



AIA LONG BEACH / SOUTH BAY

A Component of the American Institute of Architects
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To the Members of AIA Long Beach South Bay:

2011 has been a difficult year for many of us and for our Chapter as well. We had to cancel several meetings due to lack of attendance. We are not sure if it was the subject matter (one member texted "boring" to one announcement), not being clear that you needed to RSVP, or if you were simply too busy. One light in the tunnel: our Associate Member group presented many programs that were quite successful. Nevertheless, a change is necessary.

As 2012 President, I want to hear from the membership what is best for you; meetings simply to enjoy the company of fellow architects, lectures on social media, or speakers from inside – or even outside – the profession. There must be a reason the membership level in our small chapter has held steady in this difficult economy. Your Board believes that it's because we are smaller and can better serve our membership; we're more personal. So now is the time to support our local chapter, get involved, get active, and get moving.

Here's how to get involved: We will be setting up four committees at first with the goal of at least four members on each committee. These committees are:

- **Programs:** Dedicated to developing the programs for the members. We're looking at a different format next year: four quarterly programs of more substance than simply talks by fellow members.
- **Technology:** AutoCAD, Revit, BIM, IPD – these are the future of the profession. Helping fellow architects with the technology is the goal of this committee. This committee will also help with our Chapter's web page.
- **Social Media:** Facebook, Twitter, texting – how to integrate these into our work lives. Most of us have these for our personal lives but when your local supermarket suddenly has a Facebook page; we need to get with it.
- **Membership:** Contacting the membership with reminders of upcoming programs, pooling them for ideas, helping with getting sponsorships. This is the committee that is in touch with members.

In addition, the 2012 Board of Directors is looking for additional members, both on the Executive Board, as well as Directors-at-Large.

If any of the committees interest you or if you wish to serve on the Board of Directors, please contact me as soon as you can. My chapter e-mail is below. I am looking forward to 2012 as a year of rebuilding; rebuilding the economy, rebuilding our profession and rebuilding our Chapter. So please: GET INVOLVED.

Steven G. Hall, AIA
2012 President
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October 20, 2011