

## **S.P.A.R.C.**

*small practice and residential committee - areas of focus*

*sub-group leader*

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### ***Outreach/Marketing - online initiatives***

*David Coleman*

develop digital "featured home" program  
residential architects and media - PR program  
improve AIA website for public  
AIA gallery show on residential architecture  
AIA/Houzz partnership at local level  
study programs at other AIA chapters for ideas  
explore new residential design awards program  
develop day-long home tour similar to AIA minneapolis & seattle modern home tour  
improve AIA office space - stronger connection to the public and potential residential clients

### ***Outreach/Marketing - other initiatives***

*John DeForest*

develop ongoing residential exhibit in AIA office  
re-launch Saturday seminar/home design 101  
re-start home of the month/year program w/ Seattle Times  
AIA home show booth - re-think it

### ***NW Residential Press***

*Brad Gunn/Aaron Trampush*

Continue administering Homes of Distinction program  
administer future digital "featured home" program (once developed)  
administer home of the month/year program w/ Seattle Times (if applicable)  
strengthen Home of Distinction program (every month? Bigger feature?)

### ***Professional Development***

*Susan Ingham*

develop concise, inexpensive opportunities for professional development  
residential design forum  
host residential/small firm discussion groups

### ***Peer to Peer***

*Tom Lawrence*

eliminate job postings fee  
elect small/residential firm practitioner to AIA board  
Honor Awards - encourage selection of 2 co-chairs and 1 or more jurors from small/residential firm  
Fellows brown-bag lunch series  
AIA dues and fees - explore equity

### ***Advocacy Sub-committee***

*Julie Campbell*

AIA engagement on permitting process, residential/HALA policy  
DADU permitting - input to task force