



THE ARCHITECTS ASSOCIATION OF SANTA CRUZ COUNTY

First Quarter

Volume One 2013

AASCC Officer Nominations

For the Office

Vote for One Candidate

This year's nominees for AASCC
Officers:

Check One Box to vote for
Candidate of your choice for each
Office:

Hugh D. Carter

President

Write in Candidate

William Kempf

Vice President

Write in Candidate

William Fisher

Treasurer

Write in Candidate

Please Return your Ballot prompt-
ly to the AASCC Post Office Box.

All Architect Members in good
standing may run for office and
vote in the election.

This Ballot is designed as a self-
mailer.

AASCC

Post Office Box 7462
Santa Cruz, CA 95061

Cut along the spine and fold so
the AASCC address on the re-
verse side faces outward.

Tape **two** locations along the **top
edge** and apply 1st Class Postage.
Note that Postal regulations have
changed starting this January.

Tape

Tape

First Class
Postage

AASCC
Post Office Box 7462
Santa Cruz, CA 95061

Ballot.



Fold

Call for AASCC Ballots

Please vote in this year's election of officers for the AASCC. Your ballot is important as we must have a quorum of eligible members for a valid election.

Call for AASCC OPEN ARCHITECTURE TOUR Entries

This year marks our 18th Annual Open Architecture Tour. The Tour is your chance to show off some of the work you have been doing over the years to prospective clients and fellow design and construction professionals.

This year's Tour is 18 May 2013, with Tour Entries due by the 14th of February, so don't delay.

Finding the right project can be a challenge, one that is new enough so that the paint still looks good, but which has aged sufficiently that the landscaping is more than a sea of mulch.

The best way to obtain a client's permission to show the project on the Tour is to ask them. Write a letter, yes an actual letter on paper, that lays out how important it is to you, the architect who worked so hard on their project, and how it benefits the community by supporting our local chapter of Habitat for Humanity.

Promise to help clients get ready for the Tour by editing some of the more precious and fragile objects, and to be there afterwards to help them put it all back together. Offer clients a Ticket so they can go on the Tour, and throw in

a lunch at their favorite restaurant. Of course you will have the house cleaned before and after the event. This alone goes a long way towards dispelling some of the reluctance clients have, as it means a lot less work for them. Who wouldn't like to have their house cleaned for them?

While you are at it you might as well clean the windows, this will also be a popular concept, and provide a selection of flower arrangements. Don't forget to shoot some pictures of your work, it will never look better and now is the time to document that.

If your idea of photography is to use your iphone, get some professional help. Just as architectural design is a profession that demands skill and experience, so is photography.

Shot composition and lighting make a huge difference in the quality of communication to prospects, and can also open doors for use by publications that are always on the lookout for well-shot projects of interest.

Let the clients know that the flowers are theirs to enjoy after the Tour and that you will pick up the vases later. When you go to collect them take along some of the proofs of the pictures you shot and have them pick some of their favorites.

Put together a picture book of the project you designed for them as a keepsake of the Tour, and reminder of your design skills, and be sure to make one for yourself as well. A nicely produced photo book with before and after shots acts as a great way to let clients market your accomplishments for

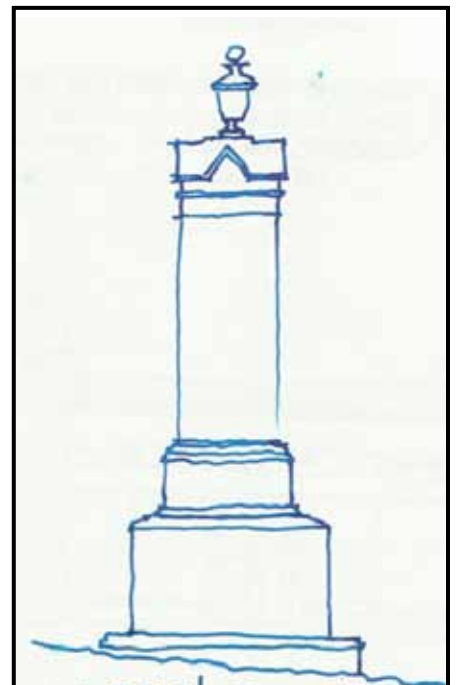
you to their friends and family.

The Tour is the AASCC's most important regular activity and needs your support, so don't be shy, get out there and get permission to show your project!

Have questions and need information about the Open Architecture Tour? Contact our Tour Director: Catherine Moon of New Moon Design Group at 724-4110.

Call for AASCC Presentation Ideas

Got a concept for a presentation that would appeal to our members? We are in the process of putting together this year's programs for the AASCC, and would love to hear about your ideas. Contact any of the officers to bend their ear with your favorite topic or theme.



Coulterville Public Cemetery, Coulterville, California. Inscription "An Army Soldier died May 14th 1887 Aged 62 years". Freehand Sketch, 29 September 1998. 75% size.

AASCC

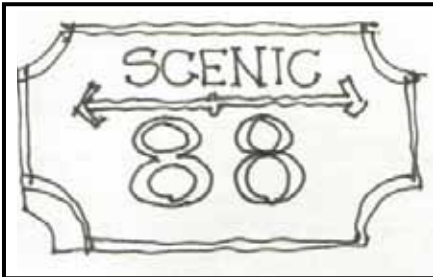
Post Office Box 7462
Santa Cruz, CA 95061



NOTE THESE DATES

Call for Entries to the Open Architecture Tour. Due by the 14th of February 2013.

Save the Date! For our 18th Annual Open Architecture Tour, Saturday 18 May 2013 from 10:00 am until 4:00.



Historic Storefront, 153 Main Street, Jackson, California in Amador County. Freehand Sketch 25 August 1998. Actual size. To right.

Road Sign in Jackson. Above.

