

## NEWS RELEASE

### **Wakefield Beasley & Associates Launches WBA University to Enhance Professional Expertise in Rapidly Evolving Technical Skills, Materials, Processes and Procedures**

*Architectural Firm's "University" Approach Includes Comprehensive Continuing Education Curriculum with Multi-Media Library, Seminars, Hands-On Site Studies and Tutoring*

ATLANTA, Ga.. – Wakefield Beasley & Associates Architects, Inc., the award-winning architectural firm based in Atlanta with a satellite office in Jacksonville, has launched a unique program to enhance the professional expertise of its architects, planners and project interns in rapidly advancing technical skills, products, processes and assemblies that are dramatically improving commercial facilities design and construction throughout the U.S.

John W. Merritt, AIA, NCARB, a Principal of the firm who serves as Director of Quality Assurance in Atlanta and Jacksonville, said the WBA University curriculum reflects one of the most important new trends in facilities planning, energy efficiency and environmental design.

Merritt, along with John M. Mastin, AIA, Principal and Vice President of the firm, announced the program at the firm's first LEED seminar in Atlanta.- LEED — for Leadership in Energy and Environmental Design — represents a comprehensive re-thinking of design concepts to improve energy efficiency and create more practical environments.

“Architecture and facilities design are rapidly evolving to include many new concepts, products and assemblies that afford professional licensing accreditation,” Merritt explained. “Many of these new industry trends substantially improve the end product, creating environments that are far superior to what was built even 10 years

ago,” he said. “WBA University is a significant advance in our ongoing efforts to remain on the cutting edge of important new developments,” he added.

The WBA University curriculum focuses on more than 40 design and project administration topics that range from project management proposals and contracts to steel and concrete building frames, interior partitioning, lighting and finishes.

“WBA University focuses on the practical application of a wide range of techniques, products, and technologies that can comprise the most perfect environments if they are planned and utilized efficiently,” said Merritt, whose own credentials include graduation from the Army Engineering School.

Starting in January, all architectural and design professionals at Wakefield Beasley & Associates in Jacksonville and Atlanta will formally commence the WBA University program.

In addition to monthly seminars and symposia, WBA University includes luncheon seminars, site and field studies, lectures, conferences, individual mentoring and tutoring, and a wide range of off-site education opportunities.

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**About Wakefield Beasley & Associates**

Headquartered in suburban Atlanta with offices in Jacksonville, Wakefield Beasley & Associates Architects Inc. is an award winning architectural and interior design firm. Founded in 1980 by R. Lamar Wakefield and John B. Beasley, Jr., the firm provides master planning, architecture, interior design, program management, construction management, furniture procurement and facilities management services.