

2024 Annual Review



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Greetings

2024 was a year of forward momentum for our strategic priorities as an organization. The board of directors and our TxA committees have focused on how we can achieve our goals. Here are just a few highlights:

Equitable Representation

We do this in part through support of NOMA's Project Pipeline, with sessions at the TxA annual conference recommended by our EDI committee and articles in *Texas Architect* focused on recognizing creative, diverse, and innovative leaders in the built environment.

Prosperity of the Profession

We offered free webinars quarterly on business topics through our partnership with BQE and through 10 sessions related to practice management at our annual conference. The Texas Architectural Foundation had two new scholarships established expanding the number of students we can support annually.

Public Understanding

We had another successful Student Design Challenge, increasing the number of schools that participated from around the state. Members and staff spoke on behalf of the profession at conferences for the Association for Learning Environments and the Texas Association of School Administrators/Texas Association of School Boards. We've also established a relationship with the Texas Municipal League highlighting the value of architects to elected officials all over the state, and are partnering with CBS TV series "America ByDesign" to showcase the work of Texas architects.

Resiliency

Our COTE group is working to gather data points from the Common App from TxA award submissions to better understand potential ways to tie this information into our program. More than 100 of our members are certified in the AIA Disaster Assistance Program, and we offer certification training at our annual conference.

Professional Development

About 20 percent of our membership participates in professional development and networking through our in-person events such as the Design Conference and our Annual Conference & Design Expo. We also hold webinars sponsored by our committees throughout the year, and our Architect Licensing Advisors are providing education to members and students from around the state who are working toward their professional goal of licensure.

I would like to say thank you to all of the volunteer leaders who shared their time, knowledge, and expertise with TxA to advance the architecture profession in Texas. You are the reason we exist, and we look forward to continuing to serve you and meet our mission in the coming year.

Sincerely,



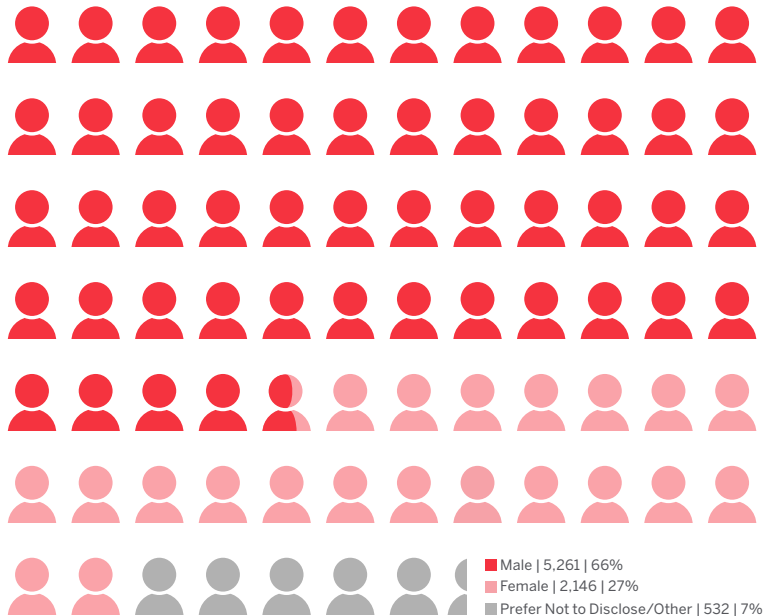
Jennifer Briggs, CAE

EVP/CEO, Texas Society of Architects



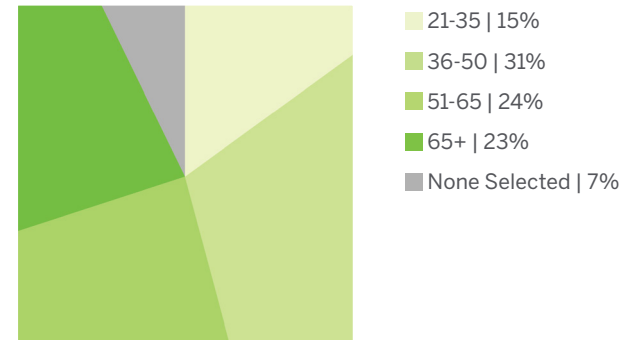
Membership

TOTAL MEMBERS **7,948**

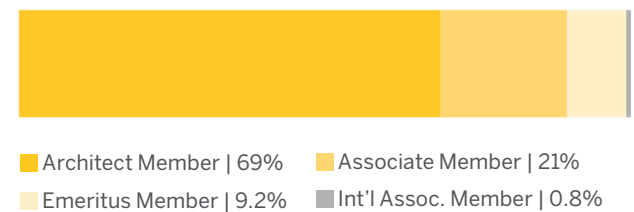


10% INCREASE  IN OVERALL MEMBERSHIP SINCE 2020

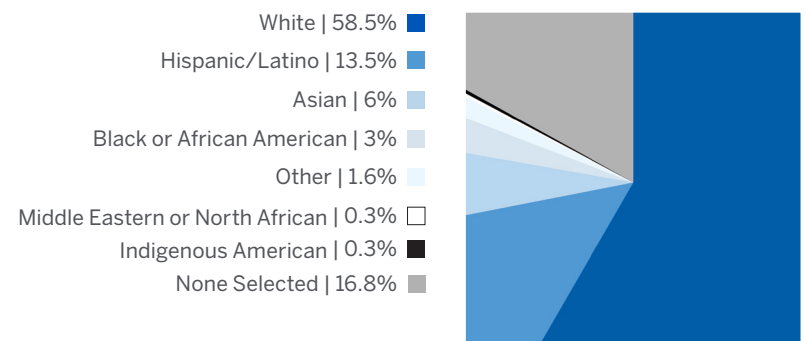
MEMBERS BY AGE



MEMBERS BY TYPE



MEMBERS BY ETHNICITY



Volunteers

TxA had 173 members volunteer their time in 2024 across 17 committees. The Society continued for the fourth year to post an open Call for Volunteers among our membership to promote diversity among leadership in the organization. The number of associate members who volunteered in 2024 increased to 14% of all volunteers, up from just 3% in 2023.

Committees

Administrative Policies Committee

Chair | Nicki Marrone, AIA | San Antonio

Architect Licensing Advisors

Michael Peterson, Assoc. AIA | Austin
Irma Sifontes, AIA | Houston

Committee on the Environment (COTE)

Chair | Chris Mundell, AIA | Dallas

Conference Committee

Co-Chair | Rusty Bienvenue | Houston
Co-Chair | Krystyn Haecker, AIA | Houston
Co-Chair | AJ Sustaita, AIA | Houston

Conference CE Committee

Chair | Larry Paschall, AIA | Dallas

Conference Futures Committee

Chair | Nicki Marrone, AIA | San Antonio

Education Outreach Committee

Chair | Paige Russell, AIA | Dallas

Equity, Diversity, & Inclusion Committee

Chair | Alex Morales, AIA | Houston

Design & Studio Awards Committee

Chair | James Adams, AIA | Dallas

Design Conference Committee

Chair | Charles Di Piazza, AIA | Austin

Finance Committee

Chair | Dana Walton, AIA | Amarillo

Government Affairs Steering Committee

Chair | Stephi Motal, AIA | Austin

Honor Awards Committee

Chair | Alexis McKinney, AIA | Dallas

Nominating Committee

Chair | Nicki Marrone, AIA | San Antonio

O'Neil Ford Medal Subcommittee

Thomas Hayne Upchurch, FAIA | Brazos

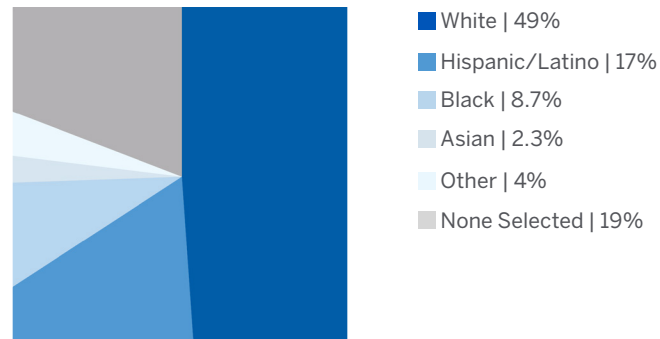
Publications Committee

Chair | Pamela da Graça, AIA | Brazos

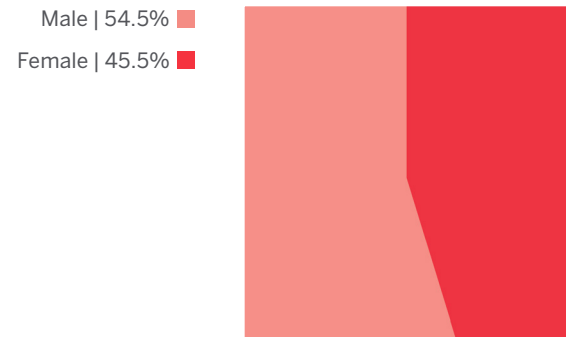
School Safety Subcommittee

Chair | Lauren Brown, AIA | Fort Worth

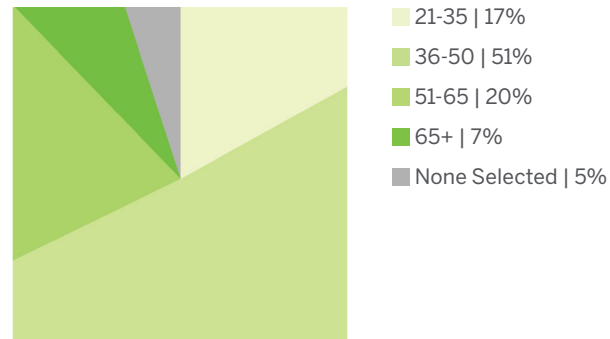
VOLUNTEER ETHNICITY



VOLUNTEER GENDER



VOLUNTEER AGE



Financials

	YTD ACTUAL	TXA BUDGET	YTD VARIANCE
Income			
Membership Dues	1,824,682	1,825,995	-1,313
Programs (conference sponsors, exhibitors, registrations, awards entry fees)	1,194,862	1,276,250	-81,388
<i>Texas Architect</i> (print and digital advertising)	284,246	342,000	-57,754
Other (AIA revenue share, interest on investments, unstaffed chapters)	213,195	75,687	137,508
Total Income	3,516,985	3,519,932	-2,947
Expense			
Employee Expenses (salaries, PR tax, insurance, retirement)	1,537,387	1,574,734	-37,347
General Operations (insurance, print/postage, IT services, lobbyist and other professional services)	702,911	802,559	-99,648
Facility Maintenance (building maintenance, utilities, mortgage interest, property tax)	221,942	232,620	-10,678
Program Expenses (event expenses, awards programs, board and staff travel)	906,592	794,486	112,106
Total Expense	3,463,322	3,498,889	-35,567
Net Profit	53,663	21,043	32,620

YTD as of December 31, 2024
 *These numbers are currently unaudited.

While 2023 allowed TxA to add significantly to our reserves, 2024 brought more financial challenges. Dues were in line with the budget as we continue to see slight membership growth year over year. However, we did not meet our budgeted attendance numbers for the 2024 Annual Conference and Design Expo. While overall attendance was higher than last year, it included more students and presenters who attend for free or pay a lower registration fee. The Design Expo space, contracted in 2019, was significantly smaller than usual. Although we sold out all available space, the revenue generated fell short of our budgeted expectations. Additionally, food and beverage expenses increased and were more than 20% higher than previous years' costs. The Treasurer, Finance Committee, Board of Directors, and staff worked to minimize expenses as the year progressed in anticipation of these costs. TxA's investments did very well in 2024, allowing us to end the year with a deficit of \$74,431 based on operations, but with investment gains, we ended the year with \$53,633 in profit. The most recent audited financial statements are available upon request.

Board of Directors

The TxA Board met quarterly throughout the year to discuss and advance the organization's strategic priorities. Key discussions included the future financial health of the Society, addressing rising costs, and how to best make prudent financial decisions for the long-term prosperity of the organization. To stay informed about critical trends, the Board engaged in professional issues discussions during each meeting. This year's topics included refining the TxA value proposition, the current and potential impacts of artificial intelligence, and the Texas economy's influence on housing and the AEC industry. These conversations, along with breakout activities, help shape the efforts of TxA committees and staff.

This year, we also amended meeting agendas to include more detailed reports from committee chairs, providing the Board with a clearer understanding of ongoing initiatives. Additionally, the State Associate Representative, Associate Director, and Young Architect Representative presented quarterly updates on their activities and how the profession and organization can continue to support emerging professionals.

The Board remains committed to addressing issues that impact Texas architects and encourages feedback from all members to guide its efforts.

Officers

Derwin Broughton, AIA, NOMA, President; **Jason E. Puchot, AIA**, President-Elect; **Steve Wood, AIA**, Secretary; **Dana Walton, AIA**, Treasurer; **Samantha Markham, AIA**, Vice President, Communications; **Gabriella Bermea, AIA, NOMA**, Vice President, Practice and Recognition; **Sergio Lainez, AIA**, Vice President, Professional Development; **Catherine Callaway, AIA**, Vice President, Advocacy

Directors

Leslie Tijerina, AIA, State Associate Representative (STAR); **Kyle Kenerley, AIA**, Young Architect Representative (YAR); **Lindsey Slay Williams, AIA, NOMA**, Associate Director; **Nichole Wiedemann, AIA**, Educator Member Director; **Brien Graham, AIA, NOMA**, AIA Strategic Council; **Matt Green, AIA**, AIA Strategic Council; **Christine Freundl**, Public Member; **Shawnda Rixey, AIA**, Abilene Chapter Director; **Brian Griggs, AIA**, Amarillo Chapter Director; **Ricardo Maga Rojas, Assoc. AIA**, Austin Chapter Director; **Paul Martinez, AIA**, Brazos Chapter Director; **Connie Rivera, AIA**, Corpus Christi Chapter Director; **Michael Malone, FAIA**, Dallas Chapter Director; **Bruno Vasquez, AIA**, El Paso Chapter Director; **Alexei Dukov, AIA**, Fort Worth Chapter Director; **Qeturah Williams, AIA**, Houston Chapter Director; **Stephen Drewell, AIA**, Lubbock Chapter Director; **Mike Alex, AIA**, LRGV Chapter Director; **Aline Yoldi, AIA**, San Antonio Chapter Director; **Scott Kapczynski, AIA**, Waco Section Director; **Nichole Schroeder, AIA**, Wichita Falls Chapter Director; **Justin Lyon, AIA**, West Texas Chapter Director

Ex. Officio

Jennifer Briggs, CAE, TxA EVP/CEO



Awards

Design Awards

TxA's Design Awards recognize outstanding architectural and urban design projects by architects practicing in Texas to promote public interest in design excellence. This year, the program received 251 entries—a record number of submissions. Jurors Roberto de Leon, FAIA, of de Leon & Primmer Architecture Workshop, Gordon Gill, FAIA, of Adrian Smith + Gordon Gill Architecture, and Celia Esther Arredondo Zambrano of Tecnológico de Monterrey awarded 15 projects.

2121 South Lamar, Chioco Design; **Austin ISD Sánchez Elementary School**, McKinney York Architects; **Bahamas Cottage**, Max Levy Architect; **Block 185**, Pelli Clarke & Partners + STG Design; **The Branch School – Hightower Middle School**, Kirksey Architecture; **Chertecho Tree Tower**, Dietert Design Studio; **Chroma**, Ibañez Shaw Architecture; **Ghost Hangar**, John Grable Architects; **Hotel 1928**, Hartshorne Plunkard Architecture; **River Bend Residence**, Lake|Flato Architects; **Shenandoah House**, SCHAUM/SHIEH Architects; **SoFi Stadium and Hollywood Park**, HKS; **Sudor Sauna Studio**, CONTENT Architecture; **Texas A&M University Southside Rec Center**, SmithGroup; **Uchiko**, Michael Hsu Office of Architecture

Studio Awards

The Studio Awards recognize exceptional unbuilt design in both real and conceptual projects. The program is open to submissions from students and professionals. Our 2024 jurors—Valerie Chang Greer, AIA, of the University of Utah; Keith Krumwiede of California College of Arts; and Lola Sheppard of Lateral Office—reviewed 62 entries and awarded eight projects.

Aesthetics of Growth, Benjamin Ennemoser; Thomas Huizar; Jake Taylor; Valentin Roman Giles – Texas A&M University; **African American Memorial**, HINES Architecture+Design; **The Elephant Archive**, Junjie Fu, Assoc. AIA, and Zixiao Huang; **GreenHouse**, Students: Olga Sobkiv and Paige Frost; Professor: Jesus Vassallo – Rice University; **Regolith House**, Plume Design Lab: Kory Bieg, AIA, and Clay Odom; **Littoral Multiplicity**, Grace Andrews and Yuan-An Ju, Assoc. AIA – Rice University; **Sparks Oasis Community Center**, Stiphany Sowell Architecture + Urbanism; **Uvalde Youth Center**, Eric Grossman / Grossman Design Build

Top: 2024 Design Award Winner
Chertecho Tree Tower, Dietert Design Studio

Center: 2024 Design Award Winner
Block 185, Pelli Clarke & Partners + STG Design

Bottom: 2024 Studio Award Winner
Regolith House, Plume Design Lab; Kory Bieg, AIA; Clay Odom

Awards

Honor Awards

TxA's Honor Awards recognize AIA members, individuals in the community, firms, and organizations for outstanding contributions to the built environment, as well as architectural projects of enduring significance. There were 18 honorees in 2024.

Jim Susman, FAIA, Medal for Lifetime Achievement in Honor of Llewellyn W. Pitts, FAIA; **Perkins&Will Dallas**, Architecture Firm Award; **George B. Hernández Jr.**, Cornerstone Award; **Sinclair Black, FAIA**, O'Neil Ford Medal for Design Achievement; **Huston-Tillotson University**, Architectural Landmark Award; **Church of the Incarnation – University of Dallas**, 25-Year Award; **Steve Fitzpatrick, AIA**, Award for Community Service in Honor of James D. Pfluger, FAIA; **Nicki Marrone, AIA**, Award for Equitable Practice in Architecture in Honor of John S. Chase, Jr., FAIA; **Rafael Longoria, AIA**, Award for Outstanding Educational Contributions in Honor of Edward J. Romieniec, FAIA; **Aline Yoldi, AIA**, Award for Early Career Professional Achievement in Honor of William W. Caudill, FAIA; **Kate Sector, Assoc. AIA**, Associate Member of the Year; **Leslie Tijerina, AIA**, Associate Member of the Year; **AIA Austin Women in Architecture**, Mentorship Award; **Devid Preziosi**, Award for Excellence in the Promotion of Architecture through the Media in Honor of John G. Flowers, Hon. AIA; **Casci Ornamental Plaster**, Artisan Award; **Centro San Antonio**, Citation of Honor; **Katie O'Brien**, Honorary Membership; **Maggie Parker**, Honorary Membership



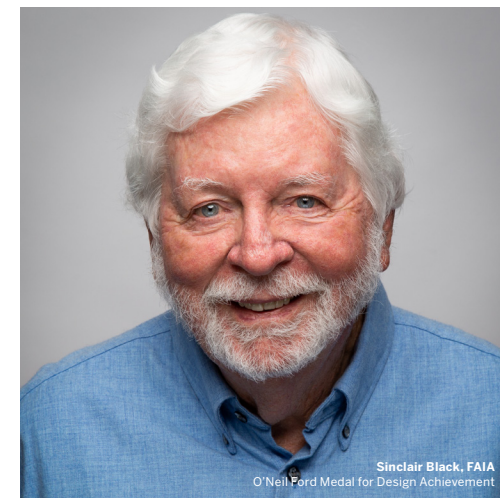
Jim Susman, FAIA
Medal for Lifetime Achievement in Honor of Llewellyn W. Pitts, FAIA



Huston-Tillotson University
Architectural Landmark Award



Perkins&Will Dallas
Architecture Firm Award



Sinclair Black, FAIA
O'Neil Ford Medal for Design Achievement

Government Affairs & Advocacy



Advocacy

In 2024, TxA's Government Affairs and Advocacy team, with support from volunteers and members, continued its commitment to be the voice of the profession in Texas. Through our work of monitoring the Texas Legislature's interim charges, we also maintained our regular presence through our relationships and role as stakeholder and thought partner with state agencies, departments, boards, and commissions such as the Texas Board of Architectural Examiners and the Texas Education Agency. Additionally, we expanded our Government Affairs team with the addition of a Government Affairs Associate. This position will support the Society's ongoing work of advancing the profession's priorities at the legislature and with boards and commissions.

School Safety Subcommittee

The TxA School Safety Subcommittee provided comments to the Texas Education Agency's (TEA) School Safety Requirements under Texas Administrative Code 61.1031, and TEA implemented TxA's recommendation to further clarify the certification requirements school systems must comply with, as well as how the agency will monitor compliance. The School Safety Subcommittee also worked to educate others in the profession about school safety requirements by presenting for AIA Fort Worth, the TxA Board of Directors, and at the Association for Learning Environments (A4LE) Southern Regional Conference.

COTE

TxA's Committee on the Environment was committed to educating members of TxA about sustainable and resilient design. The committee presented at the TxA Annual Conference, to the TxA Board of Directors, and hosted a webinar on how firms are working to meet AIA 2030 goals.



Government Affairs Steering Committee

In even numbered years, one of the primary functions of TxA's Government Affairs Steering Committee (GASCom) is to research and review legislative priorities for the upcoming session occurring every other year. With support from TxA's advocacy team, and the opportunity for input from all TxA members, GASCom made recommendations to the TxA Executive Committee and Board. [See the final legislative priorities for 2025 here.](#)

Texas Society of Architects Committee (TAC)



In 2024, 315 members contributed \$94,490 to the Texas Society of Architects Committee to help advocate for the profession. The TAC Lounge in Houston during TxA's Annual Conference helped raise \$8,019 toward the overall annual goal of \$160,000. In addition, \$13,831 was raised from corporate contributions, which support the administrative costs of TAC and the TAC Lounge.

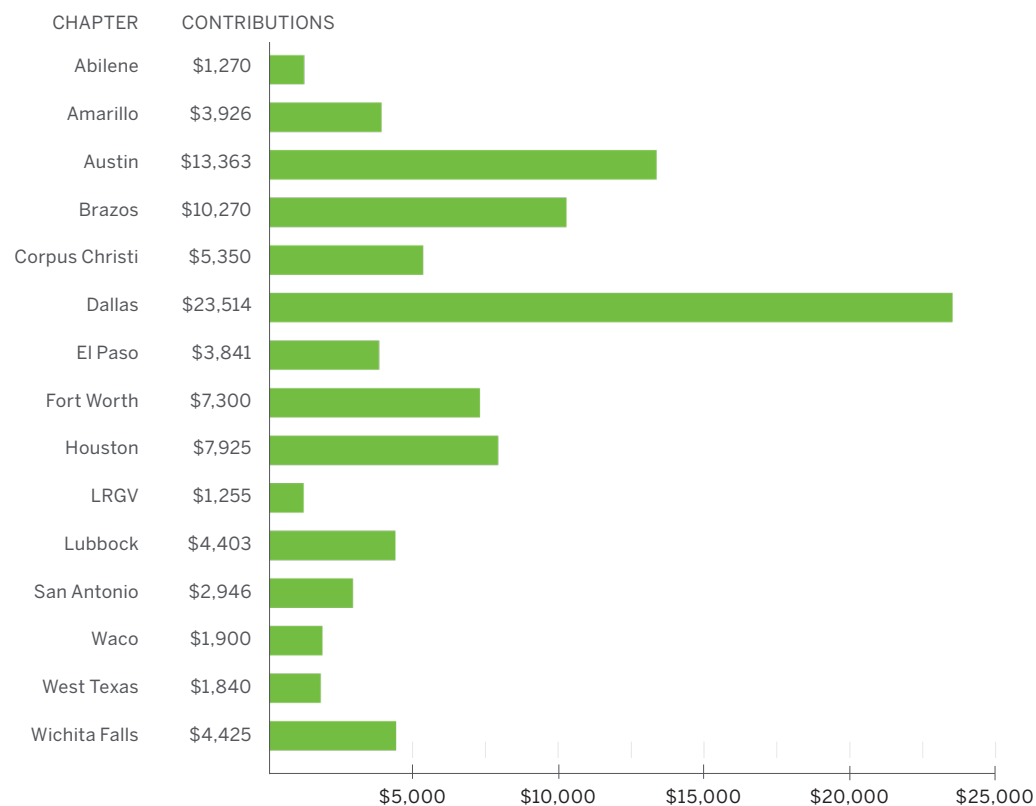
During the campaign cycle leading up to the 2024 General Election, TAC Executive Trustees approved \$209,000 in contributions to current officeholders and candidates seeking election to the Texas House and Senate. TAC Executive Trustees worked to improve chapter goals by re-evaluating the amount their chapter aims to raise each year, as well as how many of the chapter's members contribute to TAC.

Thank you to our 2024 contributors, including the TxA Board — 100 percent of our board members contributed to TAC this year! Personal contributions from our members are critical to the ongoing success of the PAC. Without the continued support each year, we will be unable to maintain our historic role as the profession's powerful bipartisan voice in state elections.

2024 TAC Executive Trustees

CHAIR Alejandro Garza, AIA, Corpus Christi; **Burton Baldridge, AIA**, Austin; **Beth Brant, AIA**, Dallas; **Richard Flores, AIA**, Abilene; **Marcus Gibbon, AIA**, Bryan; **Rogelio Hernandez, AIA**, Houston; **Stephanie Lemmo, Assoc. AIA**, Austin; **Charles Mais, AIA**, El Paso; **Ryan Martin, AIA**, Dallas; **Javier Paredes, AIA**, San Antonio; **Javier Paredes, AIA**, San Antonio; **Ashley Parvin, AIA**, Wichita Falls; **Ann Rosenwinkel, AIA**, Houston

TAC CONTRIBUTIONS BY CHAPTER IN 2024



Texas Architectural Foundation (TAF)

The Texas Architectural Foundation (TAF) was established in 1952 by the Texas Society of Architects to make possible deserving students' dreams of an architectural education, and to enhance the quality of the academic experience at Texas universities. This year, we awarded \$80,250, for a total of 55 scholarships across eight universities.

TAF 2024–2025 Recipients

Out of the 55 scholarship recipients, 52 individual students were awarded, with 64% identifying as female, 35% identifying as male, and 1% as non-binary. The recipient population was 33% Hispanic/Latino, 21% White/Caucasian, 17% Asian, 17% Native Hawaiian or Pacific Islander, 8% African American or Black, 2% Middle Eastern or North African, and 2% Multiracial.

"I aspire to become a licensed architect who stays at the forefront of architectural advancements while actively contributing to scholarly work," says 2024 AIA Southeast Texas Chapter Douglas E. Steinman Scholarship recipient Zachary Casey. "This scholarship is more than financial aid; it is an investment in my ability to significantly impact both the academic and professional spheres of architecture."

View the [full list of recipients here](#).

Texas Architectural Foundation Endowment

2024 Contributions	\$107,226
2024 Scholarships	\$86,250
2024 End of Year Total	\$3,364,728

TAF Board

Mike McGlone, FAIA, President; **William Helm, AIA**, Vice President; **Mark Blizard, AIA**; **Greg Ibañez, FAIA**; **Eva Read-Warden, AIA**; **Dana Walton, AIA Ex Officio** **Derwin Broughton, AIA, NOMA**, TxA President; **Jason E. Puchot, AIA**, TxA President-Elect; **Jennifer Briggs, CAE**, TxA EVP/CEO



Texas Architect

In 2024, the TxA Publications Committee embarked on the redesign of *Texas Architect* magazine and its website, executing on the discussions that began four years ago as the current publication branding neared its 10-year mark. The process was led by *Texas Architect*'s art director, Ian Searcy. Central to the discussions were how to better differentiate each section of the magazine, emphasize the theme of each issue, and create more spacious layouts for articles.

To accommodate more bespoke layouts and higher print quality, the Publications Committee recommended to reduce publication frequency to five issues per year. This will allow for more focused attention on the development and graphic design of each issue. With these changes, what was previously the Design Awards issue will become The Awards Issue, a holistic compendium of the people and projects recognized that year through not only the Design Awards program but also the Studio Awards and Honor Awards programs.

This summer, we also deployed a survey of writers who have contributed to *Texas Architect* within the last five years to gather demographic data and solicit qualitative feedback on the value and editorial direction of the magazine. The responses received were overwhelmingly supportive of the current editorial direction. The magazine met its goals set by the TxA Board of 12 articles related to equitable representation and exceeded its goal of 10 resilience-related articles, instead publishing 15 over the course of the year. Finally, magazine distribution increased to include 146 additional K-12 public schools in Texas.

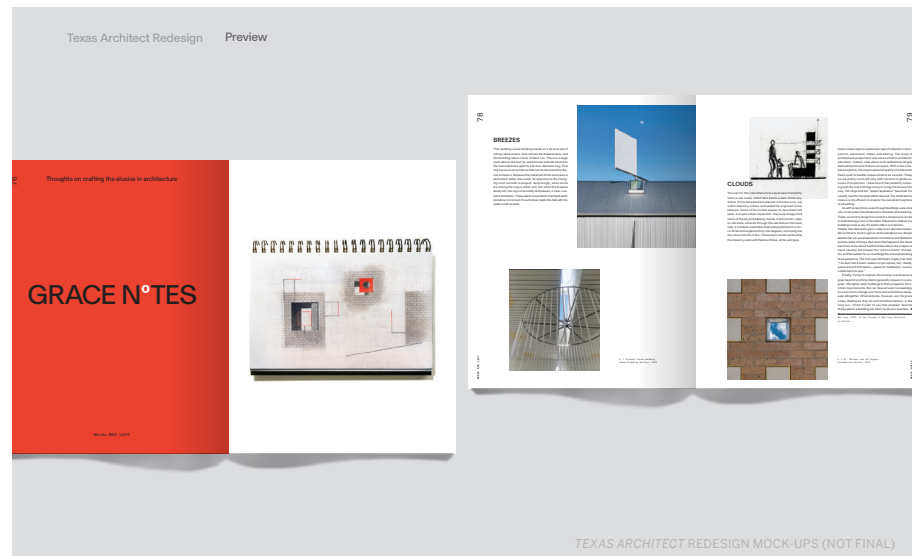
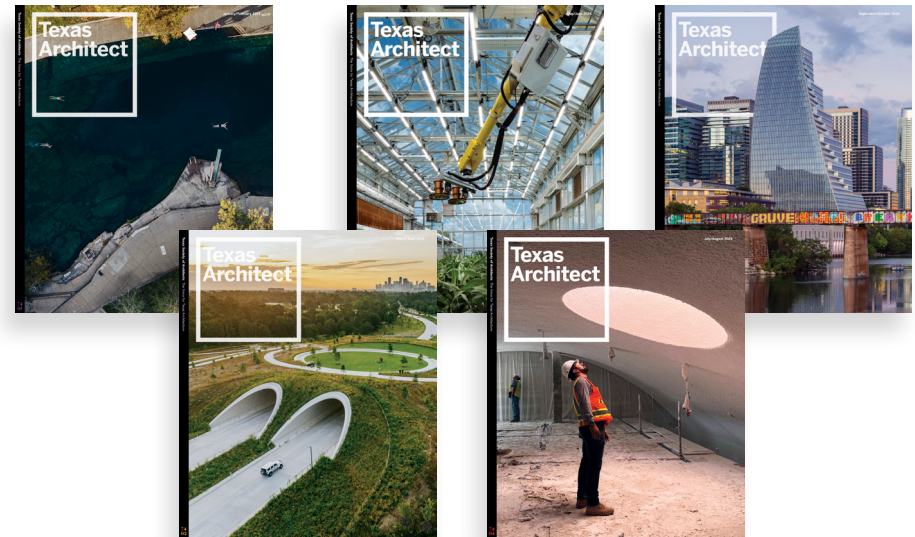




PHOTO BY LUIS AYALA, AIA

Design Conference

From March 1-3, 2024, 100 architects and design professionals gathered in Northwest Arkansas for our Annual Design Conference, this year themed "Concentration."

This conference's speakers included Roberto de Leon, FAIA, of de Leon & Primmer Architecture Workshop in Louisville, KY; Jing Liu, AIA & Florian Idenburg, AIA, of SO-IL in Brooklyn, NY; Robert Ivy, FAIA, of Robert Ivy Architecture in Columbus, MS; and Angela Brooks, FAIA, and Lawrence Scarpa, FAIA, of Brooks + Scarpa in Hawthorne, CA.

Headquartered out of the 21c Museum Hotel in Bentonville, the tour line-up focused on projects by Fay Jones and Marlon Blackwell, FAIA.

Attendees enjoyed touring sites including the Cooper Chapel, the Thaden School, Adohi Hall, and the Fay Jones School of Architecture at the University of Arkansas. The conference concluded with a visit to Eureka Springs to visit beautiful Thorncrown Chapel and the Fay Jones Eureka Springs residence.

Now in its twelfth year, participants continue to enjoy the intimate and interactive event.



85th Annual Conference

After a 10 year hiatus, TxA returned to Houston for its 85th Annual Conference & Design Expo themed “The BRIDGE,” welcoming nearly 2,000 architects, designers, exhibitors, students, and industry professionals.

From Oct. 3–5, attendees gathered inspiration from more than 130 hours of peer-led continuing education sessions, explored the city on 26 unique architectural tours, heard from world-renowned keynote speakers, and made new connections in the Design Expo with 150+ exhibitors. Returning this year was our first-time attendee brunch, a high school student charette, and a LGBTQIA+ happy hour. The student charette was expanded this year, to include a session for elementary and middle school aged students to learn more about architecture.

Keynote speakers Frank Harmon, FAIA; Astrid Klein and Mark Dytham; and Wendy Evans Joseph, FAIA, presented inspiring sessions to attendees. Klein and Dytham, founders of PechaKucha, helped host this year’s PK event and served as jurors for our annual Student Design Challenge.

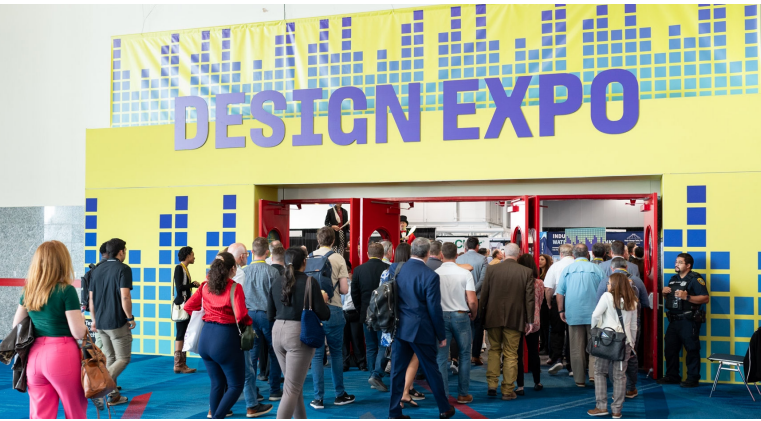
2024 Honor Award recipients were celebrated during keynote sessions, and Texas’ newly-licensed architects were honored at the New Architects Convocation. Emerging Professionals gathered for a sunset happy hour overlooking the Houston skyline and then attendees danced the night away to an amazing live band at the sneaker-ball themed President’s Party.

“I loved the opportunity to learn new information about architectural practice in Texas, to see colleagues, and to see some of the Houston architectural landmarks,” said Yelena Ptashinskaya, AIA.

Sponsorships Goal	\$172,000
Sponsorships Actual	\$235,100
Exhibitors Goal	\$480,00
Exhibitors Actual	\$497,125
Registrations Goal	\$497,250
Registrations Actual	\$456,113

REGISTRATION TYPE	QTY.
Architect Member	503
EP Architect Member	133
Associate Member	77
Emeritus Member	11
Non-Member Architects	53
Non-Member Interns	5
Students/New Grads	364
Speaker Only	69
Exhibitors	642
Industry Professional	33
Faculty	9
Component Staff	24
Guests	138
Supplier	16
Other	15
Total Attendance in 2024	2092





2024 Design Expo

This year's sold-out Design Expo at our 85th Annual Conference in Houston took place the first two days of the event, Oct. 3–4, and featured more than 150 exhibitors. Along with discovering new products and networking with exhibitors, the Design Expo was the place for fun and entertainment at the conference. The Welcome Party on Thursday afternoon featured exciting entertainers and activities such as a strolling photo booth, caricaturists, a coloring wall, and a rousing game of sponsor bingo.

Title Sponsor Acme Brick provided complimentary headshots for guests next to their booth for the second year, and Platinum Sponsor Andersen Windows again hosted the always popular coffee café and recharge zone to keep everyone energized.

We partnered with Houston Pets Alive! this year for our Puppy Paw-vilion, which not only allowed attendees to cuddle with local puppies, but also found fur-ever homes for two pups! Design Expo mainstays such as the Expo Tours and TAC Lounge provided opportunities for people to make connections and get inspired.

Webinars

TxA is proud to have provided a variety of free webinars through our committees in 2024, serving as a peer-led vehicle for continuing education for our members.

Architect Licensing Advisors

TxA's Architect Licensing Advisors, Michael Peterson, Assoc. AIA, and Irma Sifontes, AIA, hosted two free webinars in the spring and fall for individuals on the path to licensure. The presentations highlighted the steps and different pathways to licensure in Texas and the latest updates from NCARB.

Committee on the Environment (COTE)

TxA COTE held a "How to Meet Your AIA 2030 Goals" webinar in October, where Jill Kurtz, AIA; Ellen Mitchell, AIA; Z Smith, FAIA; and Allison Wilson, AIA, shared successful sustainability strategies and walked attendees through real-world case studies.

Equity, Diversity, and Inclusion Committee

In December, TxA's EDI Committee hosted "Interdisciplinary Collaboration: Architecture Breaking Out of Traditional Molds." The panel, moderated by EDI Chair Alex Morales, AIA, featured Maya Bird-Murphy, founder of design nonprofit Mobile Makers; Joy Horak-Brown, president and CEO of New Hope Housing; and Jorge Loya, AIA, vice president of Broaddus & Associates.

With a focus on collaboration across industries, this webinar shined a light on breaking traditional boundaries and on the exploration of why architects should embrace unconventional roles and settings to drive positive change in society.

Interdisciplinary Collaboration: Architecture Breaking Out of Traditional Molds



Maya Bird-Murphy
Founder
Mobile Makers



Joy Horak-Brown
President & CEO
New Hope Housing



Jorge Loya, AIA
Vice President
Broaddus & Associates



Thursday, Dec. 12
12:00–1:00 PM CT
Free Webinar | 1 LU

Destination Architect: Your Path to Licensure

Free Webinar
Tuesday, Sept. 10 | 12 – 1 PM CT
Register Now

TxA Architect Licensing Advisors
Michael Peterson, Assoc. AIA
& Irma Sifontes, AIA



Public Outreach

In response to the Public Outreach Task Force commissioned in 2022, and in alignment with TxA's strategic priority of Public Understanding, TxA is actively working to increase public awareness and understanding of the value of architects. Public outreach efforts in 2024 included sending press releases announcing Design and Studio Award winners, and focusing on ways to reach a target audience of local government leaders.

Texas Municipal League

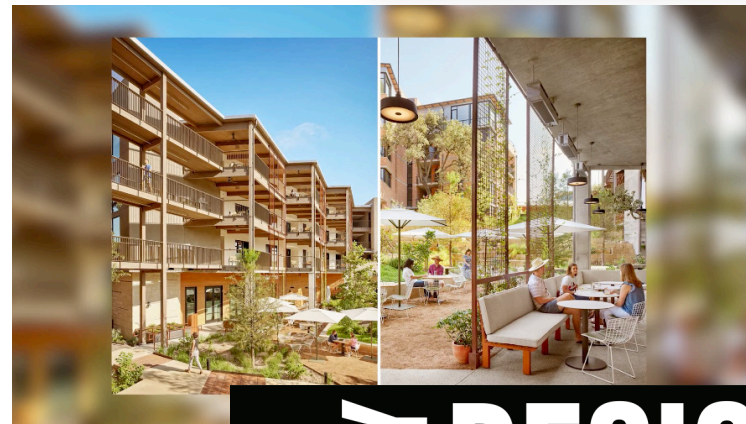
TxA collaborated with Texas Municipal League to publish an article in *Texas Town & City* magazine, which reaches more than 13,000 Texas city officials. Appearing in the August 2024 edition, "Sustainable Oasis" was adapted from a piece originally published in *Texas Architect* highlighting the collaboration between architects and city officials for El Paso Water's new headquarters. [Read the article here.](#)

Letters to Texas Mayors

In the fall, TxA sent e-mail letters to mayors of Texas cities with populations of more than 30,000, expressing the value and expertise of architects when considering new city projects and planning. We partnered with larger local chapters to co-sign and personalize the letters, opening the channel of communications to be a resource.

America ByDesign

This year, we began a partnership with *America ByDesign*, a national TV series promoting American architectural innovation, ingenuity, and design excellence. We collaborated with the ByDesign team to connect them with several architect members who will showcase a variety of work across the state. They are set to start filming projects in Texas for future episodes of their architecture and hotel series.



BY DESIGN™

Looking Back on 2024



WE ARE TEXAS STRONG! Leading the third largest component of the American Institute of Architects is a formidable task for any leader. Yet, thanks to our extraordinary board, exceptional staff, and dedicated members, 2024 was an incredible year.

Our membership numbers have remained steady, and we have significantly strengthened our working relationships with AIA National, local Texas components, and AIA large state components. The voice of Texas architects has become sought after and continues to make an impact nationwide and abroad through all levels of the American Institute of Architects. Our staff, board, and members have also amplified our collaborations with numerous organizations, including the Texas Board of Architectural Examiners, National Council of Architectural Registration Boards, Texas Education Agency, Texas Municipal League, Texas Facilities Commission, Texas School Safety Center, and the National Organization of Minority Architects.

The staff and Board of TxA have continuously improved and expanded our policies, enhancing board effectiveness. This year, we optimized our quarterly board meetings to maximize impact while minimizing our volunteer leaders' time away from their firms and families. The Board also delved into future-focused topics such as the impact of artificial intelligence on our profession, economic forecasts, and member value. In addition, these leaders worked diligently to make strategic decisions that will help steer and lead the Society in the years to come.

Moreover, our TxA Board is united in advocating for the profession! For the first year in many, we had 100 percent participation of our Board in contributing to our PAC, the Texas Society of Architects Committee (TAC).

Other highlights of the year include:

- » TxA returned to Houston for our 85th Annual Conference & Design Expo after a 10-year hiatus, with high engagement from our future and emerging professionals in "Space City."
- » Our sold-out Design Conference was a huge success, welcoming 100 attendees in Northwest Arkansas.
- » We planned for the upcoming legislative session with a fresh approach, introducing a multi-day advocacy effort at the Texas legislature for our members.
- » In early 2025, we will unveil the next generation of *Texas Architect* magazine, one of the last remaining printed architectural publications in the world.

Additionally, I am exceptionally happy with the work of the Texas Architectural Foundation in expanding the reach of our scholarship recipients and bringing a voice and face to these aspiring professionals through a targeted social media campaign.

This has been an outstanding year for the Texas Society of Architects, and it has been a pleasure and joy to serve as your 83rd President. The organization is in great hands with our 2025 President Jason Puchot, AIA, and President-Elect Krystyn Haecker, AIA. As I look in the rearview mirror, the light shines brightly, and I look forward to the great work the Society will take on.

Sincerely,

Derwin Broughton, AIA, NOMA
2024 TxA President