



6555 Carnegie Ave.  
Cleveland, OH 44103

P 216 752 8750

May 11, 2020

RE: Nomination for Hallie Crouch – 2020 Emerging Professional Award

Awards Selection Committee,

I'm honored to write on behalf of Hallie (DeVillan) Crouch to nominate her for the 2020 AIA Ohio Emerging Professional Award. Trained as an architect, Hallie has courageously defined an alternative career path using her skills as a designer to live out her mission as the "Architect Whisperer".

After graduating from Architecture school, Hallie came to us from a stint at a Washington DC Design Firm. She quickly showed her value both as a designer and a strategic thinker, working both in and on the business. We asked her to split her time between design and business development and marketing which emerged for her as a special talent and a passion, eventually becoming a full time pursuit. The 8 years of Hallie's tenure with the firm has been paralleled by 8 years of unprecedented growth and success, seeing the footprint, message and brand of the firm recognized, locally, regionally, and nationally. This is not a coincidence. In this time Hallie has used design thinking to directly and indirectly improve our processes and product, guide our culture, and help us to emerge as a premier design firm in our region. In the process she has defined a career path for herself that is nontraditional, but essential.

Hallie's contributions to the profession of architecture have not been confined to our office. She has given of herself tirelessly to community-based initiatives and emphatically to AIA. She has been involved in too many initiatives to enumerate: many where she has been highly visible, and others where she has operated behind the scenes to help usher success. In my Presidency alone, she helped establish a mentorship network and program, advised and organized events, and grew the Women in Architecture Forum as its co-founder. This has only blossomed further since then.

Hallie is a doer and catalyst. She has pushed our design community to reflect and engage with larger broader issues through provoking programming (hallmarks include the film "Making Space", Hip-Hop Architecture with Michael Ford, and Madame Architect). Hallie herself has risen to become a unique voice in our field and has spoken at schools of architecture, and both regional and national conferences on the topics of nontraditional careers and equity. Beyond all this, Hallie has served as a mentor both up and down to members her senior (myself included) and as a role model for younger members as well. Hallie's list of accomplishments is legion. In a time when we seek to encourage diversity, equity in our profession, I hope you will agree with me that now is the time to recognize her for the inspiration she is and award her the 2020 Emerging Professional Award.

Very Truly Yours,

Jack Alan Bialosky, Jr. FAIA, IIDA, LEED AP  
Senior and Managing Principal, Bialosky Cleveland  
Past President, AIA Cleveland (2016)



7 May, 2020

AIA Ohio Honor Awards Jury  
400 W. Wilson Bridge Road, Ste. 120  
Worthington, OH 43085

RE: 2020 AIA Ohio Emerging Professional Award | Crouch Nomination

Awards Selection Committee,

It is my great privilege to craft this nomination on behalf of the AIA Cleveland Board, whom ask that Hallie Crouch be honored with the 2020 AIA Ohio Emerging Professional Award. It would be an amazing precedent to grant this inaugural honor to a non-traditional female practitioner who brings value and fresh perspective to our profession.

As a designer-strategist, Hallie listens, synthesizes, and guides. She has been instrumental in growing and sustaining AIA Cleveland's inclusive pivot. Hallie continues to serve as a treasured advisor and a well-respected leader, lending her sympathetic ear for our Executive Committee and our Board. Hallie has pushed our design community to reflect and to engage with larger, broader issues through thought-provoking programming. These new perspectives have spurred our community to embrace change. As a result, our strategic plan now includes equity, diversity and inclusivity as key tenets by which to lead.

Hallie has risen to become a unique voice in our field, and has spoken at schools of architecture, and regional and national conferences on the topics of nontraditional careers and equity. She has been a successful role model and mentor for her group and beyond, and she actively seeks opportunities to promote other emerging leaders.

I am grateful to have Hallie as a friend and an advisor through my leadership. Hallie is my go-to sounding board for delicate issues. Trained as an architect, Hallie has fearlessly defined her selfless career path honing her design-thinking to live out her mission as the "Architect Whisperer". AIA Cleveland and I will remain forever grateful for Hallie's continued contributions, her passion, and her wisdom. Hallie sets the bar for the type of professional we each strive to become. She both inspires and executes change. I hope you will agree with me that now is the time to recognize Hallie Crouch for the inspiration she is and award her the 2020 AIA Ohio Emerging Professional Award.

Very best,

A handwritten signature in dark ink, appearing to read "Jodi van der Wiel", with a stylized flourish at the end.

Jodi van der Wiel,  
AIA, IIDA, LEED AP BD+C, WELL AP  
AIA Cleveland President

## Hallie Crouch, Assoc. AIA

### BIOGRAPHY

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Director of Marketing and Strategy, Senior Associate, Bialosky Secretary (2019-2021), AIA Cleveland

Formally trained in architecture, Hallie Crouch is living-out her singular mission: coaching architects to be their best. She has carved a non-traditional path as a Marketer and Strategist to empower and support architects and designers at Bialosky and AIA. She is endearingly called the Architect Whisperer.

Hallie is a natural-born strategist who has become a trusted councilor to past, present, and future AIA Cleveland Presidents. She has served on the AIA Cleveland board for six years, often as the youngest board member, and is known to “speak truth to power”.

Within an hour of being introduced to the AIA Cleveland Board, Hallie pitched a Women In Architecture Celebration for Women’s History Month. This celebration, now in its sixth year, has become a signature chapter event and has caused her to co-found the WIA Committee (well before the #metoo movement). She has presented on the topics of equity and alternative careers at design schools and architecture conferences. Hallie most recently presented The Future is Female: Rethinking Business Leadership at the 2019 National Women’s Leadership Summit in Minneapolis.



Hallie has become synonymous with creating events that are provoking and help us face the deeper systemic questions in our profession. She spearheaded blow-out events such as Hip-Hop Architecture and Madame Architect, bringing timely issues to our design community to spark dialogue and action.

In 2016, Hallie was honored with a Presidential Citation from AIA Cleveland for her leadership, council, and for championing equity. In 2018, she was named to the Top 25 Under 35 Young Professionals in Cleveland. She is a reoccurring juror of student work at her alma mater, Kent State University.





## Hallie Crouch, Assoc. AIA

### CV

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#### PROFESSIONAL AFFILIATIONS

American Institute of Architects (AIA)  
Cleveland Restoration Society (CRS)  
Greater Cleveland Partnership (GCP)  
Society of Marketing Professional Services (SMPS)

#### SERVICE AND POSITIONS

##### AIA Cleveland

Board of Directors  
Secretary (2019, 2020, 2021)  
Co-Director of Programming (2017-18)  
Associate Director (2015-16)  
Design Awards Committee (2014 – 2018)  
Women in Architecture (WIA) (2015 – present)  
Co-Founder, Co-Chair ('15, '16)



##### Greater Cleveland Partnership

GCP Lead, Cohort 4 (2019)  
*An exclusive cohort of emerging leaders from member companies to forward GCP's strategic priority areas.*

##### Kent State University

GA Instructor, Second Year Design Studio (Fall 2009)  
Design Juror (2009 – present) *See student juries*  
Guest Lecturer (2017 – present) *See presentations*

##### Stan Hywet Hall and Gardens

Volunteer Docent, Mansion Tours (2015 – 2018)

#### STRATEGIC COMMITTEES

AIA Cleveland Strategic Planning (2018)  
AIA Cleveland Executive Director Search (2016)  
AIA Ohio Strategic Planning (2016)  
AIA Cleveland Nominating Committee (2018, 2020)

#### COMMUNITY INITIATIVES

##### Girl Scouts Architecture Day Camp

Committee Member & Sponsor (2020)  
*AIA Cleveland partnered with Girl Scouts of Northeast Ohio to create a day camp that introduces Daisies, Brownies, and Juniors to architecture. Girls earn an Architecture Patch; Hallie financially sponsored the patch production.*

##### Laurel School

Capstone Advisor & Mentor (2020-2022)  
*Capstone Candidates approach real-world issues with interdisciplinary, experiential and community-based strategies through a self-defined research focus.*  
*Capstone Student: Ella Marasco*



## Hallie Crouch, Assoc. AIA

### CV

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#### **Dare to Dream Retreat: Empowering Young Female Entrepreneurs**

Volunteer (2019)

*John Carroll University's annual program empowers 125 young women in high school to explore and strengthen their passion for entrepreneurship.*

*Keynote: U.S. Olympic Gold Medalist, Gabby Douglas.*

#### **Product Runway | IIDA**

Benefits local charity biannually:

Providence House (2017)

Providence House (2015)

Harvest for Hunger (2013)

#### **Ingenuity Fest | Transitions**

Exterior Seating Installation (2016)

Rooms to Let | Slavic Village (2015)

Hope Rising | House Installation (2014)



#### **JURIES | Student Juries**

##### **KSU College of Architecture**

Davis-Sikora (Undergraduate: Fall 2013, Spring 2015, Fall 2016, Spring 2019, Fall 2019)

Marks (Undergraduate: Fall 2015)

MacRaild (Arch Studies: Fall 2013)

Pros (Undergraduate: Spring 2017)

Stroh (Undergraduate: Fall 2015, Spring 2016 Graduate: Summer 2014, Summer 2015, Fall 2016, Summer 2018)

Villagomez (Undergraduate: Spring 2014)

Vieyra (Undergraduate: Fall 2013)

#### **JURIES | Award Juries**

##### **AIA Cleveland Design Awards**

Student Design Awards (2015, 2016, 2017, 2018)

Associate / Young Architect Awards, Chair (2015, 2016)

##### **AIA Ohio Design Awards**

Student Design Awards (2018)

##### **BFA Show**

KSU Visual Communication Design

Jury for Bialosky Scholarship (2017)



#### **PRESENTATIONS | Main Presenter**

##### **The Future is Female: Rethinking Business Leadership**

AIA National Women's Leadership Summit

Minneapolis, MN (September 2019)



## Hallie Crouch, Assoc. AIA

### CV

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#### Equity in Architecture: A Panel

Kent State University, College of Architecture and Environmental Design  
Kent, OH (March 2018)

AIA Ohio Valley Region Convention  
Indianapolis, IN (September 2017)

The Ohio State University, Knowlton School  
AIAS Women in Architecture Week  
Columbus, OH (March 2017)

AIA Ohio Convention  
Akron, OH (October 2016)

#### Defining Your Trajectory, Or the Architecture Student Who Didn't Become an Architect

Professional Practice Workshop  
ARCH66995 (April 2018)

Professional Practice Workshop  
ARCH66995 (April 2017)



### PRESENTATIONS | Panelist

#### The New EP

AIA Ohio Convention  
Akron, OH (October 2016)

### AWARDS | Individual

#### Activism Award

AIA Cleveland (2019)

*For influencing a sustainable future of the profession by making architecture accessible and relevant to the public.*



#### Mover and Shaker Award

The Top 25 Under 35 Young Professionals in Cleveland  
The Cleveland 20/30 Club (2018)

#### President's Citation

AIA Cleveland (2016)

*For exemplary leadership, strategic counsel, hard work, and dedication to the chapter: standing for equity and ever striving for excellence.*

### AWARDS | Collective

#### National Award of Excellence

SMPS Marketing Communication Awards (2017)

Best Corporate Brand

*Main competitor, Sasaki's rebrand*

## Hallie Crouch, Assoc. AIA

### CV

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#### National Award of Excellence

Zweig Group (2016)

The Bialosky brand placed third nationally for Integrated Marketing.

#### ARTICLES | Featured

*AIA Cleveland Awards Honor the Best of Architecture and Design in Northeast Ohio*

Crains Cleveland, Scott Suttell.

November 2019

*How Pros Are Working to Support Women in Architecture*

HOUZZ, Gwendolyn Purdom.

August 2019

#### ARTICLES | Authored

*The Power of Mission and Values*

MARKETER, Rebranding Issue, Hallie DeVillan.

August 2018

*Young Yet Out of Time*

Crain's Cleveland Young Professionals Blog, Hallie DeVillan.

March 31, 2017

#### NOTABLE PROGRAMMING

**Coffee With the Fellows** (2020)

*Series where EPs and Fellows interview each other on their projects, initiatives, and advocacy.*

**Madame Architect: We Are Here** (March 2019)

**Hip Hop Architecture: Michael Ford** (April 2016)

**Speakers on the Square: MAKING Cleveland** featuring Kasumi, Jason Radcliffe, Michael Horton (July 2015)

**Making Space: 5 Women Changing the Face of Architecture** Amici Films (March 2015)

#### HUMAN RIGHTS AND PHILANTHROPY

For ten years, Hallie has protested, marched, advocated for, and donated to human rights and animal rights causes. Below are a few causes and initiatives she is proud to have contributed to:

Black Lives Matter Action Fund

Columbus Freedom Fund

The Gathering Place

Minneapolis Freedom Fund

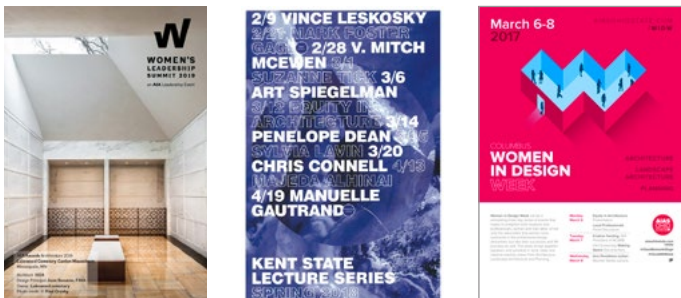
One of a Kind Pets

Stand Up for Pitbulls

Travel Scholarship | Kent State University, CAED







Event Posters



Girl Scouts of Northeast Ohio Architecture Patch

#### PRESENTATIONS

##### **The Future is Female**

AIA National Women's Leadership Summit

##### **Equity in Architecture: A Panel**

AIA Ohio Valley Region Convention

AIA Ohio Convention

Kent State University

The Ohio State University

#### INITIATIVES

##### **WIA+ Committee**

Co-Founder

##### **Girl Scouts Architecture Day Camp**

Committee Member and Patch Sponsor

##### **Dare to Dream Retreat: Empowering Young Female Entrepreneurs**

Volunteer

#### AWARDS

##### **President's Citation**

AIA Cleveland

##### **Activism Award**

AIA Cleveland

## Exhibit 1

### EQUITY IN ARCHITECTURE

**"Gender is not a women's issue. Fair and just access to opportunities means a fair and just profession."**

Hallie Crouch quoted in [houzz](#)

Hallie has helped forge a trajectory of diversity and inclusion for AIA Cleveland. Within an hour of being introduced to the AIA Cleveland Board, Hallie pitched a Women In Architecture Celebration for Women's History Month. This celebration, now in its sixth year, has become a signature chapter event and has caused her to co-found the WIA Committee. As a close advisor to recent AIA Presidents and as a re-occurring member of the chapter's Nominating Committee, Hallie's voice has helped reach a more inclusive membership and slate the most diverse (in age, career path, race, and gender) board in the chapter's history.

Always in an optimistic and upbeat style, Hallie's presentations aspire to make deep issues approachable. She most recently presented The Future is Female: Rethinking Business Leadership at the National Women's Leadership Conference. Sharing the current corporate pipeline statistics of how few women make it to senior leadership, the presentation became a point of action of exercising skills and voice as leaders. Alongside Julia Gamolina of Madame Architect, the two unpacked five Power Skills (bye, bye "soft" skills) that resonated with 100+ women.

Despite the recent STEM badges added to the Girl Scouts in recent years, there is still no nationally-adopted Architecture Badge. AIA Cleveland's WIA Committee has partnered with Girl Scouts of Northeast Ohio (GSNEO) to produce an architecture day camp for Daisies, Brownies, and Juniors that will earn them an Architecture Patch. (A local patch is the first step in a journey to a nationally-recognized architecture girl scout badge). Hallie personally sponsored the production of the patches for 100 Girl Scouts.



## EXHIBIT 2

### PRACTICE



Hallie with an Action Planning Team.

#### PRESENTATIONS

**Defining Your Trajectory, Or the Architecture Student Who Didn't Become an Architect**  
Kent State University

#### The New EP

AIA Ohio Convention

#### ARTICLES

*The Power of Mission and Values*  
MARKETER, Rebranding Issue

#### INITIATIVES

Action Planning (Strategic Planning)  
Video: Always By Design  
Women's Retreat and Men As Allies Retreat  
Professional Development Plan  
Employee Manual Update

#### AWARDS

**National Award of Excellence**  
SMPS Marketing Communication Awards  
Best Corporate Brand

**National Award of Excellence**  
Zweig Group

**"The eight years of Hallie's tenure with the firm has been paralleled by eight years of unprecedented growth and success."**

Jack Alan Bialosky, Jr., FAIA, Senior Principal, Bialosky

Hallie has uniquely carved out a unique role in the architecture profession as a strategist and marketer. Holding an M.Arch, Hallie has re-channelled her design education to lean-in to her natural skills and interests in storytelling, communicating, and creative direction.

**At Bialosky, her role drives the design firm and its people to be their best.** In the short-term, this includes interview-coaching, bespoke proposals, award submissions, and thought leadership. Long range items include strategic planning leadership, workplace culture, professional development, and elevating identity. She has risen to become an empathetic councilor to Bialosky's senior leadership.

**Hallie has guided Bialosky's identity, brand, and voice.** Most recently, this has meant newly-minting the firm's vision statement: Always By Design. She has previously helped author the firm's mission statement, and core values, which are illustrated throughout Bialosky's workplace. Bialosky's messaging and brand has been widely recognized with national awards and featured in MARKETER.

**Hallie studied, recommended, and implemented new and updated policies to Bialosky's Employee Manual.** This 2018 initiative introduced and refreshed policies including (but not limited to) Equal Pay for Equal Work, Diversity and Inclusion, Anti-Harrassment Policy, Flexibility, Bereavement, Professional Development, and Job Success Profiles.

**Hallie is a champion of firm culture. She has inspired and executed productive, uplifting change within the firm through thoughtful programs, training, and retreats.** Programs include: Active Listening Workshop, Professional Development Plans, and Bialosky's First Women's Retreat.

## Exhibit 3

### STUDENT ENGAGEMENT



Reviews at Kent State University with Justin Gleason, Assoc. AIA, Robert Maschke, FAIA, and Piet van Dijk, FAIA

#### PRESENTATIONS

**Defining Your Trajectory, Or the Architecture Student Who Didn't Become an Architect**  
Kent State University

**Equity in Architecture: A Panel**  
Kent State University  
The Ohio State University

#### INITIATIVES

**Laurel School**  
Capstone Advisor and Mentor

**KSU Travel Scholarship**  
Contributor

**Dare to Dream Retreat: Empowering Young Female Entrepreneurs**  
John Carroll University  
Volunteer

**Mentor Program**  
AIA Cleveland  
Co-Organizer and Mentor

**Mock Interviews for High School Seniors**  
Magnet School

**“She communicates with a natural ease; encouraging students to express their own voice. Her unique career path coupled with her active leadership in AIA presents a new model for aspiring young architects.”**

Diane Davis-Sikora, RA, Associate Professor KSU CAED

**Hallie is committed to diversifying student jury pools both in demographics and career path.** She brings value as an untraditional female practitioner and takes pride in “showing up” where there is a national deficit of female jurors in schools of architecture. For eight years, Hallie has served on mid-reviews, formal juries, and student award juries at the local and state level. Hallie is a choice-juror who focuses on “the big ideas” and encourages imagination.

**She is deeply engaged with her alma mater, KSU CAED.** She has presented to students on topics of alternative careers and equity in the profession. Hallie has also volunteered for career fairs as an approachable ambassador of AIA Cleveland.

**Hallie serves as an accessible and engaged mentor: mentoring up, down, and peer-to-peer.** She serves in the mentor network of AIA Cleveland and is being introduced to the AIA Ohio mentor network. Hallie presently serves as a Capstone Advisor and Mentor for Laurel School student, Ella Marasco, whose interests lies in equity in architecture and sustainability.