



Jody Beck, AIA, CBC, LEED AP

Jody Beck, AIA is the founder and principal of Traction Architecture, an award-winning architecture practice based in Tampa, Florida. Her work focuses on design for thoughtful living – the creation of modern sustainable spaces that enhance the experience of the everyday.

Under her direction, Traction has become a leader in design excellence, creating AIA award-winning buildings, spaces and public art. Her projects have been featured in numerous publications including the Wall Street Journal, Dwell, and Custom Home Magazine. In 2021, the Tampa Bay Chapter of the AIA honored Traction Architecture with the Firm Award.

Jody holds a Bachelor of Arts in Architectural Studies from Brown University and a Master of Architecture from SCI-Arc, the Southern California Institute of Architecture. She is a licensed architect and a certified building contractor in the state of Florida. Prior to returning to Tampa to start her own practice, Jody worked in architecture offices in New York City, Los Angeles and San Francisco. While heading Traction, she has served as an adjunct Professor at the University of South Florida, teaching courses on the history, theory, and culture of architecture.

Having grown up in Tampa, she has a unique understanding of the evolution of the region's built environment. She served on the City of Tampa's Architectural Review Commission for two terms, most recently as Board Chair. She was recognized by AIA Florida with a Citizen Architect award for her civic engagement and positive impact to the community. Most recently, Jody was elected to the AIA Tampa Bay Board of Directors and is serving as the 2025 President.



ANGELA HENDERSHOT, AIA

Angela Hendershot is a Principal at Rowe Architects and is proud to follow the example of architectural excellence set by firm founder, H. Dean Rowe, FAIA. She has been and Adjunct Professor in both design and physics courses for aspiring architects, and has been active in AIA Tampa Bay (as an AIATB Board Member from 2017 – 2021 and 2023 – present.) Angela is also an alumna of Leadership Tampa Bay (2018), and a former Board of Directors Member and President of the Tampa Lighthouse for the Blind.

Angela took an unconventional path to architecture, first earning a Bachelor of Science in Biology from Florida State University in 1999 before changing careers and studying at the USF School of Architecture + Community Design where she earned a Master of Architecture degree in 2005. Although it wasn't her first career, she sees architecture as a vocation, not just a job. As one of four owners leading a small but prestigious firm, Angela's architectural work focuses on education projects (K-12 and higher education) as well as historic preservation.



JOYCE OWENS FAIA RIBA
ARCHITECTURE JOYCE OWENS LLC (AJO)

Joyce Owens FAIA RIBA is the first woman to receive the **AIA Florida Gold Medal (2022)**, the highest award from AIA Florida. In 2020, she earned the **AIA Florida Medal of Honor for Design**, and in 2025, Forbes named her practice one of the **Top 200 Residential Architects in America**.

After 15 years in London, Joyce returned to Florida in 2004. Both of her practices have garnered international recognition for numerous award-winning buildings that are environmentally and regionally sensitive. In South Florida, AJO has become **"The Coastal Architect"** and is a leader in Tropical Modern architecture and interiors, emphasizing climate-sensitive, resilient, and sustainable principles.

In 2018, Joyce was elected to the **College of Fellows of the American Institute of Architects**, the highest national honor for exceptional contributions to architecture and society.



ELIZABETH STARR, AIA

Elizabeth Starr is a Managing Partner with the firm with a focus on project acquisition, architectural design and professional architectural services. She oversees the implementation of all aspects of the firm's design process, drawing production, coordination with consultants and construction administration. Starr has been integral to the success of several of the firm's high profile projects including Five Palms, San Marino Residence, The Fairchild Grove, and the Tarpon Bend Residence. Starr received a Professional Bachelor of Architecture degree from the University of Miami and has been a registered Architect in the State of Florida for over 15 years. She previously worked for De la Guardia Victoria Architects & Urbanists before joining STRANG in 2012.