



ROBERT E. LUKE, AIA  
PRESIDENT, NCARB

NCARB President Robert E. Luke shares his thoughts about a number of important initiatives the Council will be addressing during the 2006-2007 fiscal year.

## Letter From the President

by Robert E. Luke, AIA

A few months ago I read *Design*, by business author Tom Peters. It's fantastic. It's a very small book that somehow gets your brain to think very big thoughts. In the book Peters asks the reader to think about "the verb" of your organization. He says, "Apple opposes, IBM solves, Nike exhorts, Virgin enlightens, Sony dreams, Benetton protests."

NCARB protects.

It's really as simple as that. And everything we do revolves around protecting the health safety and welfare of the public. From serving our member boards, to the Intern Development Program, to the ARE, to Certifying architects.

The validity of our mission and the measure of our performance is best analyzed by the Practice Analysis. This year as we begin to update the Practice Analysis, we will seek input from more constituents in order to validate and confirm our roles and objectives as regulators of architects in the global economy in which we live and work.

NCARB understands the importance of our relationship with our collateral organizations and AIA. I believe those relationships are stronger than ever before. The collateral organizations have a unique mission. They have specific constituents they must serve and promote, and it is our mission to protect the public.

One of the examples of some of the common programs that we share with all of our collaterals is the IDP Program. IDP is an area of particular concern to me, it is one of the elements of the three-legged stool that needs to continue to improve. IDP has provided the structure and framework for the development of emerging professionals. Today, we have the opportunity to show our commitment to these individuals, the profession, and the public we strive to protect. Our joint project with the AIA, The Emerging Professions Companion, is a strong first step. I think you'll see a lot of progress with IDP as we move forward this year. We've got the resources and the commitment to continue to improve IDP, and we will.

In *Design*, Peters talks about “a world in which creating a well-designed experience is the beginning and end of value added.” Interaction with NCARB for all must be a well-designed experience. We have made progress through the years—and we will continue to do better. We’re going to work on that with two key components: communication and improved performance. It’s going to be interesting how we do it. We reach more architects today than ever before. The newsletter you are reading is sent to 85,000 of them. We architects have more and more pressure on us today than ever before. It’s a rapidly changing world. But NCARB needs to be careful. We can never have knee jerk reactions, and must respect our mission with deliberate, well thought out responses: for the sake of protecting the public.

In the book *A Whole New Mind*, by Daniel Pink, he talks of the end of the era of left brain dominance. The last few decades have belonged to people with certain types of minds: computer programmers, lawyers, MBAs. But the future he predicts is for a very different kind of mind: cre-

ators, empathizers, pattern recognizers and meaning makers. These include artists, inventors, and architects. These are the people that will reap society’s richest rewards and share its greatest joy. The people he’s talking about are you and me. Together, I do believe, we can invent the future. It will not matter what we say, but it will matter what we do. In the end, our successes will speak for themselves.

Together we can make a difference. The progress we have made in recent years is because of you—our Member Board Members, our Record Holders, our Certificate Holders, and all of you who contribute countless hours of volunteer time and expertise—you are all the nucleus for NCARB being the “Gold Standard.” And for that we thank you.



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