



Outreach & Communications Division Report

October 5, 2017

Submitted by: Ronald C. Weston, AIA, LEED AP, Director

Allied Membership (Diana Rattazzi, Chairperson)

- ☐ **No Report filed; discuss at Board meeting**

Emerging Professionals/YAF (Banafsheh Soltoni, Chairperson)

- ☐ **No Report filed; discuss at Board meeting**

Professional Practice (Ron Weston, Chairperson)

- ☐ **AIANS Architect Leadership Corps Program** – Ron is pre-planning to schedule an Architect Leadership Corps program in 2018. Currently thinking about bringing in an Outward Bound Professional course facilitator to run a session on personal leadership development for architects.
- ☐ **Business of Architecture Program** – Ron and Alex have spoken about offering more “Business of Architecture” programming in 2018, on the heels of seeing the AIA West Jersey Temple University mini-MBA course offerings. Focus on business and entrepreneurship in professional practice. Possibly collaborate with NJIT or Kean schools of architecture.
- ☐ **“Practice Notes” Blog Series** - Ron is working on publishing his next Practice Blog post this month, and organizing the Professional Practice resilient design CE program to be hosted at the GAF HQ facility.
- ☐ **Professional Practice Committee Membership** - Ron Weston and Andrew Thompson were the only two participants on this committee in 2016. Seeking other members interested in the Professional Practice topic for 2018.

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Sponsorship (Natasha Suzansky, Chairperson)

- ☐ **Sponsorship Emails** to current Sponsors to go out in November to Invite them Back
 - Platinum: \$5,000
 - Anderson Windows & Doors
 - Structural Workshop
 - Pella
 - Gold: \$2,500
 - Benjamin Moore
 - Silver: \$1,500
 - None
 - Bronze: \$650
 - Clawson Cabinets
 - KSI Professional Engineers
 - Home Supply Window and Doors
 - ISE Industrial Services Enterprises
- ☐ **2018 Sponsorship package** comments attached (pdf)
 - Add smaller packages and sponsorship for specialty events. For example Past Presidents so we get the funding sooner.
 - Can we create a standard Event Sponsorship that will streamline ALL events and make things easier for the administrator?
 - Silver - \$300
 - 1 Tickets to Event
 - Recognition at the event on printed materials
 - Gold - \$500
 - 2 Tickets to Event
 - Recognition at the event on printed materials
 - Platinum - \$750
 - 2 Tickets to Event
 - Recognition at the event on printed materials
 - Time at the podium at the event

Web Page (Brandon Warshofsky, Chairperson)

- ☐ **No Report filed; discuss at Board meeting**



Public Awareness (Paul Tiajolloff, Chairperson)

- ☐ NJAIA PA Committee Teleconferences in May 23 (PT absent), June 20, July 18, and August 22.
- ☐ USA Today Best Buildings – Paul to send N&S list to Stacey.
- ☐ Jerry Eban presented a career Day presentation to 90 5th graders from Livingston. Presented with Rookie Rughi of Kevin Gore's office.
- ☐ 1st new Center for Architecture Event was back on June 15th. Pop-up movie in Ridgewood NJ. Showing the iLookUp shorts, the scholarship winner work, and the feature film Concert of Wills: the making of the Getty Center.

END OF DIVISION REPORT