AIA Peer Network: Questionnaire

**Question 1:** Criteria for matching firms within the five are as follows:

 **Market** *(Check all that apply)*

 [ ] Single Family Designers

 [ ] Custom Home Designers

 [ ] Multi-family Designers

 [ ] Planners

 [ ] Commercial Designers

 [ ] Educational

 [ ] Medical

 [ ] Industrial

 [ ] Institutional

 [ ] Retail

**Services** *(Check all that apply)*

 [ ] Architecture

 [ ] Landscape Architecture

[ ] Planning

 [ ] Interior Design

 [ ] Engineering

**Firm Size** *(Check one)*

 [ ] 1 – 10 Employees (Small)

 [ ] 11 – 25 Employees (Medium)

 [ ] 26 – 100 Employees (Medium to Large)

 [ ] 110+ Employees (Large)

**Office Locations** *(Check one)*

 [ ] 1

 [ ] 2-5

 [ ] 6+

**Geographic Locations You Serve**

 Northeast [ ]  (CT, MA, ME, NH, NJ, NY, PA, RI, VT)

 South [ ]  (AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, VA, WV, TX)

 Mid West [ ]  (IN, IA, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)

 West [ ]  (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)

 International [ ]  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Country or Countries)

**Annual Gross Sales** *(Check one)*

 [ ] Under $1M

 [ ] $1M - $5M

 [ ] $5M - $10M

 [ ] $10M +

**Experience Level**

 \_\_\_\_\_ (1 to 10, 10 being very experienced)

**Question 2:** What topics are you interested in discussing in peer-to-peer meetings? *(Check all that apply)*

[ ]  How to run your business

[ ]  How to get a line of credit

[ ]  How to market yourself and your firm

[ ]  What associations should you join that would benefit you the most

[ ]  Health insurance

[ ]  What are some pitfalls of starting your own business

[ ]  How to hire good staff

[ ]  How to expand your business and type of work

[ ]  New technologies (new apps, software, etc.)

[ ]  Firm downsizing

[ ]  How to reduce overhead

[ ]  How to handle difficult clients

[ ]  Public interest practice

[ ]  Working in international development

[ ]  Government service

[ ]  Building a career in product sales

[ ]  Collaborating with artists

[ ]  Military service

[ ]  Intern development

[ ]  Finding Consultants

[ ]  Liability Issues

[ ]  Copyright Issues

[ ]  Liability Insurance

[ ]  Sustainability policies

[ ]  Other, please specify

**Question 3:** How many people should each group have?

**Question 4:** How would you like to interact with the others members of your group? *(Check one)*

[ ]  One-on-one via email

[ ]  A group email listserv

[ ]  One-on-one conference calls

[ ]  Group conference calls

[ ]  Video calls (i.e. WebEx or Skype)

[ ]  One-on-one in-person meetings

[ ]  Group in-person meetings

**Question 5:** How often would you like your group to meet via conference/web call? \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 6:** In which of the following ways would you be interested in sharing your experiences with the program to

 the entire AIA membership in the following ways?

[ ]  Word-of-Mouth

[ ]  Blog on AIA KnowledgeNet

(example: <http://network.aia.org/aia/Blogs/BlogViewer/?BlogKey=d9f64cfb-5a5f-4042-b721-8330fc6d7d00>)

[ ]  Capture video for YouTube

(example: <http://www.youtube.com/watch?v=0G3mjtee9Zw>)

[ ]  None of the Above

[ ]  Other, please specify

**Question 7:** What is the most important element this program needs to meet your expectation?

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