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Honor Awards Jury:

Not often do I have the privilege of drinking-in absolute passion. Even more rare is a person of passion who can organize, articulate, and imbue the processes to be truly fruitful and successful. Please allow me to introduce to you Mr. William C. Ayars, AIA. Bill is my colleague and friend, a person who allows design-thinking to penetrate each embraced challenge. This nomination package demonstrates Bill's excellence in **Public Service**. Bill's inspired design-thinking sparks his involvement, and the results are remarkable.

We all develop tools to stay motivated and remain effective. But what is incredible to me, is the heart and soul that emanates from Bill's self-described process – Dream, Plan, Journey, Focus, Celebrate – is so applicable to everyday challenges, specifically difficult challenges that none of us should ever have to face. His process has yielded some fantastic results. Design-thinking brought Bill from a two-person startup firm to a Weatherhead 100 Business honoree. His design-thinking brought to life award-winning patient care **innovations improving personal dignity** at the Cleveland Clinic Robert J. Tomsich Pathology & Laboratory Medicine Institute. His design-thinking for envisioning the future of family practice is used as a standard throughout the Cleveland Clinic System but is also helping plan for life-saving medical care in underserved Haiti. Bill's focused journeys helped him through difficult personal challenges (read his book--*The Big Muddy: Love, Heartbreak, and Triumph Jet-skiing the Mississippi River*) that lead to distinct and measurable results in the formation of **The Emerald Jenny Foundation**.

Initiated in 2016, with the tragic loss of Jennifer Emerald Ayars, The Emerald Jenny Foundation established a website and referral service to support people struggling with substance abuse disorders, especially for families like Bill's, did not know where to turn for help. Expecting to just sustain Clevelanders, Bill and EJF expanded the website to Cuyahoga County, neighboring counties, and EJF soon became the official site referral for the State of Ohio with over 1,200 participating treatment centers. In the spring of 2020, the Emerald Jenny Foundation merged with a national data base forming a website to assist families across the nation. Bill serves on the US Attorney's Office Heroin and Opioid Action Place Committee, the Mental Health and Addiction Coalition, and the Cuyahoga County Board of Health Opiate Task Force.

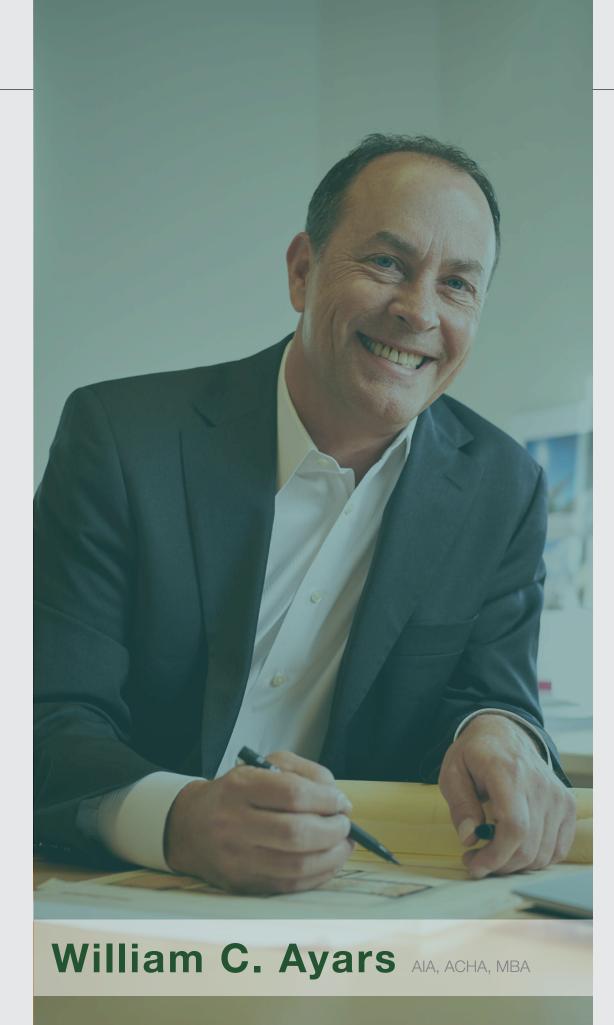
Bill is engaged with students and emerging professionals. He participates in juries at Kent State University and sponsors outside speakers for the students there. He is a member of the Entrepreneurs Association at John Carroll University and was part of the "Speed Mentoring" with the Association for Preservation Technology (Great Lakes Chapter.) He rewards his employees who pass the ARE, but more importantly, he supports their studies by supplying study materials, assistance in the office, and paying for their tests.

I have had the privilege of meeting many wonderful and dedicated architects in my years of serving AIA Ohio and I am honored to sponsor Bill Ayars for AIA Ohio's Public Service Award. In Bill, I discovered someone whose dedication to soul and studio culture matched his rigorous design thinking as he applies it to every task he undertakes.

Sincerely.

Elizabeth Corbin Murphy, FAIA

Past President AIA Ohio | 2014 AIA Ohio Gold Medal Recipient



The American Institute of Architects Cleveland Chapter

Center for Architecture and Design 2059 East 14th Street Cleveland, Ohio 44115

11 June 2020

AIA Ohio 2020 Honor Awards Committee 17 South High Street, Suite 200, Columbus, Ohio 43215

RE: AIA Ohio 2020 Public Service Award William Ayars, AIA Nomination

Committee Members.

It is the charge of all licensed Architects to care for the Health, Safety and Welfare of the public, but few actually walk it out in a such a tangible way as William (Bill) Ayars. Bill has centered his life around caring for the public, both in the profession as an Architect specializing in Health Care, and in philanthropy as the Co-Founder and President of the Emerald Jenny Foundation, an addiction support service based out of Cleveland.

I believe this application will demonstrate how Bill would be an excellent candidate for this award purely on the work his firm, Perspectus Architecture, has been doing for the last two decades. In the office, Bill and his team at Perspectus have been advancing health care design for some of the nation's top health systems here in Northeast Ohio. Outside the office, Perspectus has proven their dedication to the future of our profession with their continued support of the Kent State University - College of Architecture and Environmental Design lecture series to help advance architectural education and inspire designers young and old.

However, Bill's greatest impact to the community has gone well beyond his work through the firm or his active roles in professional affiliations such as the AIA, the American College of Healthcare Architects, or the American Society of Healthcare Engineering. The greatest impact Bill has made is through the foundation he started to help families across Ohio, and now Nationwide, be connected with services to help their loved ones struggling with addictions. I believe Bill's foundation embodies the spirit of Architecture at its most basic level, which is to provide shelter for people. In this case, not from the literal storms outside, but from the unpredictable challenges many of us may face as we try to build a life together with others.

I cannot imagine a more worthy candidate for consideration of the AIA Ohio 2020 Public Service Award. On behalf of AIA Cleveland, I do fully support the nomination for Bill Ayars.

David W Craun, AIA

AIA Cleveland First-Vice President

www.aiacleveland.com

Throughout his career, Bill Ayars has demonstrated unwavering dedication to making a positive impact in his community through high quality design, professional development, and service.

Registered Architect in Ohio & Wisconsin

AIA Member

National Council of Architectural Registration Boards (NCARB)

American Society for Healthcare Engineering (ASHE)

Committee of Architecture for Health

John Carrol University Entrepreneurs
Association

U.S. Attorney's Office Heroin & Opioid Action Plan Committee

Mental Health and Addiction Advocacy Coalition (MHAC)

Cuyahoga County Board of Health
Opiate Task Force

Kent State Architecture Studio Jury Member

2018 Smart Business Smart 50 Award Winner

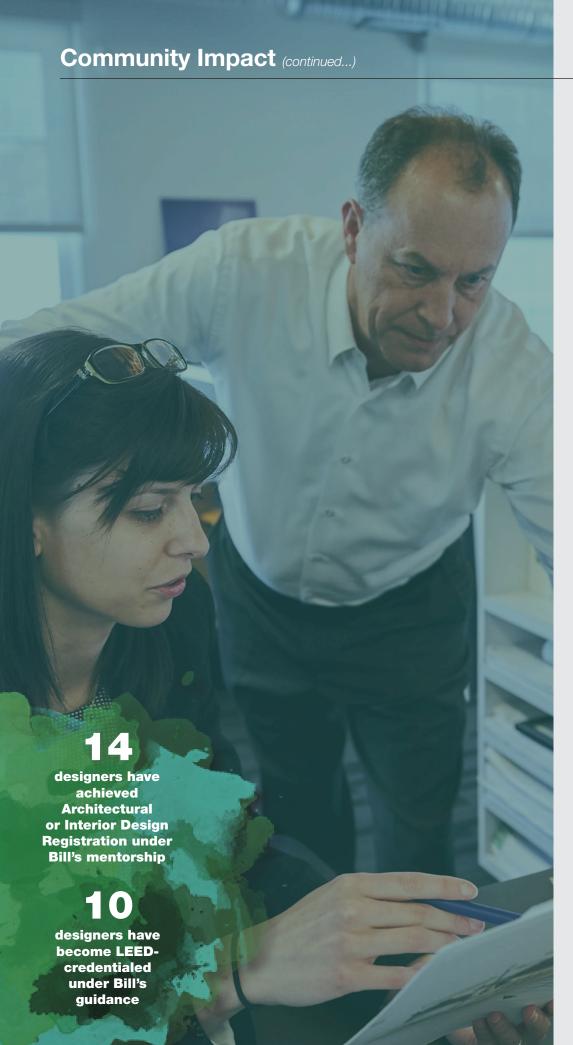








ASHE





> AIA CLEVELAND | OHIO | NATIONAL

A long-time member of the AIA – Bill highly encourages all employees to be members of the AIA and makes sure that Perspectus covers a portion of membership cost.

Bill and the Perspectus team are active at the local, state and national level through sponsorship, committee membership, mentorship, enthusiastic participation and by regularly attending events ranging from local Happy Hours to the National Conference.



ARE / EMERGING PROFESSIONAL MENTORING

Bill has taken many steps over the years to assist and properly equip graduates and Emerging Professionals to advance toward licensure.

The program he has established, not only provides study materials, but pairs new graduates and EP's with principals of the firm who offer their support, guidance and expertise through one-on-one mentorship. Group sessions are held monthly for mentees to ask questions, compare notes and share study tips. The Perspectus program rewards successful test results by reimbursing mentees for the cost of each passed test.



AMERICAN COLLEGE OF HEALTHCARE ARCHITECTS (ACHA)

The American College of Healthcare Architects provides a board certification for architects who practice as healthcare specialists. Architects from both the United States and Canada who have specialized skills and proven expertise are eligible to apply. At the time of becoming board certified, Bill was one of only 40 architects in Ohio to have achieved this distinction.

ACHA requires its Certificate Holders to work towards the improvement of healthcare architecture on behalf of the public, to practice in an ethical manner, to maintain high standards of specialized continuing education, and to add to the body of knowledge. The ACHA keeps a Certificate Holder Directory available to healthcare organizations so that they may connect and enlist the services of it's members.

For Bill, achieving ACHA certification was another important step in his journey of making his expertise in healthcare available to the community. The ACHA Certificate Holder Directory allows healthcare organizations to search for certificate holders by the states in which they are licensed in and by their specialties.



AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES (ACHE)

The American College of Healthcare Executives is the professional society for healthcare leaders committed to improving health. The organization is committed to leading with intent, integrity and vision. These pillars align with Bill's values, and are one of the reasons he has sought membership with the organization.

Being a member of the ACHE allows Bill to share and learn best practices across the United States and it's territories. Bill has been able to take these best practices and apply them to his work in Northeast Ohio, improving the patient care module for the communities in which we live and serve.



PERSPECTUS UNIVERSITY

In 2019, Bill and the other firm principals established Perspectus University. This internal presentation series was created to share as much information as possible about important aspects of an Architectural practice that may not be thoroughly covered in school. The goal is to provide everyone the necessary tools to expand their skill sets and advance professionally.

Each monthly "course" is presented by an employee (or several) of the firm who has advanced knowledge of a particular subject. So far, the luncheon series has covered topics such as: effective project management; productive client engagement; contract and proposal management; construction administration; marketing and business development efforts; proper construction documentation; knowledge of codes; emerging best practices for building enclosure; and most recently, a virtual presentation on Customer Relationship Management software.

SPONSOR OF KENT STATE UNIVERSITY'S **CAED LECTURE SERIES**

Through Perspectus, Bill has been sponsoring the on-going lecture series at Kent State University's College of Architecture and Environmental Design (CAED) for almost 5 years.

The annual Spring and Fall lecture series seek to advance architectural education by featuring high-design influences that are architects, professors, scholars, entrepreneurs, artists and designers from across the world.

By serving as a sponsor of the lectures, the onus of financial responsibility is not passed down to attendees in the form of high ticket prices, allowing students and others to attend for free.









"MY JOURNEY DOWN THE BIG MUDDY: Love, Heartbreak and Triumph Jet-skiing the Mississippi River" Bill Ayars and Susan Valerian, 2017

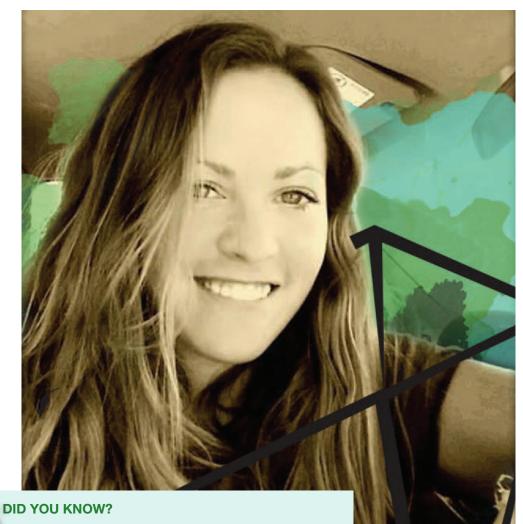
After surviving a fight with cancer, Bill wanted a way to celebrate his life and to nurture his relationship with his daughters.

This book, written by Bill, is the story of their 1,700 mile journey down the Mississippi River, an inspiring tale about overcoming obstacles and strengthening family bonds. Ten dollars of every copy sold is donated to the Emerald Jenny Foundation.

THE EMERALD JENNY FOUNDATION

When Bill's eldest daughter, Jennifer Emerald Ayars, died of a drug overdose in 2016 at age 28, Bill channeled the grief of losing his daughter in a focused effort to help other Ohioans facing the opioid epidemic find immediate support.





At the 2019 Convention for the AIA Ohio Valley Region, Bill presented how he used "design-thinking" to create the Emerald Jenny Foundation. His presentation was called Dream, Plan, Journey, Focus, Celebrate: Design Thinking Beyond the Built Environment

JENNIFER'S STORY

The Emerald Jenny Foundation was founded in memory of Bay Village native Jennifer Emerald Ayars, who lost her battle with drug addiction in 2016 at age 28. The website went live on May 14th, 2017 -Jennifer's birthday.

Jennifer's sister, Jackie, says: "My sister was a chef, artist, writer, designer, loving family member and friend. She was a giver who could always be counted on to lend a helping hand to friends, acquaintances or strangers. Our efforts won't bring Jennifer back, but her memory will live on to aid others."

LASTING IMPACT

Recognizing a critical gap in access to support resources, Bill established The Emerald Jenny Foundation with a mission to support people struggling with substance abuse disorders. Channeling his proven process for solving problems beyond design projects, Bill worked to launch a life-saving recovery tool that transcends the boundaries of his design portfolio. He understands from firsthand experience how overwhelming it can be to navigate resources and find treatment for a loved one in need. Bill applied his design thinking to analyze and find a way to diminish the challenge that families like his own face when afflicted by addiction. In just 3 years, his foundation has made a measurable impact on the nation's fight against addiction, and its website is now the State of Ohio's official on-line resource for connecting families to more than 1,200 addiction treatment centers.

After Jennifer's death, Bill took time to process what he and his family had just been through. Out of this was born a new mission: to help others find answers that he and his family had not been able to. "It's really difficult to make decisions. Where to call? Who to call? We just found that the avenues or the ways that you can begin researching would get overly complicated very quickly. If you don't know what drugs they are using and you don't know the terminology, in many instances, you run into roadblocks."

The despair Bill felt while trying to find help for his daughter became the impetus for The Emerald Jenny Foundation, a 501(c)(3) organization.

"We don't know what the best treatment is. If there was a proven approach, everybody would be using it. It varies for every individual. We thought the only thing we could do is think of it from a family's perspective and try to locate the resources available to them."

Bill and his team at the Emerald Jenny Foundation did just that. Going one program, one treatment center at a time, the team began to build a searchable database of treatment providers, harm reduction programs, homeless shelters, recovery residences, and other organizations that serve people who are struggling with addition.

The foundation set their sights on listing all available treatment options in Cuyahoga County. When they accomplished that goal, they expanded the database to include the counties that made up Northeast Ohio. The team completed this goal in time for the website's launch on Jennifer's birthday.

EJF then set their sights on a new goal: to have every treatment option in the state of Ohio listed in the database in the next year. After countless hours of calling treatment centers and programs, asking questions about their services and filling out the matrix that populates the database, the foundation reached its goal.

But the work did not stop there. To keep the website updated, the team at the foundation reached out every six months to all 1,200+ providers and treatment options to confirm that the information in the database was still accurate.

Being an architect, Bill also put great care and thought into the design of the website; "We're not showing statistics or scare tactics. We spent a lot of time on the design of the website. There were huge conversations about what the feel should be. I even thought, 'You have to get their attention.' But we're not going down that road. It's about softly showing someone how to go from darkness to the light. It's very subtle in its appearance, but it's trying to help people move toward something. Reaching out is a difficult experience."

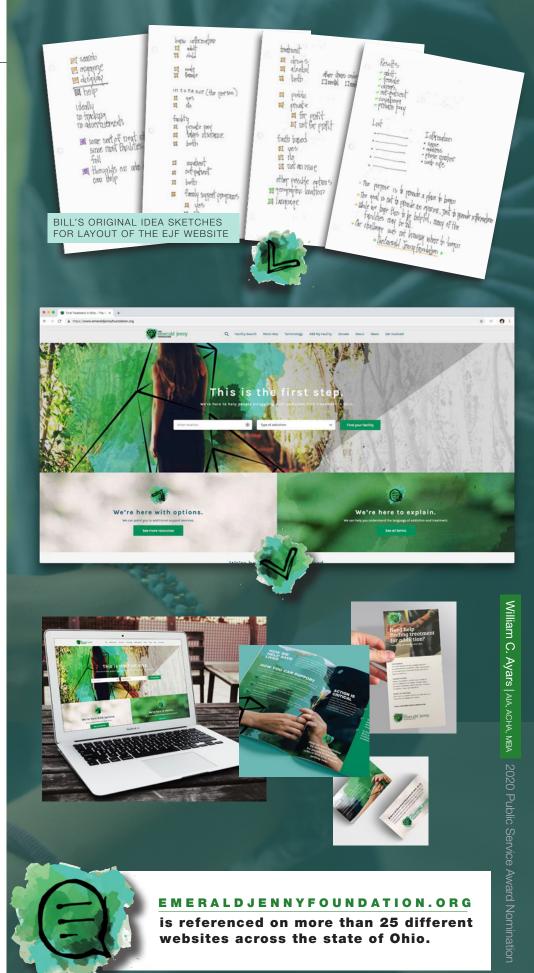
Wanting to spread the message beyond their ad- and tracking-free website, EJF also developed pamphlets and billboards to promote the resource database. The Emerald Jenny Foundation website has logged more than 425,000 page views since its launch. In addition, the Cleveland Clinic's Emergency Department lists the foundation's website in its discharge instructions.

Through his work as the Co-Founder and President of the Emerald Jenny Foundation, Bill is now also a part of the U.S. Attorney's Office Heroin and Opioid Action Task Force, the Mental Health and Addiction Coalition (MHAC Ohio) and the Cuyahoga County Board of Health Opiate Task Force.

"Our goal is that if people are starting to discuss this more openly, we can enhance that conversation and make it clear that it's OK to talk about it and seek advice. We're doing what we can to allow it to be a topic of conversation."



BILL AYARS, JACKIE AYARS & SUSAN TARRY





PUBLICATIONS & NEWS COVERAGE

The work that Bill and the EJF team are doing, has been featured multiple times in numerous different publications, and programs:

Prognosis Ohio: August 2019, Addiction Treatment Resources with Emerald Jenny Foundation founders, Bill

WOSU 89.7: August 2019, All Sides with Ann Fisher -Wellness Wednesday - Interview

WKYC Channel 3: April 2019, We the People - Interview

WOIO Cleveland 19 News: February 2019, Opiod Crisis -Helping People Find Treatment

The Gazette (Medina, Oh.): January 2019, Website shows where to find help amid opioid crisis

WDOK FM Radio: December 2018, Cleveland Connection with Michelle O'Dell - The Emerald Jenny Foundation

Dayton Daily News: December 2018, Opioid crisis: Finding quality treatment a challenge

WVIZ-TV (PBS Ideastream): April 2018, Emerald Jenny Foundation - Local Family Turns Heartbreak into Plan to Stop Opioid Deaths

Smart Business: January 2018, Emerald Jenny Foundation offers guidance to families fighting addiction

Smart Business: January 2018, Father who lost daughter to addiction wants to help families find answers

The Plain Dealer/Cleveland.com: January 2018, Fentanyllaced cocaine is Ohio's newest killer - but we can combat this scourge: Dennis Cauchon (Opinion)





THINK - Case Western Reserve University: Fall/Winter 2017, Understanding an Epidemic - Researchers Delve into the Expanding Opioid Crisis—and Work to Combat It

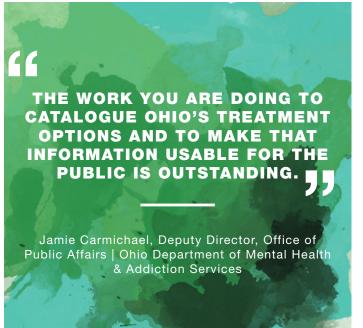
The Plain Dealer/Cleveland.com: December 2017, Emerald Jenny Foundation creates addiction treatment search tool

Rumble.com / WEWS: December 2017, Emerald Jenny Foundation helping fight addiction

WEWS-TV (ABC): December 2017, Emerald Jenny Foundation helps addicts, families connect with nearby

Cover 2 Resources Podcast: July 2017, Building an Accessible Resource: Bill Ayars, The Emerald Jenny

Crain's Cleveland Business: November 2017, Database provides help for fight against opiates





JUDGE DONNA CONGENI FITZSIMMONS ROCKY RIVER MUNICIPAL COURT

21012 Hilliard Boulevard Rocky River, Ohio 44116-3398 www.rrcourt.net Phone (440) 895-0060 Fax: (440) 895-0061 dcfitzsimmons@rrcourt.net

June 9, 2020

AIA Ohio Public Service Award Committee

Dear Committee Members:

I met Bill Ayars in 2016. Bill's purpose in seeking me out was to find a way to dedicate himself to helping people caught up in the addiction epidemic raging in our country and our community. He had suffered the loss of his own daughter to this epidemic and wanted to make a difference.

His goal was to create a foundation that would help the vulnerable loved ones of the addicted person find treatment and recovery options that could save their lives. Bill created a foundation, the Emerald Jenny foundation. (EJF). Bill Ayars, as busy as he was--- a renowned, successful architect --devoted an inordinate amount of time and treasure to EJF. In our first meeting I explained to Bill that many parents learned that their beloved children are addicted to extremely dangerous drugs in courtrooms. I had witnessed their despair and how lost they were in trying to find a solution. EJF created an online addiction treatment provider database that provided a navigation tool for addicted persons and/or their families.

I am proud to say I serve on the EJF Board. To our amazement the navigation tool it offered was the only resource available to people caught up in this epidemic. So successful was the EJF model that it expanded throughout the State of Ohio and eventually was replicated by the federal government. Hospitals, treatment programs, first responder organizations and state and local governmental agencies used this navigation tool.

For more than three years EJF filled a huge gap supporting over 200,000 people seeking hope and help with addiction.

Bill Ayars did not create a foundation and then sit back and watch other people do the work. He and his fiancée Susan Tarry worked tirelessly every day to make this work and devoted enormous financial resources. The federal government eventually took notice of the EJF database and replicated it so it is available as a navigation tool throughout the United States. One cannot overstate how much Bill has helped the addicted and their families in the State of Ohio and the United States.

Sincerely,

Judge Donna Congeni Fitzsimmons

Rocky River Municipal Court

COURT JURISDICTION IN THE CITIES OF

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College of Architecture and Environmental Design

To: AIA Ohio Public Service Award Jury

Fr: Mark Mistur, AIA, Dean

College of Architecture and Environmental Design, Kent State University

Re: William Ayars, AIA

May 30, 2020

Dear Members of the Public Service Award Jury,

William (Bill) Ayars, AIA, supporter, advisor and friend of Kent State University's College of Architecture and Environmental Design has made significant contributions to the growth and distinction of the college, and to the professional development of interns and recent graduates. As co-founder and managing principal of Perspectus, a leading healthcare design firm in northeast Ohio, his impact has been profound—on the architecture program, on the quality and relevance of patient-centered healthcare design for the likes of the Cleveland Clinic, and on emerging professionals through the creation and support of well-structured career paths. Ayars ensures that students and graduates on a path to licensure have opportunity to work on high profile, innovative projects with the support and mentorship of experienced professionals. His encouragement of young professionals such as Adam Yaracs, who was granted significant time away from the firm to teach at Kent State, has had a profound impact. It gave students access to a highly motivated professional operating within an aspirational practice, but that's not all. Ayars' support contributed to Yarac's ascendancy to 2018 President of AIA's Cleveland Chapter and to receiving a 2019 AIA National Young Architects Award.

In 2017 (with a commitment through 2022) Bill and his partners were the first to create a firm-sponsored lecture at Kent State—an initiative that substantially enriched discourse at the college and in the professional community of northeast, Ohio. Perspectus lecture laureates include Farshid Moussavi, British architect, author and educator, Parisian architect Manuelle Gautrand, winner of the European Prize for Architecture, and Dutch Architect Francine Houben, Design Director of Mecanoo. As the first to partner with the college in this way, Ayars and partners modeled leadership that has resulted in three additional firm-sponsored lectures and a growing relationship between practice and the academy in our region. His role as supporter and mentor in the Master of Healthcare Design program has been vital to its founding, direction, and structure. Designed to ready professionals with evidence-based design skills, first principles, and research acumen for this important, growing sector, he has shared his extensive experience and contacts in this healthcare-centric region and advised the college on how to set up a program focused on health care delivery from patient, provider, and family-centric points of view.

Beyond architecture Ayars is a proactive and impactful leader and voice in the battle against opioid addiction. He created and commits countless hours to leadership of the Emerald Jenny Foundation that connects families to addiction treatment centers at the state level and beyond. In this endeavor, in his commitment to raising the quality of health care through design, and in his impactful support of the college, its students and young professionals, Ayars is a model figure in the profession. I extend my enthusiastic support of William Ayers for the AIA Ohio Public Service Award on the basis of what he has done for healthcare design, how he contributes to the development of young professionals, his impactful support of the Architecture program at Kent State University, and for his deep commitment to the community of those who need and deserve meaningful support.

Sincerely,

Mark Mistur, AIA Dean and Professor

Office of the Dean

Center for Architecture and Environmental Design
P.O. Box 5190 • Kent, Ohio 44242-0001 • 330-672-2917 • Fax: 330-672-2916 • www.kent.edu/caed

May 27, 2020

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

Letter of Support for: William C. Ayars, AIA

2020 AIA Ohio Public Service Award

Distinguished Colleagues:

I have the honor of offering this letter of support for Bill Ayars for the 2020 AIA Ohio Public Service Award

I've known Bill and his firm for many years and I'm well familiar with his contribution to elevating the quality of healthcare design, sharing best practices, and promoting mentorship --- each worthy of recognition by AIA Ohio.

The focus of this letter, however, is his passionate outreach through the Emerald Jenny Foundation, meriting his recognition for Public Service by AIA Ohio.

As those familiar, both personally and professionally, with Bill well know, the genesis of The Emerald Jenny Foundation was an unthinkable personal tragedy: the loss of his eldest daughter in 2016 to the opioid crisis. To his enormous credit, Bill rose from that tragic loss to establish the Foundation, a 501(c)(3) nonprofit, which increases awareness of all the resources available to help those struggling with addiction. Importantly, through Bill's efforts, the Foundation has now received recognition well beyond Ohio.

In summary, Bill Ayars has consistently exhibited the characteristics of tireless contribution to our profession and to the long-term benefit of society, meriting recognition by AIA Ohio with the 2020 Public Service Award.

Sincerely.

Peter L. Bardwell, FAIA, FACHA Principal

2703 East Broad Street Columbus, Ohio 43209-1844 mobile 614-562-3061 pbardwell@bardwellassociates.com www.bardwellassociates.com June 1, 2020

Re: William (Bill) Ayars nomination for AIA Public Service Award

Dear AIA Ohio Board,

I am writing this letter in support of Bill Ayars to receive the AIA Ohio Public Service Award.

In my last semester, before completing my master's from the Ursuline Historic Preservation program, I met Bill at a speed mentoring event sponsored by the Association for Preservation Technology International, Eastern Great Lakes Chapter, Northeast Ohio. The goal of the event was to provide various perspectives to students on different fields and business lines which needed to integrate to successfully complete preservation projects. Bill was one of six mentors, providing his perspective on the architectural contribution, and providing coaching and advice to the job search process.

Since this event, I have had the opportunity to continue my discussions with Bill while beginning a job search during one of the worst periods of unemployment in our nation dealing with the Covid 19 pandemic. His advice and experience, willingness to listen and openness to mentor students contributes to the Cleveland architectural community. Bill's ability to connect with students and provide time to counsel them as they enter the industry is invaluable. It reflects his passion for the field and encourages others in his firm and in the Cleveland area to support this mentoring of the next generation.

I and other students benefitted from Bill's commitment to this industry and his generous sharing of his time. I am grateful for his service to me and others, and for this reason support this nomination of the AIA Ohio Public Service Award.

Respectfully Yours,

Polly Bloom