Board

Awards Task Force
Topaz Medallion Jury

Secretary’s Advisory Committee
Board Advocacy Committee
Trends in the Profession Task Group
Studio Culture Task Group

Congresso de FPAA
Congress of the UIA
Delegate to the “Five Collaterals”

DESIGN CONNECTS
AIA National Convention
Communications Summit

President
Member of the Board

Governor’s Roundtable on School Safety

1983 -

2004
2003
2002
2001

1994 - 2000

2003 - 2005
2003 - 2005
1992 - 1996

2004 Austin, TX
2004 Houston, TX

2012
2011
2007 - 2009

2011 - 2012
2007 - 2008

2009
2005 - 2008
2008 NAAB Report
2008 NAAB Report

2013 Maceio, Brazil
2011 Tokyo, Japan
2011 - 2012

2012 Washington, DC

2011 Kansas City, MO

2015 - 2018
2014 - 2018

2018 Austin, Texas

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Statement | List of Achievements

Honors:

American Institute of Architecture Students	Presidential Citation	2012
Japanese Institute of Architects	Honorary Member	2012
Royal Architectural Institute of Canada	Honorary Member	2012
Australian Institute of Architects	Honorary Member	2012
The American Institute of Architects	College of Fellows	2010
	Upjohn Fellow	2009
	Edward C. Kemper Award	2022
	Leadership of the Institute	
College of Architecture Texas A&M University	Outstanding Alumnus	2009
Texas A&M University	Distinguished Alumni	2023

Design Awards:

AIA Northeast Texas		
Rainbow Resources Corporate Retreat	Award of Design Excellence	1984
425 North Fredonia	Award of Design Merit	1986
USPS Northwest Station	Award of Honor	1988
Santo Ferrara Salon	Award for Design Excellence	1992
Mount Pleasant City Hall	Award of Design Merit	1996
South Ward Elementary School	Award of Honor	1998

Articles by:

"From Square One - Rejuvenating Tyler's Downtown"	COLUMNS	Spring 2018
"Why AIA Matters"	AIA Dallas Magazine	May 2015
"Looking Ahead To The New Normal"	AIA Dallas Newsletter	January 2012
"Civil Discourse"	ARCHITECT	February 2012
"Wellness, Nature, and Place-making"	ARCHITECT	March 2012
"Power Play"	ARCHITECT	April 2012
"People To People"	ARCHITECT	May 2012
"Being There"	ARCHITECT	June 2012
"An Architecture Of Abundance"	ARCHITECT	July 2012
"Livable Streets"	ARCHITECT	August 2012
"Repositioning The Profession"	ARCHITECT	September 2012
"Common Ground"	ARCHITECT	October 2012
"Frozen Music"	ARCHITECT	November 2012
"The Language of Abundance"	ARCHITECT	December 2012

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

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Articles about:

"Beyond The Forest"	TEXAS ARCHITECT	March/April 2001
"TSA Solutions for Public School Finance"	CHECKSET	February 2004
"Poll Reveals Consensus and Contradiction"	CHECKSET	April 2004
"Aligning Values Avoids a Clash of Cultures"	CHECKSET	June 2004
"Translation Please: Thinking Beyond The Profession"	CHECKSET	August 2004
"Opportunities Are On The Horizon"	CHECKSET	October 2004
"A Dedication to Excellence The Distinguished Alumni Tribute Honors Texas A&M's Finest"	TEXAS AGGIE	January/February 2023
"Profile - Jeff Potter FAIA"	COLUMNS	Winter 2011

Presentations and Juries:



Clyde Porter, FAIA
Recipient of the 2009 Whitney M. Young Medal
Jeff Potter, FAIA, Sponsor



NOMA Student Design Competition Juror
NOMA National Conference 2009

AIA Brazos Chapter Design Awards
AIA Northeast Texas
 AIA/ACSA
 AIA California Council/Concrete Masonry
 Association of California & Nevada
 AIA North Dakota
 "Hinterland as Place" Lecture
 Whitney M. Young Forum
 AIA National Convention
 AIA Grassroots **DESIGN|VOICES**
 NOMA National Student Design Competition
 Inaugural Address
 AIA National Convention
TSA Practice and Prosperity Conference
 French Heritage Society
 AIA Baton Rouge

Juror
AIA150 Celebration - Chair
Topaz Laureate Jury - Chair
Juror

Design Awards Jury - Chair
 AIA North Dakota
Sponsor | Panelist
 Clyde Porter, FAIA, Recipient
AIA First Vice-president - Chair
Juror
AIA President
Architects of Healing - Keynote Address
Panelist
Richard Morris Hunt Jury - Co-Chair
Design Awards Jury - Chair

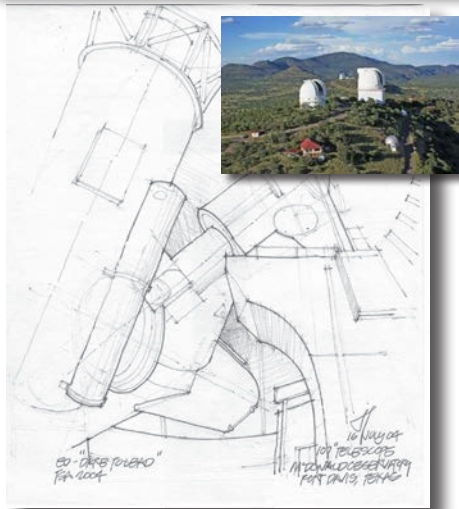
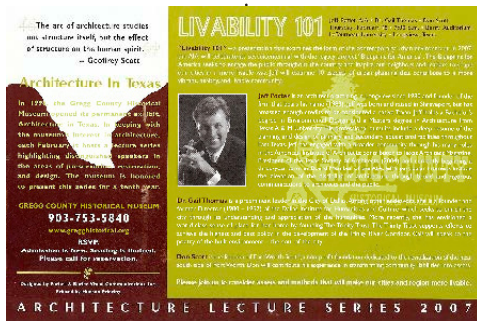
1999 College Station, TX
 2005 Longview, Texas
 2008 - 2009 Washington, DC
 2009 San Francisco, CA

 2009 Fargo, ND
 2009 Fargo, ND
 2009 Boston, MA

 2011 Washington DC
 2011 Atlanta, GA
 2011 Washington, DC
 2012 Washington, DC
 2014 Brenham, TX
 2017 Paris
 2021 Baton Rouge, LA

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

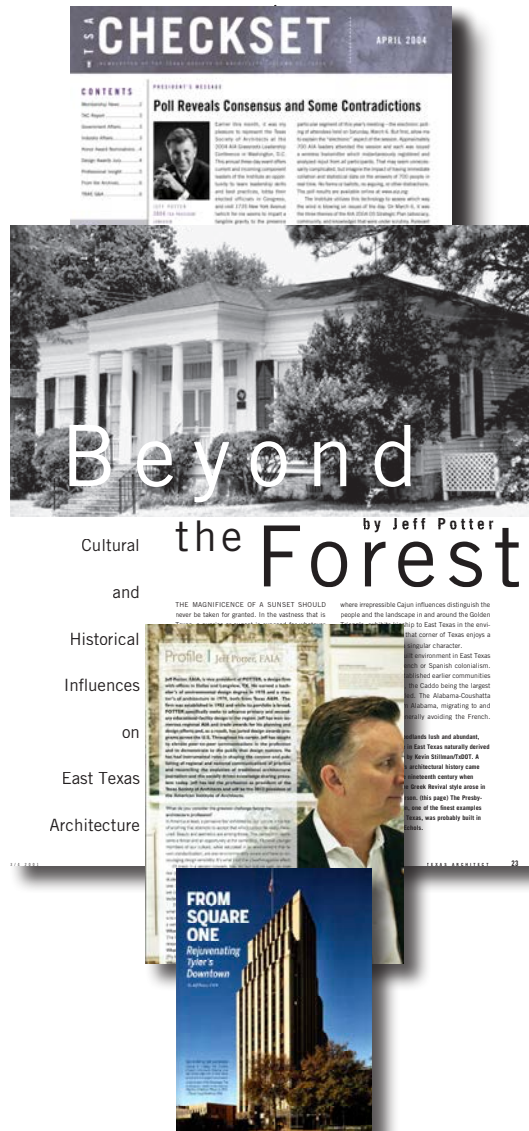


107-inch telescope at McDonald Observatory

Jeff lived in Longview, Texas from 1980 to 2007 and still maintains an office there. Relentlessly seeking to improve the built environment and elevate the urbanism of this beautiful east Texas city, he affected positive outcomes by way of volunteer leadership in:

- Jeff served by appointment **1984-86** to the **Building Standards Commission of the City of Longview**, reviewing Codes and Code Enforcement.
- Jeff served by appointment **1986-90** to the **Planning & Zoning Board of Adjustments**, which enforced and critiqued the effect of planning ordinances in the City.
- Longview, Texas is built in a basin, creating challenging stormwater management issues. Jeff was appointed to the **Drainage Task Force** in **1999-2000** to analyze the problems and propose strategies for the City. An outcome of the Task Force work was the creation of the **Grace Creek Floodway**, which reserved 800 acres of park land, one of the largest urban forests in Texas.
- Undoubtedly his proudest volunteer achievement, Jeff was appointed by then Mayor Earl Roberts, Jr. to the **Sign Ordinance Task Force** **2002-03**. Delivering a completely new ordinance to replace a 70-year-old relic, Jeff led the successful writing of a rule that required removal of two square feet of face for every square foot of proposed new billboard face. This rule remains in effect today, gradually reducing the detriment to the beautiful forested landscape of Longview, Texas.
- Jeff served on the **Gregg County Historical Museum (Longview, Texas)** **2000-02**, where he expanded its **Architectural Lecture Series** to a broader, more critical dialogue - issues of livable communities, sustainability, and how to understand architecture apart from style.
- In **2007**, Jeff organized a lecture series "**Livability 101**" as the **AIA Northeast Texas AIA150** celebration. Delivered as part of the **Gregg County Historical Museum Architectural Lecture Series**, Jeff invited regional urbanists and successful case studies to Longview.

An avid skywatcher, Jeff was invited to serve on the Board of Visitors of the McDonald Observatory **2001 - 2009**, a world-class collection of telescopes in the Davis Mountains of west Texas, aiding in the continued advancement of astronomy and the maintenance of one of the darkest-sky regions in the world.



Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Since 1950, **The Texas Society of Architects** has published **TEXAS ARCHITECT**, its journal of the discipline and profession, produced by contributions of AIA members and edited by a small professional staff. Publication (and much content) is performed by the Publications Committee, which Jeff served on for seven years **1994 - 2000**. Architectural publications do not serve a wide audience, but in this period before the birth of the Web, **TEXAS ARCHITECT** maintained a readership of over 15,000, including distribution to every city hall, county courthouse, and school district in the State.

TEXAS ARCHITECT was where Jeff came face to face with the politics of architecture on a large, public scale. Publishing professional architectural content was difficult enough when the issues were typology catalogues, but Jeff and his colleagues at the time sought to create a publication more grounded in critique and issues of the day. This proved quite challenging, with a skittish advertiser base and even threats to leaders of **TSA** (Houston Convention Center Hotel, 2004). Over time, the skill and tenacity of contributors and editors have crafted a magazine that provides critical analysis and a beautiful compendium of the profession and design in Texas.

Jeff has written several articles for **TEXAS ARCHITECT** and the journal of AIA Dallas, **COLUMNS** - including a study of the architecture of East Texas, "Beyond the Forest" and a feature on urban design in Tyler, Texas. As a result of his profile in the Institute, he has been the subject of an article and his opinion expressed in regional publications.

In addition, Jeff has written three episodes of "The Shape of Texas" radio program:

- **Downtown Paris, Paris**
- **Gregg County Historical Museum, Longview**
- **The Tomato Bowl, Jacksonville**



South Ward Elementary School
Longview, Texas
POTTER Architecture

1998 AIA Northeast Texas - *Design Award of Excellence*
1998 Texas Association of School Boards - *Design Award*



Pine Tree Middle School
Longview, Texas
POTTER Architecture



Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

In 40 years of namesake practice, Jeff Potter, FAIA has developed a substantial portfolio of primary and secondary educational projects. Working with his award-winning firm, **he has changed the lives of tens of thousands of students and inspired communities to exceed their own expectations.**

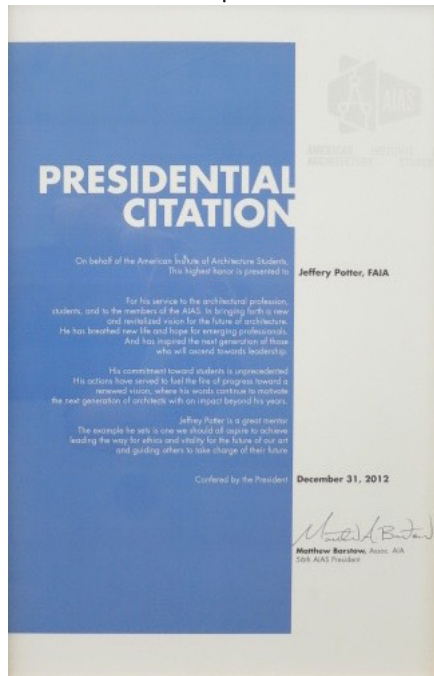
From 1992 to 1996, Jeff served on the Texas Society of Architects Architects for Education Committee (1995 Chair), noteworthy **as this group collaborated with Otto Grove, AIA of the Texas Education Agency to write the first edition of Title 19, Part 2, Chapter 61 of the Texas Administrative Code**, prescribing procedures and practices for needs assessment and planning, establishing space standards for instructional and core space and requiring life safety compliance for all school districts across the State. Chapter 61 is currently in its fourth iteration and has been broadly expanded to elevate design and accountability in more than 1,000 school districts in Texas.

In 2018, in the wake of the Santa Fe school tragedy, **Jeff was invited by Governor Greg Abbott to join a three-day conclave to better understand the causes of school violence and ways to create safer schools.** As the only architect in a room of law enforcement personnel, Jeff voiced the belief that schools cannot become fortresses - that thoughtful design affords ways to make schools safer without making them oppressive. He also testified before House and Senate Education Committees on behalf of the Texas Society of Architects.



Austin, Texas – May 22, 2018 – The American Institute of Architects (AIA) announces the appointment of architect Jeff Potter, FAIA, to Texas Governor Greg Abbott's **roundtable**, which is intended to identify enhanced safety and security solutions for the state's schools and communities.

"Jeff has dedicated his career to designing schools and facilities for the health, safety and welfare of children," said Texas Society of Architects Executive Vice President/CEO James Perry. "His expertise will be a valuable asset to the search for solutions that Texas—and other states—require to help prevent these tragedies."



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

Taking the alliance of the American Institute of Architects and the American Institute of Architecture Students as more than a perfunctory memorandum, Jeff's outcomes all bear the imprint of student leadership. He represented the Institute at AIAS FORUM events in 2011 and 2012. **An excerpt from Jeff's Presidential Citation reads:**

"...Jeffery Potter is a great mentor. The example he sets is one we should all aspire to achieve, leading the way for ethics and vitality for the future of our art and guiding others to take charge...."

Matthew Barstow, Assoc. AIA

DEPARTMENT OF ARCHITECTURE, TEXAS A&M UNIVERSITY

Jeff served on the Professional Leadership Board 1998 - 2004, and as its President 2000-2002. He raised \$50,000 for student support and travel and advocated for ever-stronger focus on practice and alliances. He currently leads the Architecture + Industry Advisory Council Outreach and Development Committee 2023 for the Department, headed by Gregory Luhan, Ph. D, FAIA. Through the Jeff '78 and Shelley Potter '78 Endowed Scholarship, **Jeff provides an easier pathway for non-resident undergraduate students to engage with the study of architecture and landscape architecture at Texas A&M.**

Dear Mr. + Mrs. Potter,

I cannot thank you enough for your generosity. This scholarship is integral in my ability to afford college. With your help, I received a non-resident tuition waiver; essentially a \$26,000 scholarship. While it is difficult to express my gratitude in words, please understand that your help has made all the difference to me and my family. I have full intentions of completing my undergraduate career at Texas A&M and then continuing on to graduate school. My main scholastic interest is sustainable product design and I cannot wait to see where it takes me. With endless thanks,

Savannah E. Sinowitz

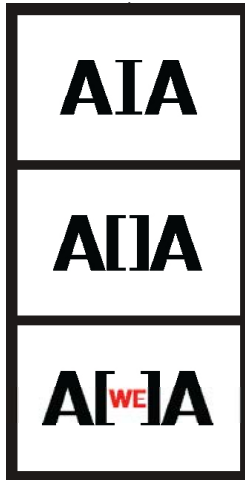


Texas A&M graduate studio in Chicago



2022 AIA Film Challenge Winner
Houston's Emancipation Park:
A Story of Design and Civic Engagement

https://vimeo.com/716481605?embedded=true&source=vimeo_logo&owner=50543616



Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Lessons learned! In seven years of volunteer service on the Publications Committee of the **Texas Society of Architects** - publishers of the award winning **TEXAS ARCHITECT** magazine, Jeff came to appreciate the ways that the profession engages with its many audiences. As a new member of the National Component Board of Directors in **2007**, Jeff was fortuitously assigned to the Board Advocacy Committee. Much like his efforts to elevate **TEXAS ARCHITECT** beyond a building-types catalogue, he envisioned an AIA where many “publics” could get closer to architects and architecture.

Moving the AIA advertising, up to this point simply pages in industry sector magazines, to more aspirational and inspirational offerings, Jeff worked with AIA staff to open other channels of communication as well: digital and social platforms which were new media at the time. And, Jeff was the second AIA President to deliver monthly opinion in ARCHITECT, Residential Design, and EcoStructure, in association with Hanley-Wood publishing.

In **2011**, with the arrival of Robert Ivy, FAIA, CEO, **Jeff's vision expanded, with:**

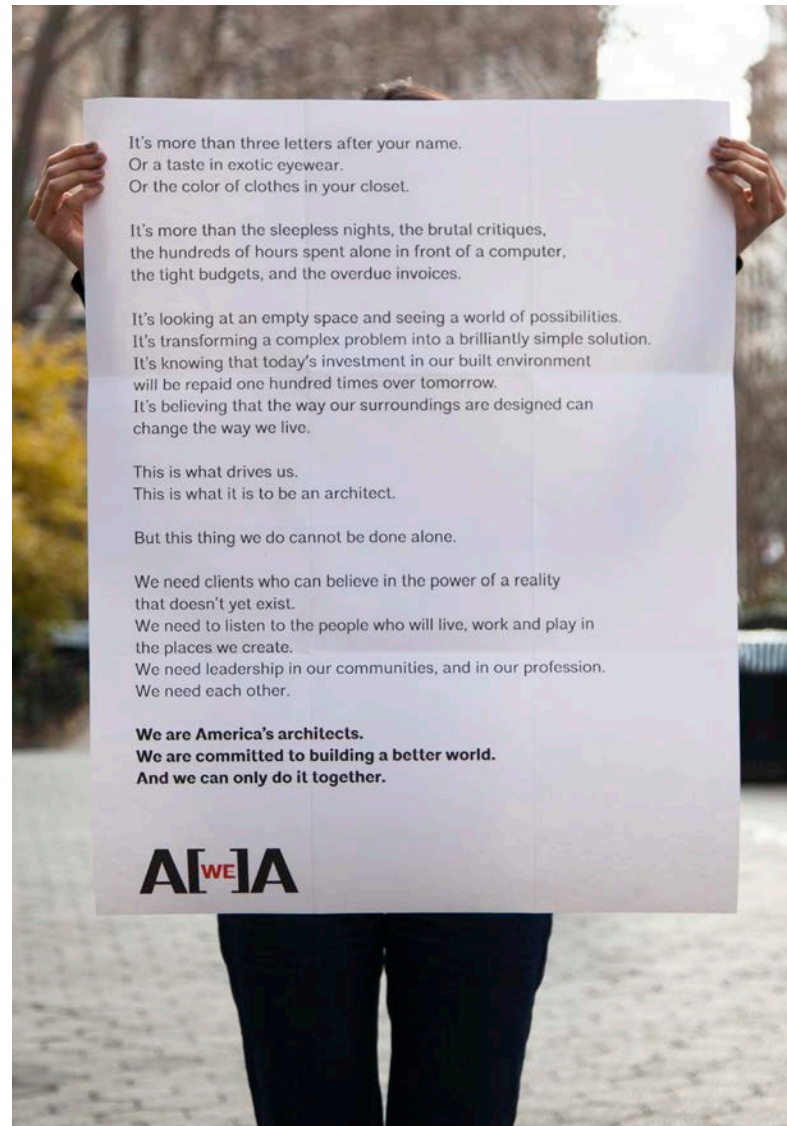
- **Engagement with LaPlaca Cohen and Pentagram, New York** - Arthur Cohen surveyed 30,000 people to get to the heart of what others think of architects (they admire us but have little idea what we do...) and what we think of each other. Michael Beirut of Pentagram brought the AIA Board of Directors to tears with his manifesto imploring members to become one. The work of the survey and subsequent messaging and imagery brought the AIA brand into the twenty-first century.
- **Engagement with GSD&M - creative agency in Austin, Texas** - As the keynote speaker of Jeff's Communication Summit in Kansas City, GSD&M founder Roy Spence inspired us to “look up”, designing a media campaign that helps the public better understand what inspires architects and why it matters. From these reflections, AIA created its own “I look Up” film challenge, which began symmetrically, with Moshe Safdie's Kaufman Center in Kansas City and continues today with the 2022 winner, “Emancipation Park”, Houston.

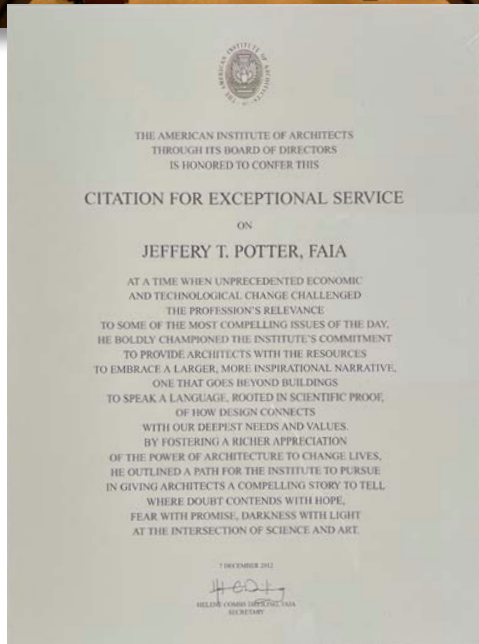
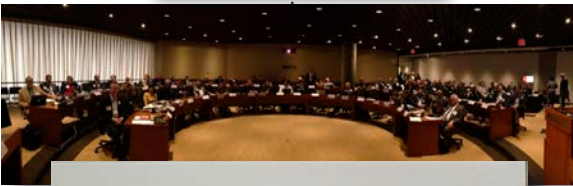
I just read your final column in the latest issue of Architect, which arrived today. As always, your column is (or has been) the first thing I turn to when Architect arrives. And, as always, I found it thoughtful and inspiring, especially the line “... We speak the language and serve the forces for healing, for growing, for optimism, for caring, for beauty, and for joy.” Well said. Congratulations on a fine year as AIA President, and thank you for taking the time to do so. I know it had to be a challenge to your personal life and to your firm, but know that it is appreciated.

Robert Meckfessel, FAIA LEED AP
Dallas, Texas



Re-branding images and manifesto for the AIA
by Pentagram





AIA NORTHEAST TEXAS, AIA DALLAS, TSA, AIA

Leadership requires more than mere exercise of authority, it is predicated by an understanding of the culture and soul of the organization. The American Institute of Architects is a professional organization, comprised of tens of thousands of members across the world. In seeking to leverage 165 years of common purpose and belonging in the AIA, Jeff Potter has, across 40 years of service, sought to heighten the experience for members (who join by choice) and democratize meaning to stakeholders.

Accepting that the AIA is many things to its members: a design salon, an R&D department, a lobbying arm, a community of allies, Jeff made his professional organization relevant to a broad membership, facilitating the opportunity for members and constituent networks to succeed - and find their way as contributors, perhaps even leaders.

Jeff Potter has been elected to these offices:

- 1998 President of his local component, **AIA Northeast Texas**
- 2004 66th President of the **Texas Society of Architects**
- 2006 **Texas** Regional Director/Member of the AIA Board of Directors
- 2010 First Vice-President of the AIA
- 2012 88th President of the AIA
- 2015 - 2018 President of the Architects Foundation

Jeff has led these Committees as Chairman:

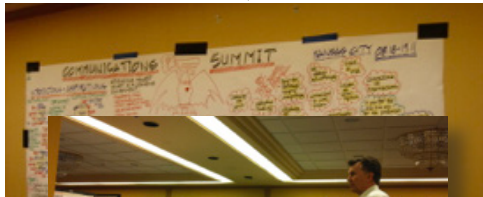
- 1995 **Texas Society of Architects** - Architects for Education Committee
- 2004 **Texas Society of Architects** - Administrative Policies Committee
- 2003 - 2004 **Texas Society of Architects** - Convention Committee
- 2005 **Texas Society of Architects** - Convention Futures Committee
- 2009 AIA/ACSA - Topaz Laureate Jury
- 2012 AIA - Compensation Committee
- 2011 - 2012 AIA - Honors Awards Task Force

Jeff served on these Committees:

- 1988-1994 **Texas Society of Architects** - Architects in Education Committee
- 1994 - 2000 **Texas Society of Architects** - Publications Committee
- 2004 - 2005 **Texas Society of Architects** - Nominating Committee
- 2004 - 2005 **Texas Society of Architects** - Convention Futures Committee

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Leadership of the Institute



- 2007 - 2008 AIA - Board Advocacy Committee
- 2008 AIA - Trends in the Profession Task Group
- 2008 AIA - Studio Culture Task Group
- 2009 AIA - Secretary's Advisory Committee
- 2013-14 NCARB - AIA representative to the Integrated Path to Licensure Initiative

Jeff has led these gatherings:

- 2004 Texas Society of Architects Annual Convention - **DARING TO LEAD**
Houston, Texas - 6,500 attendees.
- 2011 AIA Grassroots, Washington, DC
- 2011 AIA Communications Summit
Kansas City, Missouri, vision meeting that sparked **REPOSITIONING**
- 2012 AIA National Convention - **DESIGN CONNECTS**
Washington, DC - 18,500 attendees.

Jeff has been recognized by the AIA:

- 2009 Richard Upjohn Fellow
- 2010 College of Fellows
- 2023 Edward C. Kemper Laureate

Jeff's most successful outcomes include:

- Led the creation of the **REPOSITIONING** initiative - making communications an improved and vital part of AIA governance and culture - while elevating the AIA brand.
- Advocating for and paving the way for advancements in the AIA contract documents Web platform.
- Aligning with Hanley Wood and deploying them across wide-range of print and digital space.
- Consistent messaging in AIA/Hanley Wood publications about what Architects do and how design and democracy are connected.
- Actually hitting the catcher high and inside with ceremonial first pitch at the Nationals-Orioles game during the 2012 **DESIGN CONNECTS** National Convention!
- Working to consensus as one of two AIA representatives on the National Council of Architectural Registration Boards Integrated Path to Licensure Task Force (IPAL). Jeff's alma mater, Texas A&M University Department of Architecture, recently (2022) announced that 41 students are enrolled in the IPAL program, affording licensure at graduation.

Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

Diversity Advancement Scholar
Leslie Epps, City University of New York
MacCauley Honors College



Yann Weymouth Graduate Scholarship Donor
Yann Weymouth FAIA



THE ARCHITECTS FOUNDATION

The Architects Foundation is the philanthropy of the American Institute of Architects and has evolved from a complicated history. The American Architectural Foundation had served the philanthropic role for 35 years, but separated from AIA in 2008. The AIA Board of Directors created the AIA Foundation to fill the void.

During his tenure as a member of the National Component Board, Jeff took interest in the AIA Foundation, its purpose and performance. Appointed to the AIA Foundation Board in 2014, Jeff and others re-branded the 501(c)3 to Architects Foundation to broaden the organization's appeal beyond the practicing architect. Elected to the Presidency in 2015, **Jeff's first and successful action, was to hire a new executive director. Jeff also enlisted management consultant Alexion Fischer to guide the Foundation in discovering its purpose.**

Jeff, along with his governance team, realized that the Architects Foundation could best serve the Institute and the profession by creating a funding facility to aid and inspire ethnically diverse students into a profession not known for diverse ranks. The AIA had long awarded substantial scholarships (five years duration, \$4,000. per year) to minority students in recognized professional architectural courses of study, but the Architects Foundation Board sought to establish itself as the effective change agent in diversifying the profession. **Jeff carried this vision to the AIA Board of Directors and other donors - and in the four years of his leadership 2015-2018, built a corpus just over \$2,000,000.** These funds have allowed the Foundation to build the recipient cohort from 3 to 25 students in a given year. Diversity Advancement Scholars will, more than any other similar initiative, change the face of the profession and better reflect the communities they serve.

As the steward of the Octagon, Jeff also led efforts to maintain and leverage one of the most historically significant buildings in Washington, DC. The Octagon has become a robust museum for architectural exhibits and the telling of the expanded story around the Tayloe family and the long-time home of the AIA and office of Edward Kemper.

Jeff's most successful outcomes include:

- Establishing a perpetual corpus to secure the Diversity Advancement Scholarships program.
- Between 2015 and 2022, over 60 Diversity Advancement Scholarships have been awarded to students enrolled in accredited architecture programs.
- 92% of these award recipients have graduated or are on track to graduate.

Introduction at the Federacion Panamericana de
Asociaciones de Arquitectos Congress 2013
Maceio, Brazil



Chairman of the
Richard Morris Hunt Prize Jury
French Heritage Society
Hotel Talleyrand, Paris



Japanese
Institute
of
Architects
Medal



Addressing AIA members seeking the first
AIA Chapter in China - Shanghai



Jeff Potter, FAIA

2023 Llewellyn W. Pitts Medal for Lifetime Achievement

INTERNATIONAL COMPONENTS AND RICHARD MORRIS HUNT PRIZE

Throughout his tenure as an AIA leader, Jeff has sought to build relationships beyond borders. Having had the good fortune to represent AIA at the **2011** Congress of the International Union of Architects (UIA) in Tokyo, he established relationships that facilitated later diplomacy.

These were years when the AIA was seeking to establish chapters in China to serve burgeoning membership in Shanghai and Beijing. Politics and government control were challenges to not-for-profit organizations like AIA, but **Jeff kept the initiative alive, resulting in a charter for AIA Shanghai in 2014.**

He also represented the AIA at the Federación Panamericana de Asociaciones de Arquitectos Congreso in **2013**, a gathering of professional organizations, many of them federal agencies, in Maceió, Brazil. Jeff's contingent also lobbied the Brazilian Architecture and Urbanism Council for better relationships and recognition for licensed architects from the United States.

Adjunct to his accomplishments in re-building a philanthropy of the AIA, **Jeff allied with the French Heritage Society to advance the Richard Morris Hunt Prize.** The RMH Prize is awarded, in alternating years, to early career preservationists (US) and architects of patrimoine (France) to undertake research of their winning proposal. Keen to the legacy of Mr. Hunt (graduate of the École de Beaux Arts, a founder of the AIA, and one subject of Jeff's 2012 Convention keynote speaker, David McCullough), Jeff committed the Architects Foundation to partner with the French Heritage Society in this program and in **2017**, presided over the Jury in selection of the two French Laureates. **The outcome is not only a scholarly advancement of preservation and preservation technology in the United States, but a more familial relationship with practice in France.**

In addition, Jeff has been made an honorary member of:

- The Australian Institute of Architects 2012
- Royal Architectural Institute of Canada 2012
- The Japanese Institute of Architects 2013