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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