

From: Cedric Rush <CedricRush@aia.org>

To: Mr. John J. Egan, AIA <jjegan3@netscape.net>

Subject: Invitation to provide critical feedback

Date: Wed, May 27, 2015 2:48 pm

THE AMERICAN INSTITUTE OF ARCHITECTS



Dear Mr. John J. Egan, AIA:

At the 2014 American Institute of Architects (AIA) Annual Convention in Chicago a resolution was passed by the convention delegates to study the possibility of a new category of membership that would enable public sector agencies to purchase an agency membership on behalf of its members. Some government procurement guidelines prohibit reimbursement for individual memberships, which has led to a reduction in public sector membership in AIA. To broaden our view, AIA has expanded the study to include other settings, including architecture firms and academic institutions.

I would like to invite you to participate in a brief survey to explore ideas and opportunities for institutional membership that would allow the AIA to better meet the needs of architects in the future. In the next few days, you'll receive an email from our research partner, McKinley Advisors, an independent association consulting firm, asking you to participate in an electronic survey. The survey will take approximately 15 minutes to complete and individual responses will remain confidential. If you do not receive the preview email in the next few days, please check your SPAM folder for your invitation from McKinley Advisors.

Your feedback is extremely valuable to AIA and we appreciate your support for this important research effort. If you have any questions regarding this research effort, please don't hesitate to contact me. Thank you in advance for your participation.

Sincerely,

Cedric Rush

Managing Director, Member & Component Support

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