

Monthly Meeting | ●●●●●●●●

March 18, 2009 | Wednesday 11:45

Our March luncheon will be held at **The Montgomery Country Club** in the Colonial Room.

Speaker and Sponsor | ●●●●●

Our guest speaker for the February luncheon is **David Howard**, whom will speak on the topic of protection of porous building materials. David is the founder and president of AMJ Supply, a distributor of specialty stone care chemicals based in Denver, Colorado. Since 2003, Mr. Howard has provided stone care expertise to stone restoration professionals, stone masons, tile installers, fabricators, landscape architects, residential and commercial architects, and hardscape installers. Topics of the presentation are how modified silane sealers work, typical application, and frequently asked questions. The program is the same presentation that was registered with the AIA last year for 1 CEU. Even though it is not registered this year, AIA members are allowed to self report the program and their attendance.

Our sponsor for the luncheon is **Jenkins Brick Company**. Jenkins has been a long-time sponsor of the Montgomery Chapter and one of an ever decreasing number of American owned and operated brick companies in the United States today.

Drawings will be held afterwards for the following door prizes; granite kitchen countertop sealing, 200 sq. ft. of tile cleaning & sealing, and a grand prize of three night accommodations in beautiful Sandestin, Fl. Thanks to our speaker for providing these great door prizes.

President's Message | ●●●●

I'm curious to know if you have noticed what I have. I have recently noticed an increased level of appreciation for my patronage of retail and restaurant establishments. I'm not sure of when it exactly started but I began noticing it last year as the economy continued to nose dive. I'll give you a few examples of what I mean.

My family and I recently went out to eat on a weeknight at a local restaurant. We really had not paid much attention to the time and did not notice the business hours on the door. We actually entered about 10 minutes before they were going to close. Now, what normally happens is the doors would have been locked early and we would not have been allowed to enter or to be served. If we were allowed to be served we would have been rushed and would have to endure all of the noise associated with cleaning and closing. This time was different. No mention was made of the time when we entered. We were graciously served and not rushed in any way. The staff patiently waited near the kitchen and made sure they did not disturb our meal. It was not until we left that we discovered that they had been closed for thirty minutes.

Another example is our trip to one of the big box sports retailers in search of new soccer cleats. My past experience was that I had better know what I was looking for before I entered the store because I could not expect any help once I entered. Times are a-changing. This time we were greeted by at least four associates and were encouraged to take our time looking at all of the shoes. The person helping us made multiple trips to the back room to retrieve

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different styles and sizes, all the time with a smile and sense of urgency. At the checkout we were offered a discount coupon when the clerk noticed we did not have one. In the past the clerk would have been more concerned with who was going on break next and how much longer they had to work.

There are also good (or bad examples) of why some stores are not surviving. I stopped by one of the closing Transistor City (name changed to protect the guilty) stores to see if I could find one of those trendy neoprene laptop slipcuses for my daughter. I eventually found one (by myself) and proceeded to the checkout. The young clerk reluctantly stopped texting on her cell phone long enough to scan my item. Oops, the laptop sleeve I picked out did not have a tag. While never making eye contact with me she immediately began texting again. I could only hope she was texting someone for a price check. Instead she asked another clerk to go find the price. The other associate actually brought the price and UPC tag from the display shelf back to the register. Again the clerk interrupted her texting long enough to discover that the item would not scan and was not in the system (how can you have thirty popular items not in the system?). She immediately began texting while she asked the other clerk to give it to her supervisor. I politely pointed to the large poster display which stated that all laptop sleeves were 40% off and since I was not busy texting, I would be happy to do the math for her. No can do. They cannot sell any item that is not accounted for. This made complete sense to me since it was obviously such a well run business. You got to follow procedures. I restrained myself from explaining that she was responsible for her company going bankrupt. I thought it was probably too large of a burden to place upon such a young enthusiastic worker.

Anyway, you get the picture. My real question is this. Are the businesses making a policy change emphasizing customer service or is the market weeding out the poor performers (both employees and companies)? It's probably both. Actually I have more questions. How does all of this apply to architecture and design firms? Are we making the necessary changes in our business? How do our

clients view us in this economy? Do they see more of us? Has our ability to estimate a project improved greatly or has the market driven the bids to our budgets? Are you providing the same level of customer service you always have or are you ramping it up a notch? What types of firms will survive?

I think we should all take a good look at the public reaction to failing retail, automotive and banking business and ask ourselves, how are we different? What is the client perception of our services now that the market is more competitive?

There may be a silver lining in this economy. Now is the perfect opportunity for architects to reestablish themselves as **the leaders** for design and construction projects. It is an opportunity to expand our service or reclaim services that have been whittled away while we were not paying attention. It is an opportunity to be humble and embrace the role of citizen architect and design as a service profession. Those architects who get "it" will survive and be stronger when the recovery comes. Those that don't....well, send me a text if you want to discuss it.

Freddie E. Lynn, Jr., AIA
President

February Meeting Recap | ●●●●●●●●

The Chapter's February Luncheon was held at the Montgomery Country Club and sponsored by **J. S. Cotney Inc.** of Birmingham.

The meeting was opened by President-Elect **Stephen King** with all members welcomed. Stephen announced that a tour of the Rural Studio will be the Chapter's April Luncheon on Friday, April 11th. **Don Brown** updated the members regarding the following legislative matters. The renewal of the registration law is in committee in both houses with no changes made from the draft. AIA and ACEC has met with Senator Little requesting that architectural and engineering services be exempted from the proposed bill banning "no-bid" contracts with favorable response

from the Senator. AIA has submitted proposed changes to the pending ID practice act that the Council feels will be incorporated as the bill is considered in committee.

The sponsor for the luncheon, **Steve Cotney** of J.S. Cotney Inc. was introduced by **George Edmondson**. Mr. Cotney provided a brief 10 minute presentation of a new generation of outdoor street and area solar lighting. Afterwards, Stephen King introduced the speaker for the luncheon, **Rhea Kirk** of **Etiquette for Every Occasion**. Mrs. Kirk provided an enlightening presentation of professional etiquette for today's businessmen and women. Some interesting bits of information provided included the fact that someone else's first impression of you will be formed within the first 17 seconds of your introduction and 93% of what someone perceives that you are conveying is through your body language. Also during the presentation, Mrs. Kirk illustrated a proper handshake, the correct location for a name tag, three simple rules of introductions, critical table manners, and the rules everyone should learn regarding email, cell phone and telephone etiquette. The presentation was very interactive with a great response from the members and lots of etiquette questions. At the conclusion a \$50.00 gift card to Nancy Paterson's Bistro was drawn by our guest speaker with congratulations to our winner **Ray Williams**. With no other business, **Freddie Lynn** adjourned the meeting.

Attendance: 40; Guests: 0



February lunch sponsor, Steve Cotney, provides a solar lighting presentation during the February Luncheon.

Announcements | ●●●●●●●●●●

The Chapter, in conjunction with Auburn University's College of Architecture, Design & Construction has scheduled for our members a tour of the Rural Studio in Hale County, AL. The tour will be Friday, April 10th and will be the Chapter's April meeting (luncheon). The tour has been submitted to the State Council for 4 Sustainable HSW CEU's. A passenger bus has been reserved to leave Montgomery at 8:15 am and to return by 5:00 that afternoon. Box lunches and drinks will be provided during the tour. The cost for 4 CEU's, a box lunch, and a great architectural experience is only \$20.00 per person.

Hale County Animal Shelter - Greensboro, AL



Newbern Fire Station - Newbern, AL

If you are interested in attending please RSVP to sking@brownchambless.com as soon as possible to insure a seat on the bus. Seating is limited and we do expect to fill the bus to capacity. If you have any question please contact Stephen King, your Chapter tour agent.



AIA National has provided a notice that on March 16, 2009, the **Documents on Demand eShop** will stop selling documents and on March 31st, the eShop will be shut down. Customers can purchase documents until March 16th and can continue to access their documents until the eShop shuts down permanently on March 31st. The eShop is shutting down due to the current vendor decision to change business direction. AIA Contract Documents is investigating options and will update you as more details become available. If you need more information, please contact Sam K. Harrell, Associate, Contract Documents Sales and Marketing at aiacontractdocs@aia.org.



The **Alabama Board for Registration of Architects** is pleased to announce the launch of its new web site at www.boa.alabama.gov and would like to provide a personal invitation to everyone to explore all the new features that have been included on the site.



The 12th annual **Draw Montgomery Art Competition** is currently being organized for 2009. The competition is a juried art exhibition open to all students of the river region that are enrolled in the 7th through 12th grades. If you are interested in providing input and / or a helping hand please contact **Platt Boyd**, Treasurer at 263-5162.



LEED Accredited Professional Exam Prep Class is being held on March 25th at Alabama Power Company in Montgomery. This course is customized for design & building professionals seeking LEED accreditation or those who wish to gain a working knowledge of LEED standards. As a reminder, a professional interested in becoming a LEED AP prior to the proposed changes to accreditation, will need to register for an exam before March 31 and actually take and subsequently pass the exam prior to the end of June of this year.



Alagasco announces the 2009 Energy and Environmental Conference on March 27, 2009 at Ross Bridge Resort in Hoover. By attending this event, you will hear from leading national and regional energy experts on the following topics: energy legislation, gas supply and natural gas vehicles along with local commercial and residential energy topics on the agenda. For additional information or to RSVP the event please contact Lindsey Burnett at email address Lindsay.burnett@energen.com.



Auburn University College of Architecture, Design & Construction has scheduled **Kenneth Helphand** to speak on April 12th at 4:00 pm in Dudley B6. Helphand is Professor of Landscape Architecture at the University of Oregon where he has taught courses in landscape history, theory and design since 1974. He is a graduate of Brandels University (1968) and Harvard's Graduate School of Design (MLA 1972) He is the recipient of distinguished teaching awards from the University of Oregon (1993) and the Council of Educators in Landscape Architecture (1997). Helphand has guest lectured at dozens of universities and is a regular visiting professor at the Technion – the Israel Institute of Technology. He is the author of numerous articles and reviews on topics in landscape history and theory with a particular interest in the contemporary American landscape.



The **Alabama Council AIA Convention** is returning to Asheville, North Carolina for 2009. The Convention will be held July 10th – 12th at the historic Grove Park Inn. Education sessions will be offered on Friday, Saturday and Sunday. There will be plenty of time to mix and mingle with friends and supporters during a Friday night reception, Saturday brunch and Saturday's golf tournament. A silent auction will also be held Saturday night, benefiting the Alabama Architecture Foundation. For additional information visit the Council's web site.



The **Alabama State Building Commission** has announced that effective March 16, 2009, the Energy Code Compliance Documentation, when required, shall be submitted with the Final Submittal instead of the Preliminary Submittal. Final Submittals that do not include the Energy Code Compliance Documentation shall be considered incomplete and will not be approved. Per the Building Commission's Administrative Rule, the State Energy Code only applies to buildings constructed or remodeled with state appropriated funds or funds from any other instrumentality of the state. For additional information please contact the Alabama State Building Commission.

Please take Special Note:

The Chapter's Newsletter for 2009 is being edited by Stephen King. Please send event listings, announcements, and acknowledgements for inclusion in the newsletter and/or web site to Stephen King at sking@brownchambless.com.

Upcoming Events | ●●●●●●●●●●

March 18

Montgomery Chapter AIA March Meeting
Montgomery Country Club
Montgomery, AL

March 25

LEED Accredited Professional Exam Prep Class
Alabama Power Company Building
Montgomery, AL

March 27

Alagasco's 2009 Energy and Environmental Conf.
Ross Bridge Resort
Hoover, AL

April 10

Montgomery Chapter AIA April Meeting
Rural Studio Tour
Hale County, AL

April 12

CADC Lecture Series – Kenneth Helphand
College of Architecture, Design & Construction
Dudley B6
Auburn University, AL

April 14

**Alabama Council AIA Second Quarterly Meeting
& Legislative Day**
Montgomery, AL

April 30 – May 2

AIA National Convention and Design Exposition
San Francisco, CA

July 10-12

Alabama Council AIA Convention
Grove Park Inn
Asheville, NC