AIA Michigan

A Society of the American Institute of Architects

May 5, 2014

Roger Spoelman, Regional President/CEO
Mercy Health
The Lakes Village
6401 Prairie Street, Suite 1000
Norton Shores, MI 49445

Dear Mr. Spoelman :

What can be done with our built environments to create a healthier Michigan?

To address this question, AIA Michigan architects are planning a green health summit in Lansing on September 8, 2014, to celebrate cross-disciplinary collaboration in building healthy communities. The summit would be the kick-off for a state-wide initiative called Stair Week. Stair Week is about encouraging people to make the choice to take stairs and highlighting the impact that simple choice can have on health.

Governor Snyder and the First Lady have been invited to our Summit. A key outcome of these events will be bringing to a focus that the design of our environments can have a positive impact on our health; awareness that we can deliberately and thoughtfully create environments that engage our communities in routine activity resulting in fitness. Awareness creates the demand. Demand supports and encourages policies, codes and incentives that move Michigan into better health.

Michigan statistics of obesity and diabetes are high and there is a critical need for this to be combated by multidisciplinary work. During the Summit, we will support the Governor's call for a *Michigan Healthier Tomorrow* by encouraging attendees to make a pledge.

Tamara Burns, AIA, represents AIA Michigan on the Sense of Place Council and sees firsthand the synergy that this topic has with Placemaking. Both are about creating places for people to engage in mind, body and spirit.

Stair Week is a program founded by Joyce Lee, FAIA, with the support of her NLAPH colleagues including Mary Boyd, that was focused in western Michigan last fall with much success. The partners have developed a sustainability and health message with the U.S. Green Building Council and the International Interior Design Association. This fall we are planning on taking it state-wide with county health departments. For more information: http://aiamichigan.wildapricot.org/StairWeek

We have the following keynote speakers confirmed for the Summit:

Dr. Richard Jackson, MD - Host of the PBS Designing Healthy Communities documentary; Chair, Dept Public Health UCLA; Former director, CDC Chronic Diseases
Bill Roschen, FAIA, LEED AP - Past President, Los Angeles Planning Commission; Chair, AIA Health and Design Leadership Group
Margaret Newman, FAIA, LEED AP - Executive Director, Municipal Art Society of New York

553 East Jefferson Ave, Detroit, Michigan 48226
Phone: 313.965.4100 | Fax: 313.965.1501
Website: www.aiami.com | Email: aiami@aiami.com

In addition we'll have two panels focused on our communities and buildings and what we can do to promote health and well-being. Attendees and participants will include health professionals, county health officials, United Way and YMCA leadership as well as architects, green building professionals, interior designers, planners and Michigan universities.

We are seeking Mercy Health to be the sole West Michigan medical institution to be a sponsor of our Summit. Below are two levels for your consideration:

VIP Reception Sponsor: The VIP reception after the conference is an invitation-only event after the Summit at a location near the State Capitol in Lansing. The Sponsor will have input in the guest list and in the choice of closing remarks speaker. Company logo will be acknowledged both in print and electronic promotion of the Green Health Summit. **$6,500**

Platinum Level Sponsor: The Sponsor will receive discounted rate for its employees for the Summit ($125/per person) and two invitations to the VIP Reception in Lansing on September 8. Company logo will be acknowledged both in print and electronic promotion of the Green Health Summit. **$5,000**

The sponsor of above levels also enjoys being a member of the AIA Partners Forum with benefits such as logo presence on the AIA Michigan homepage year round. We look forward to your support.

Yours in health,





Tamara E. L. Burns, AIA, LEED AP
Co-chair, Green Health Summit

Joyce Lee, FAIA, LEED AP
Co-chair, Green Health Summit

cc: Cathy Mosley, Hon Aff AIAMI, AIA Michigan Executive Director

553 East Jefferson Ave, Detroit, Michigan 48226
Phone: 313.965.4100 | Fax: 313.965.1501
Website: www.aiami.com | Email: aiami@aiami.com