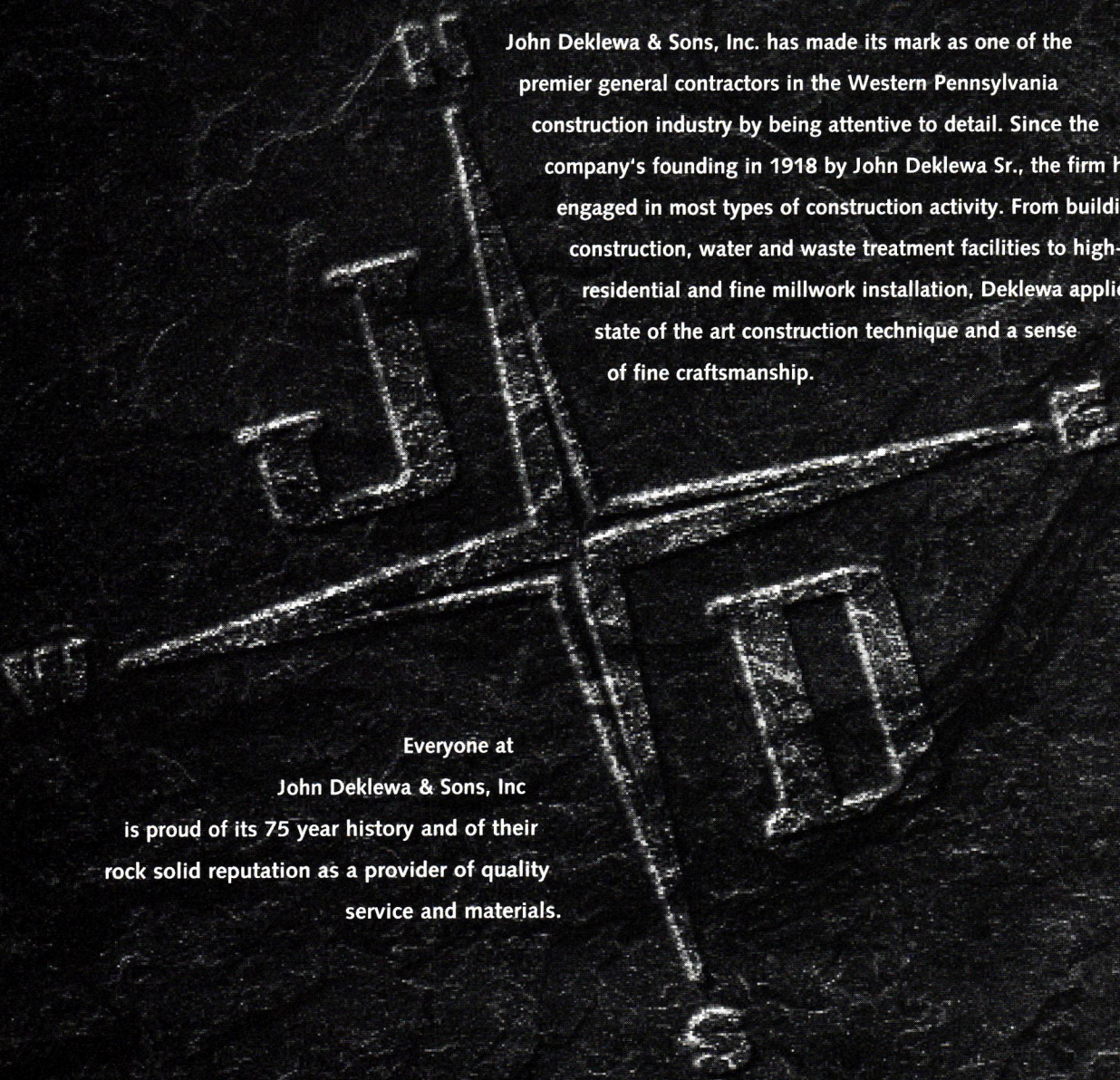


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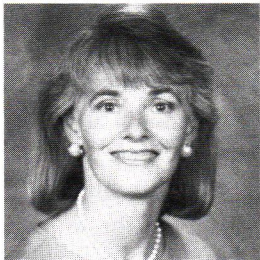
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GENERAL CONTRACTORS BUILDING SUCCESS

Tooting Your Own Horn by Cheryl R. Towers, Editor



We really aren't marketing 'services' or 'products' or 'the firm' — we're marketing US.

Marketing is one of those things that many

of us look upon like medicine. We know it's good for us, but we really don't want to do it. Whether it's architecture, law, consulting, or any other field, we want to get down to the "real" work that we love and that consumes us. But, life just doesn't happen that way. In order to do the "real" work, we have to pay our dues - over and over again - getting our name out there, staying in touch with once and future clients, keeping up our technical skills so we can be recognized as experts in our fields. If we're lucky, we enjoy this part of the business and relish the challenges of the marketplace. If not, we've got a problem. Maybe a partner who is better at it and enjoys it more will carry the load, but we can't escape our responsibility for marketing ourselves totally. Aye, and there's the rub: we really aren't marketing "services" or "products" or the "firm" — we're marketing US. We are the product! And what an uncomfortable thought that is for those of us who aren't secretly aspiring performers, politicians, or megalomaniacs.

You may not fall in love with marketing after reading this month's issue, but perhaps understanding it more, hearing the comments of colleagues and reviewing the basics will establish a better comfort level. AIA is working hard to assist, both on the chapter and national levels. You can help by sharing your successes and failures with your colleagues. As we've noted before, architects are not in competition with each other as much as with those who build

without the services of an architect. Sharing your stories can only help elevate the entire profession in the eyes of the public.

The good news is that your reach is expanding. There is solid evidence that you as professionals are gaining respect in policy circles and your opinions are being sought out more frequently by both policymakers and the media. That can only help build recognition of the importance and affordability of architectural services, as well as translate into dollars for each of you who participate in some activity.

Many thanks to artist Bob Bowden who graciously painted the watercolor of the AIA building on Ninth Street for our cover. Bob is back this month with another exhibition of his works called *Aspects of Pittsburgh*, and you can see the watercolor for yourself the way it was meant to be seen — in color.

Here's to an invigorating fall, cooler weather, and the annual Gold Medal Lecture. This year, Tod Williams, FAIA, is featured, and you don't want to miss hearing him. Mark your calendars for September 15 - and be there!

And finally, if you've been waiting to read about the practice of Feng Shui, you will just have to wait a little longer. Delays on the house we intend to feature have caused us to move the article back to 1998. 🏠

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On the cover: Facade of AIA Pittsburgh building. Watercolor by Robert Bowden.

ACCESS THE PROFESSIONALS

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