



NEWS RELEASE

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Foresight Advisor James P. Cramer Honored for Distinguished Service

NORCROSS, GA – The National Council of Architectural Registration Boards awarded the President's Medal for Distinguished Service to James P. Cramer, Hon. AIA, Hon. IIDA, in recognition of his service to NCARB and its mission as well as his career-long commitment to advance the profession of architecture.

Cramer is chairman and CEO of the Greenway Group, headquartered in Norcross, Ga., and founding editor of the journal *DesignIntelligence*. He is also founding president of the Design Futures Council, a Washington, D.C., think tank that studies the future of the design professions.

Cramer first became involved in NCARB in 2004 when the Board of Directors sought his expertise as they updated the organization's 1998 strategic plan. According to NCARB, Cramer's focus on the big picture of architectural practice and his knowledge of industry trends was instrumental in helping NCARB create a new strategic plan. He has also served on NCARB task forces, with NCARB citing his knowledge of the complex issues linking architecture, the construction industry, and the public as vital to its work.

In 1994, Cramer founded the Greenway Group, one of the country's leading strategy consulting and business networking firms for the design and construction industry. He is the author of hundreds of articles and several books about the profession, including the critically acclaimed *Design Plus Enterprise: Seeking a New Reality in Architecture*. He co-wrote *How Firms Succeed: A Field Guide to Management Solutions*, and *The Next Architect: A New Twist on the Future of Design*. Cramer is writing a new book, *Leapfrogging into a New Architecture Profession*, due out early next year.

"I greatly appreciate this award," said Cramer after receiving the President's Medal. "I accept this recognition on behalf of the staff at *DesignIntelligence* and the Greenway Group. We have been honored to advise NCARB in recent years toward advancing their organizational capabilities to deliver extraordinary service to the profession as they continue to strive towards the increased relevancy of internship, examination, and regulation in protecting the health, safety, and welfare of the public."

As an educator, futurist, and business adviser, Cramer often leads strategic retreats and facilitates sessions about "futures invention" and value migration changes in the design professions. He is the recipient of numerous awards and honors, is a Richard Upjohn Fellow of the AIA and a Fellow of the International Leadership Forum in La Jolla, Calif.

About The GreenwayGroup, Inc.

Greenway is a leading strategic innovator focused on developing actionable ideas for new success models. Through Greenway Consulting, Greenway Communications, the Design Futures Council, and Counsel House Research, we deliver innovative experiences and solutions for the AEC industries, product manufacturers, and institutions. No other management consultancy offers clients as much knowledge on design trends, strategies, and success models for the 21st century.

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