

**SOUTHERN OREGON CHAPTER AIA**  
Regular Monthly Meeting  
May 16, 2007

The meeting was called to order at 12:00 pm in Room 340 of the Medford City Hall. Members Charles Clarkson, Allen Crutcher, Carol Horn Davis, David Driver, Steve Ennis, Brian Hawkins, Raymond Kistler, Joanne Krippaehne, Mark McKechnie, Bruce Richey, Robert Seibert, Doug Snider, David Straus and Brian Westerhout were present. Guests included Matt Small, Rhonda Gressett and Chris Brown. The minutes of the meeting are as follows:

Mark McKechnie repeated Dave Bassett's request that the AIA Chapter lobby for a single source plan check entity in Grants Pass/Josephine County.

Allen Crutcher noted that he reports only Chapter sponsored programs. He does not report programs presented by registered providers. If LU credits do not appear on a member's official transcript from a registered provider's program, it is the individual member's responsibility to resolve the discrepancy.

Bruce Richey noted that an update for the chapter website is upcoming.

**PROGRAM: MARKETING FOR SMALL FIRMS**

Presented by Karen Froneck of Make It Happen Marketing

Ms Froneck described her educational background, Art Center College of Design, and work experience at Disney. She then explained how marketing has changed over the years. She made several observations and suggestions for individual and collective marketing strategies.

- Collective marketing - publish chapter newsletter
- Ad word campaign (Google) that features completed projects
- Press releases
- Individual marketing (mailers, lectures, etc.)
- Create a firm website- website search engine optimization
- Community involvement by individuals and by the chapter

- Create alignments with builders and contractors
- Optimize chapter website with paid search engine submissions
- Submit projects to the Daily Journal Commerce

There was a discussion on how quality based selection and project experience influences the selection of architects by institutions and large corporations.

Carol Horn Davis pointed out that corporations don't want their projects published by designers as "In the Works" ahead of an official PR release from the corporation.

It was noted that community involvement has been lacking and needs to be increased by individual architects and by the chapter. Several suggestions were made to increase member architect's public presence.

All agreed the chapter should work to help educate the community on the value of an architect.

The meeting was adjourned at 1:30 pm.

Submitted by Bruce Richey, AIA, Chapter Secretary.

**\*\*This program will be reported for Learning Unit credits by the Chapter\*\***