

*Welcome to*

Advanced Textiles

EXPO

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# Architect Outreach, Vital Business Growth Component

Brett Baird

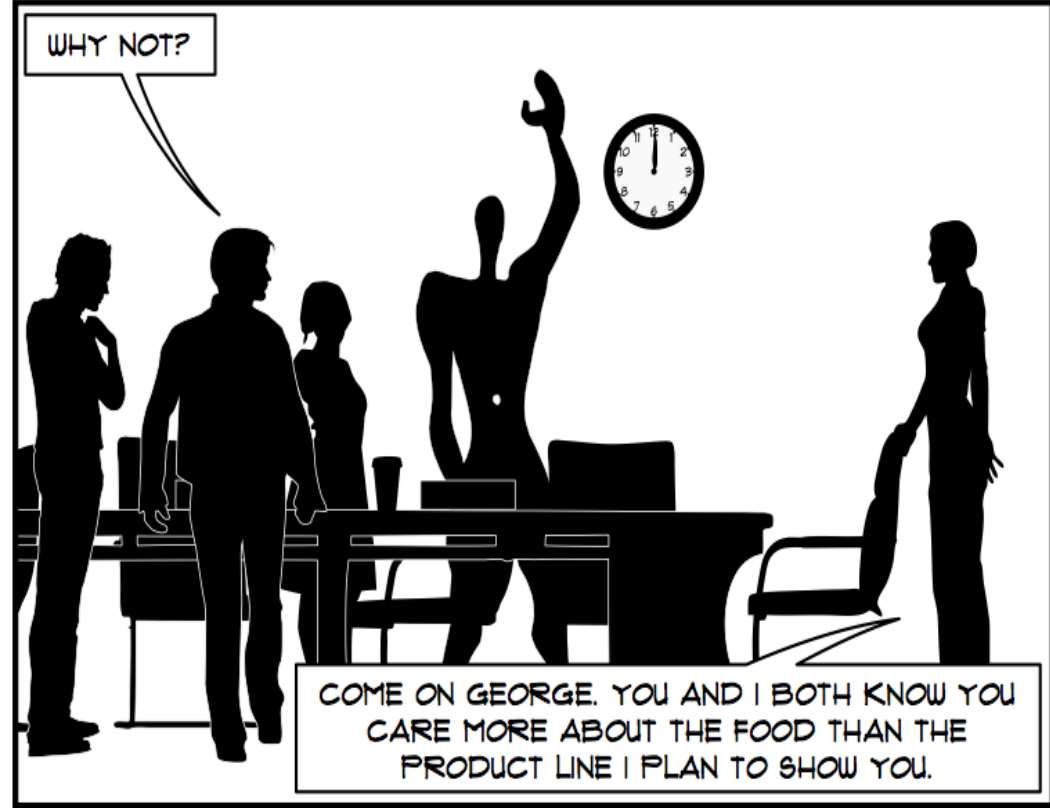
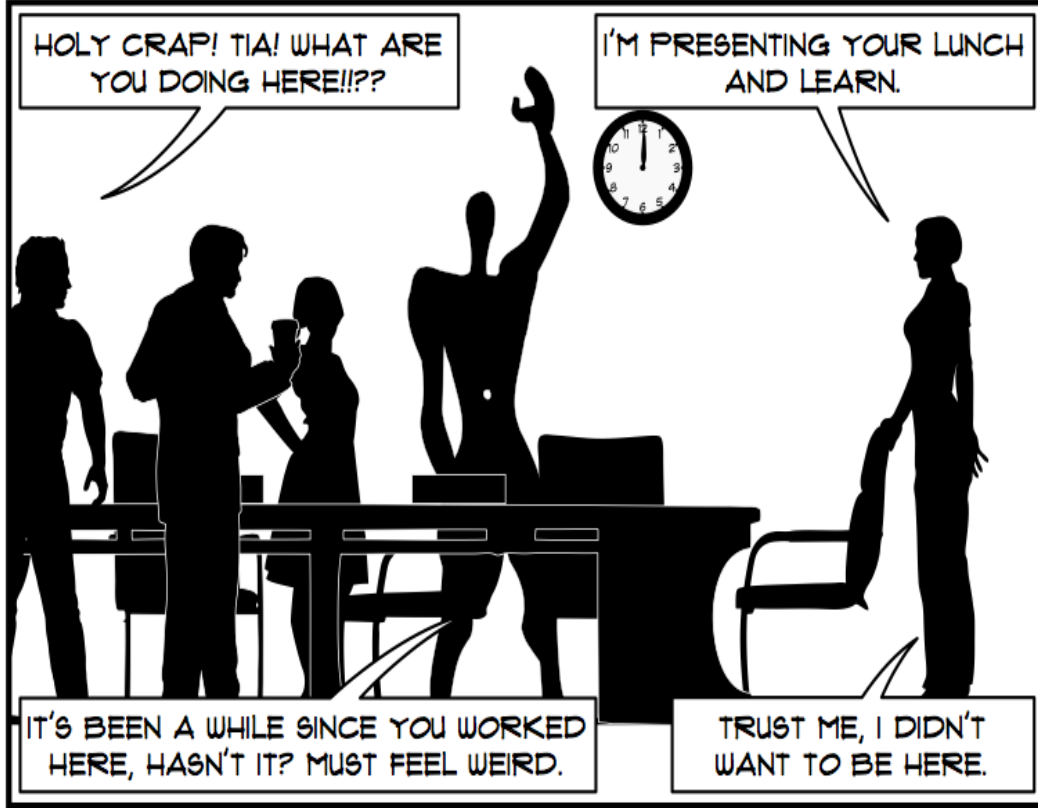
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A decorative graphic at the bottom of the slide consists of several overlapping, semi-transparent geometric shapes. From left to right, there is a dark grey/black shape, a large red shape with a fine grid pattern, a blue shape with a hexagonal pattern, a green shape with a grid pattern, and a pink shape with a pattern of small, multi-colored dots.

# POINTS OF DISCUSSION

- Background
- PAMA Options
- Presentation Descriptions
- Process of Lunch and Learns
- Benefits
- Summary

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# Background

- Little and Associates
- AIA Florida
- Chick Fil A



# PAMA Options

- Refreshed AIA Presentations
- Nuts and Bolts Basics
- Creative use of Fabrics
- Actual Case Studies



# Presentation Descriptions

- Refreshed AIA Presentations
- Creative use of Fabrics
- Benefits of Fabric Awning
- Actual Case Studies

# NON-TRADITIONAL FABRIC DESIGNS



## BJC WASHINGTON UNIVERSITY MEDICAL CENTER

Protection for building air intake

Used on an active job site

Fire retardant acrylic fabric

Temporary item

Laser measuring equipment was  
used due to site access





# NON-TRADITIONAL FABRIC DESIGNS



## PATHFINDER CHURCH

Combination of uses utilizing sun protection and signage

Combination of materials with pvc mesh used for the sun protection and polycarbonate used for the signage



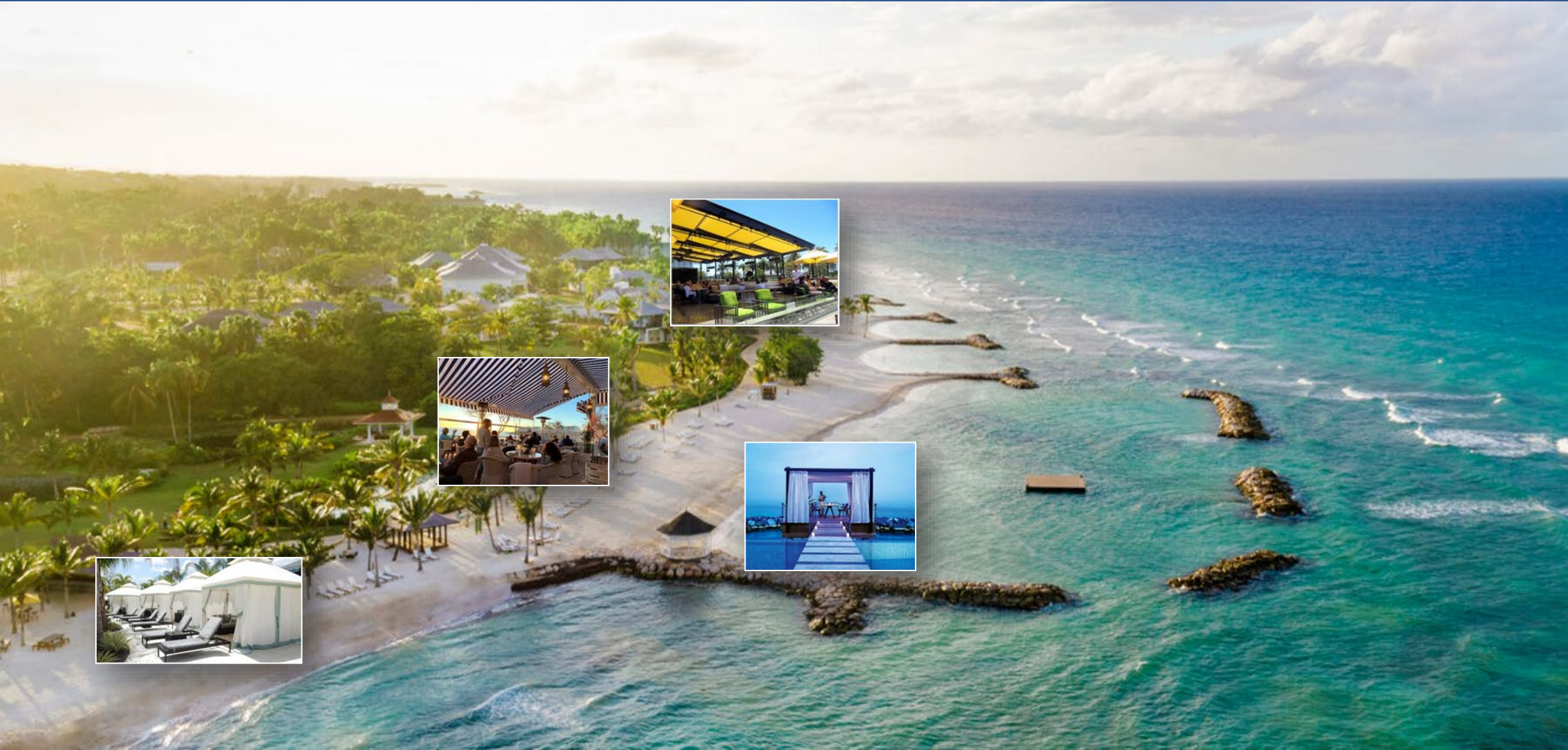


# DRAPING SCENERY



# THE OPPORTUNITY

For increasing revenues using fabric



# Reducing Solar Heat Gain



**Case Study:** Silverspur Office Building, Palos Verdes, CA

Architect: X-Ten Architecture  
Fabrication: J. Miller Canvas





## Opryland Hotel



Allows light filtration



Visual comfort



Energy savings

# Elements of Lunch and Learn

- Appointment with Gate Keeper
- Presentation and Sponsor
- Suggestions from firm for Catering
- Rehearsal of presentation for more engagement
- Have presentation ready for your message
- Follow up needed for their AIA certification

# Benefits of Engagement

- Branding of Organization
- Education of Best Practices
- Expanding Network
- Revenue Generation
- Broadening Scope of Business





# SUMMARY

- Ease and willingness to participate
- Resources readily available
- Messaging favorable to your business
- Perhaps new networking source
- Revenue and market share increase
- Dispel misperceptions

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