

TORI HERTZ  
CAL POLY, SAN LUIS OBISPO

AIAS BOARD OF DIRECTORS ELECTION  
WEST QUAD DIRECTOR 2017-2018

November 20th, 2016

AIAS National Board of Directors  
1735 New York Avenue, NW  
Washington, DC 20006

RE: Candidacy Letter of Intent

To Past-President Danielle Mitchell, Chair of the Elections Committee:

It is with great pleasure and enthusiasm that I share with you my decision to run for the West Quadrant Director, on the AIAS Board of Directors for the 2017-2018 academic year. Two and a half years ago, I nervously approached the Cal Poly AIAS booth, looking for a place to get involved and truly discover what the architectural field had to offer. Little did I know that in the years to come, this very organization would be a major factor in what shaped my outlook on architecture, college, and life itself.

Being on the more introverted side of the spectrum, I've spent most of my life working in the background. In the past, I wasn't comfortable getting up in front of a crowd, or stepping up as a leader. It wasn't until college that I discovered my true passion of leadership in design.

As the events coordinator of my chapter my first year, I was forced to step outside of my comfort zone and speak with upperclassmen, professionals, and faculty, in order to successfully plan and execute our events. Though it seemed terrifying at first, I soon realized that there was something thrilling about being in this new leadership position – a new inspiration had ignited within me that I didn't know existed.

Soon enough my passion for leadership brought me to the next step in my journey when I was asked to serve as the president of my chapter as a sophomore student. I went on to serve my term, and my love for architecture and leadership bloomed even more. As I continued to attend AIAS conferences all around the country, I felt more and more inspired by my peers to advocate, lead, and change the world one step at a time through design... and that brings me here today.

As I currently serve on the Membership Committee, I get to meet with other driven individuals of the AIAS on a bi-weekly basis to discuss how we can further expand this wonderful organization to those who aren't yet involved, and how we can ensure that those who are involved know their value. I am so excited to see where this journey brings me next – and hopefully, that next step is broadening my leadership abilities to a wider scope of students, serving as the West Quadrant Director. My passion for this organization continues to grow as I look up to our current and past Directors, Elizabeth and Ashley, and I truly hope to follow in their footsteps and continue their legacy. Thank you, and I would be so honored and humbled to serve in the position of the AIAS West Quadrant Director!

Sincerely,

Tori Hertz  
Cal Poly AIAS Past-President

TORI HERTZ  
CAL POLY, SAN LUIS OBISPO

## Education

California Polytechnic State University  
College of Architecture and Environmental Design  
San Luis Obispo, CA  
Major in Architecture  
Expected Graduation in June 2019

Beverly Hills High School  
Beverly Hills, CA  
3.8 GPA  
Graduated top 10% in May 2014  
Member of National Honor Society, Interact Club,  
Rotary Club, Service Learning, Link Crew & Peer Counseling.

## Affiliations + Leadership

American Institute of Architecture Students  
Current: National Membership Committee Member  
Past: President, Events Coordinator

American Institute of Architects  
California Central Coast Chapter  
Past: Board Member, Student Liaison

Service Learning  
Past: Chair of Hair Donations Event

## Awards + Recognitions

National Chapter Honor Award  
American Institute of Architecture Students, 2014-2015

## Skills + Abilities

Microsoft Word | Excel | Powerpoint | Photoshop  
InDesign | Illustrator | Revit | SketchUp  
Rhino | AutoCAD | Sketching | Hand Drafting

## References

Brett Hobza / Architect, DLR Group  
bhobza@dlrgroup.com

Virginia Marquardt / Architect, DLR Group  
vmarquardt@dlrgroup.com

Brenda Flood / Cal Poly CAED Advancement Office  
bflood@calpoly.edu

AIAS BOARD OF DIRECTORS ELECTION  
WEST QUAD DIRECTOR 2017-2018

## Relevant Experience

Architecture Intern, RRM Design Group  
September 2016 to Present

Responsible for producing accurate CAD work that meets RRM CAD standards and appearance in a timely manner; Assist in researching, organizing, and coordinating information; Responsible for set-up and maintenance of plan files; Assist with project submittals; Assist with reproduction of documents; Assist with bid and construction administration documents; Provide research on technical questions; Communicate with client, consultant, and agencies; Visit project sites, for observation and learning opportunities; Perform other duties as necessary to support the success of the company.

Digital Fabrication Student Technician, Cal Poly  
May 2016 to Present

Assist student users with CAD drawings and CAM files; Assist student users in the selection and proper use of digital fabrication tools and equipment including 3D printers, laser cutters, and mills; Assist technician with minor equipment maintenance and other shop projects as needed.

Architecture Intern, DLR Group  
June 2015 to September 2016

Performed entry level design and architectural assignments in the K-12 Sector; Compiled data, performed elementary design computations, prepared architectural plans and renderings and inspected architectural features of structures in the field; Supported the Design Discipline team leader in the documentation process; Performed a variety of 3-D modeling assignments using AutoCAD and SketchUp; Supported the development of building system concepts for projects; Supported material and product research for projects; Attended project meetings as requested; Performed other project-related tasks as assigned by the discipline team leader; Performed other duties as delegated by the supervisor/Project Manager.

External Relations and Finance Intern, Cal Poly CAED  
March 2015 to June 2016

Worked within the Advancement and Dean's Office of the College of Architecture and Environmental Design. Worked with the college's budget; marketed and designed flyers and invitations for alumni, constituent and prospective student events; compiled and verified confidential records and donations by alumni and constituents; researched constituent giving patterns; and updated and maintained the CAED website and social media sites.

Architectural Marketing Intern, DLR Group  
April 2013 to September 2014

Learned about pre- and post-architectural project experience through tasks of preparing projects by creating project proposals for clients, as well as assisting with awards and final project documentation. Gained leadership, teamwork, and independence skills. Daily practice with Microsoft and Adobe programs.



**CAL POLY**

College of Architecture and Environmental Design  
Architecture Department

15 November 2016

To Whom it May Concern:

I am writing this letter of support on behalf of Victoria (Tori) Hertz who is a third year architecture student at Cal Poly and candidate for the West Quad Director. Tori is the current past-president of the AIAS chapter at our school. Tori has been an AIAS board member since her freshman year which is important in terms of providing continuity and stability to the club as well as an aspect of leadership development. She planned the first ever Alumni Art Action which was hugely successful as the largest fundraising event for AIAS in the club history.

Tori has strengthened ties between the local professional and student chapter of the AIA. This was a driving consideration for her presidency. The Cal Poly AIAS chapter was awarded recognition as the National Chapter of the Year in 2015 under Tori's leadership. She dreamed it, and she delivered on behalf of her constituency!

She continues to serve on the board as past-president and participates regularly in meetings and events. Added to her local experience, Tori currently serves on the National Membership Committee for AIAS, meeting with the National VP and Midwest Quad Director twice monthly to discuss national membership. She has also been a major force in building student membership in our AIAS chapter with a major initiative that was supported by the Architecture Department.

Outside of AIAS and studio, she has worked at multiple architecture firms and more recently has worked at the College of Architecture and Environmental Design (CAED) Dean's office as an external relations intern. Through these jobs, she has gained experience in working with faculty and professionals in the field of architecture and the built environment. A natural next step is that she bring these networking skills and opportunities to other members of AIAS.

If awarded this opportunity, she would surely have so many ideas to implement such as continuing the advocacy and implementation of healthy studio culture. She would contribute to making AIAS chapters within the USA have stronger relationships with international chapters. She will work to advance AIAS through technology and specifically to educate people that are not in the architectural field to be more aware of what we do in the design profession including more awareness for Freedom by Design and other service projects that could form a larger part of AIAS.

Lastly, Tori has been active with faculty meetings supporting the department with our upcoming NAAB accreditation visit. This is especially important in terms of our advancement of the studio culture policy at Cal Poly and an emphasis on healthy living and a productive work environment.

Sincerely,

Prof. Margot McDonald, AIA, NCARB, LEED BD+C  
Architecture Department Head  
College of Architecture and Environmental Design  
California Polytechnic State University (Cal Poly)  
1 Grand Ave  
San Luis Obispo, CA 93407  
[mmcdonal@calpoly.edu](mailto:mmcdonal@calpoly.edu) | 805.756.1318 v

*1. Describe your origin story as a student leader. What prompted you to get involved? What advice would you give others who have yet to realize their potential for leadership?*

Before starting my first day of architecture school, it was a major goal of mine to get involved with AIAS. Though I didn't know much about it, an architect I had worked for over the summer told me that her biggest piece of advice was to get connected with the organization. She said it was a huge factor in what shaped her involvement in the architectural field, and that the support and family that AIAS provided was unlike any other organization she had ever been a part of. I knew that I needed to find a group of people that would support me through this journey. So on the first day of classes I walked up to the Cal Poly AIAS booth, and as cheesy as it sounds, that was the moment I knew I had chosen the right path.

I think a lot of people can relate to the feeling of being completely lost on the first day of college, not really knowing if they made the right choice. But despite the hiccups along the road, I had this group of people – architecture students ranging from fifth years to first years, and professors old and new – that believed in me and knew exactly what I was going through. That alone made me want to dedicate all I have to this organization so that other students in my place feel they have that support to.

My advice to any students out there who want to take on leadership positions but are unsure about it, would be to just go for it with everything you've got. I know it's so much easier said than done – if someone had told me years ago I'd be leading my chapter and potentially the entire West Quad, I would have called them crazy. It isn't easy being vulnerable and putting yourself out there. I've never experienced anything in my life that is more meaningful to me than this AIAS family; this organization ignites something inside of me that makes me believe anything is possible. To any other students that feel this same way: Just go for it!

*2. In recent years, the AIAS has increased its efforts in advocacy for architecture students on issues including but not limited to student loan debt, studio culture, intern development, leadership, technology, and diversity. What one issue do you personally find the most important? How would you make progress on this issue as an elected leader on the AIAS National Board of Directors?*

The advocacy done by the AIAS is by far one of the things I love most about it – from healthy studio and firm culture to equity in our industry, our leaders and members have such a passionate drive to make this field the best it can be for everyone. Though these are all incredibly important issues, I personally find the topic of studio culture to be the most powerful. As architecture students, we have a huge pressure on us to spend countless hours in studio, working endlessly with little to no breaks. It often seems like there is a competition to see who can work the most consecutive hours in studio, who can pull the most all-nighters in a week. Although this friendly competition can be fun, it is extremely unhealthy. During my second year of college I did a study on studio culture at our school, interviewing students and professors on their knowledge of the topic. As a result, I surprisingly found that many of the students and even professors and administrators had little to no knowledge on the subject.

After advocating for more knowledge around my school about this, the department head of our college approached me with a decision to integrate the discussion of healthy studio culture into our curriculum. I'm currently working with her on surveys, interviews and graphics to demonstrate both the knowledge of what healthy studio culture is and how we can inspire students to advocate for this in their own studios.

Just like my own school, there are still so many universities that aren't aware of the importance of healthy studio culture, or even aware of what it is. As a leader on the Board of Directors, I want to spread the knowledge of healthy studio culture by showing students just how much happier you can be with your quality of life if you incorporate other hobbies and aspects of architecture into your days. There is so much to see, and so much to do. Get out there and be inspired!

*3. The AIAS has over 160 chapters across the U.S. and around the world, ranging in size from just a few students to hundreds. How would you use your position on the Board to better connect and engage our geographically and culturally diverse membership? What resources would you propose to better serve Chapter leaders seeking to grow their chapters and connect to other students around the world?*

The AIAS has chapters in countries all over the globe. Because of distance and time differences, it can be tough to keep these schools in close communication, and I want to make it my mission to find ways to include these chapters and let them know they are valued just as much as the local chapters we have here in the states. Being on the National Membership Committee this year, my eyes have really been opened to the importance of valuing our members, whether they are a part of a high school chapter, community college chapter or university. Our international members should know that we value them just as much as our domestic ones, no matter the geographical differences.

Being in the West Quad, we have experienced similar disadvantages being spread out over three time zones, and it can certainly be tough for us all to communicate with one another on an intimate level. Our current and past West Quad Directors, Liz and Ashley, implemented an incredible sister-school program where schools are paired based on their strengths and weaknesses. I want to continue this and make this program grow even stronger, with the creation of pods of multiple sister schools, to extend the strong communication out even further. Once this program has grown, I think it would be beneficial to incorporate international schools into these pods. With chapters from two or three domestic schools paired with a chapter from an international school, students would have a much more personal relationship with their fellow students from paired chapters.

Additionally, technology is such a vital factor in not only school and architecture, but in our everyday lives now. Though there are contrasting views on the use of excessive technology, we have to admit that it surely does make it easier for one to communicate with another on the other side of the world. So why not use this to our advantage? Last year, through AIAS, the incredible social media outlet “Slack” was introduced to me – and I’ve been hooked on it ever since. It’s such a convenient way to communicate with people in an organized fashion all over the globe. If we can incorporate this technology between our chapters here in the states with international chapters, they’ll only feel like a quick message away, rather than on the other side of the world. By creating this strong bond between U.S. chapters and international ones, we’re creating new relationships between students that can last a lifetime.

*4. Describe one area in which you see an untapped opportunity for the AIAS to engage in a new way. Either with other organizations, with school faculty and administration, with the profession, with the international design community, or any other audience or venue.*

When explaining what AIAS is to those who are unfamiliar, I often say it’s the glue that connects students, professionals and faculty. Outside of our organization, it seems that there is often a disconnect between each of these groups, and I want to make it my goal as West Quad Director to make each of those relationships stronger. That was a driving motive of my presidency of the Cal Poly Chapter and I want to take that to a national level. Instead of individual students only being connected to local AIA and faculty, I want to take it a step further and connect individual students with national AIA members and professionals around the country.

I believe it should be an essential part of our mission statement to create these strong connections, therefore not only helping us, but helping faculty and professionals as well. Older professionals in the field can sometimes have trouble connecting with our generation because of all the technological changes happening today. There is so much we have to offer them, and there is so much they can offer us too. If elected, I would love to tackle this opportunity and make the bonds between our generations within our field even stronger.



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202.808.0075 | aias.org

## AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS POLICY ON COMPENSATION FOR INTERNS

In July 1993, the AIAS Board of Directors adopted a "Public Policy on Uncompensated Interns." The policy has been subsequently reviewed and reaffirmed by the Board and reads as follows:

The AIAS maintains that employers must properly compensate all employees. Compensation must be in compliance with the regulations for the jurisdiction in which they are working.

In 2010, AIAS crafted a public statement on intern compensation in conjunction with the Association of Collegiate Schools of Architecture and the American Institute of Architects, which reads as follows:

The Association of Collegiate Schools of Architecture, the American Institute of Architects, and the American Institute of Architecture Students recognize that architects are bound by law and ethics to pay interns, and strongly advocate for the appropriate compensation of architectural students and interns. Because of current economic transformations, some architects have both solicited and accepted the services and labor of interns without pay. We strongly urge architectural firms and other for-profit employers to respect the law and comply with the ethical standards of our profession, and we strongly encourage interns to refuse to accept employment without pay, and to notify the Department of Labor in cases where employers propose such an arrangement. For more information on labor laws and professional ethics, please see the AIA Code of Ethics and the U.S. Labor Department standards under the Fair Labor Standards Act.

The ACSA, AIA, and AIAS further support architects, students, and recent graduate doing pro-bono work. We recognize the distinction between unpaid work for profit-making employers, and unpaid work for non-profit organizations, communities in need, and volunteer activities, which allows participants to determine their own hours and degree of involvement. The AIA has established guidelines for service that are provided on a Pro Bono basis. They can be found under the member section of the AIA website.

## POLICY ON COMPENSATION FOR INTERNS AFFIRMATION

As a way of confirming that the AIAS is not promoting or being promoted by architects employing unpaid interns, we ask that each participant in an official AIAS function review and sign the following statement. We appreciate your participation in our event and thank you for your support of our position against unpaid internships. This position is supported as well by the Board of Directors of the Association of Collegiate Schools of Architecture (ACSA) and the American Institute of Architects (AIA).

Name: Tori Hertz

I do hereby affirm that I understand and support the AIAS policy on the compensation for interns. If I employ interns, I further affirm that I do not use unpaid architectural interns in my professional practice when applicable by federal wage and hour laws.

Signature: Victoria Hertz

Date: 10/25/16





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## AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS ELECTIONS CODE OF ETHICS

Elections are a critical step by which the American Institute of Architecture Students is governed. Annual elections, as outlined in the Bylaws and the Rules of the Board, ensure that the membership of the organization participates in the selection of the best candidates to serve on the national Board of Directors.

Individuals elected to the Board of Directors represent the membership and ensure the continued success of the organization. Therefore, participants who are involved in the elections process, including candidates, Board members and elections committee members, are expected to demonstrate the highest standards of professionalism, integrity, and good judgment.

Confidentiality is required of all participants in the elections process. Participants should not discuss details of the elections process to the general membership before, during or after FORUM. Elections information that is considered public knowledge, and therefore can be shared with the membership, occurs during the General Business Sessions and at the General Assemblies.

Campaigning is strictly prohibited prior to FORUM. Conversation between chapters regarding candidates should not take place. Campaigning will only begin at the first General Assembly of FORUM.

Campaigning during FORUM shall be professional. Candidates and candidate support groups should be respectful in their campaigning efforts. Disrespectful campaigning will be a violation of the Elections Code of Ethics, and will be grounds for immediate review by the Elections Committee.

Campaigning materials should follow the Election Guidelines, and should be distributed in appropriate venues only. Appropriate venues include FORUM General Business Sessions, General Assemblies, and Quad Breakouts.

As leaders of this organization, and future leaders of this profession, we must uphold the highest ethical practice. Questionable behavior during elections will not be tolerated. Any concerns should be immediately raised with the Elections Chair.

## ELECTIONS CODE OF ETHICS AFFIRMATION

To promote the highest level of professionalism during elections, we ask that each participant in the elections process review and sign the following statement. We appreciate your participation and thank you for your support and dedication to the organization.

Name: Tori Hertz

I do hereby affirm that I have read, understand and agree to abide by the AIAS Elections Code of Ethics and the Elections Guidelines.

Signature: Victoria Hertz

Date: 10/25/16

Please submit this form with your confirmation for participation.



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**AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS  
CANDIDATE CONTACT INFORMATION FORM**

Candidate contact information will only be used by the Elections Committee to communicate elections-related information. If provided, social media handles will be shared when candidates are posted publicly on AIAS website and social media.

Name (as preferred): Tori Hertz

Chapter: California Polytechnic State University, San Luis Obispo

Chapter Leadership Position (if any): Past-President

Email Address: vhertz@calpoly.edu

Mobile Phone Number: 831.239.3749

**Social Media Account Handles (optional):**

- Facebook: Tori Hertz
- Twitter: @
- Instagram: torihertz
- Other: <https://www.linkedin.com/in/tori-hertz-9a0278a6>





TORI HERTZ

— FOR —

WEST QUAD  
DIRECTOR

ACTIVISM | COMMUNITY | COLLABORATION