



*Elevating the Art of
Residential Design and Practice*

MARKETING IS A MINDSET

Mark A. Hutker, AIA
www.hutkerarchitects.com

*“Without promotion,
something terrible happens:
nothing”*

-PT Barnum



Why was I asked to speak?

**CREATING A CULTURE
MARKETING AS A MINDSET
*“INTERNAL MARKETING”***

What do we want
to learn?

**WHY DOES THE
PHONE RING?**

**WHAT MAKES THE
PHONE RING?**

WHY DOES THE PHONE RING?

Best practices

WHAT MAKES THE PHONE RING?

Earned and Paid Marketing



- 36 person firm – 3 offices
- Everything I will discuss is Hutker Architect's story
- Entirely empirical – what we have learned along the way



Falmouth

Martha's Vineyard

Nantucket



CREATING A CULTURE - MARKETING AS A MINDSET

“INTERNAL MARKETING”

- We want our team to know that marketing is a mindset – not just someone else's job description
- Every touch with a client, builder, consultant, realtor, subcontractor, vendor, colleague is an opportunity:
 - to create a superb impression of Hutker Architects
 - to offer superior services
 - to create a better design product
 - to draw people to our firm
- Foster an exciting work environment conducive to individual and team enthusiasm
- My teammates talk about what they enjoy = designing @ HA and attract others to our firm

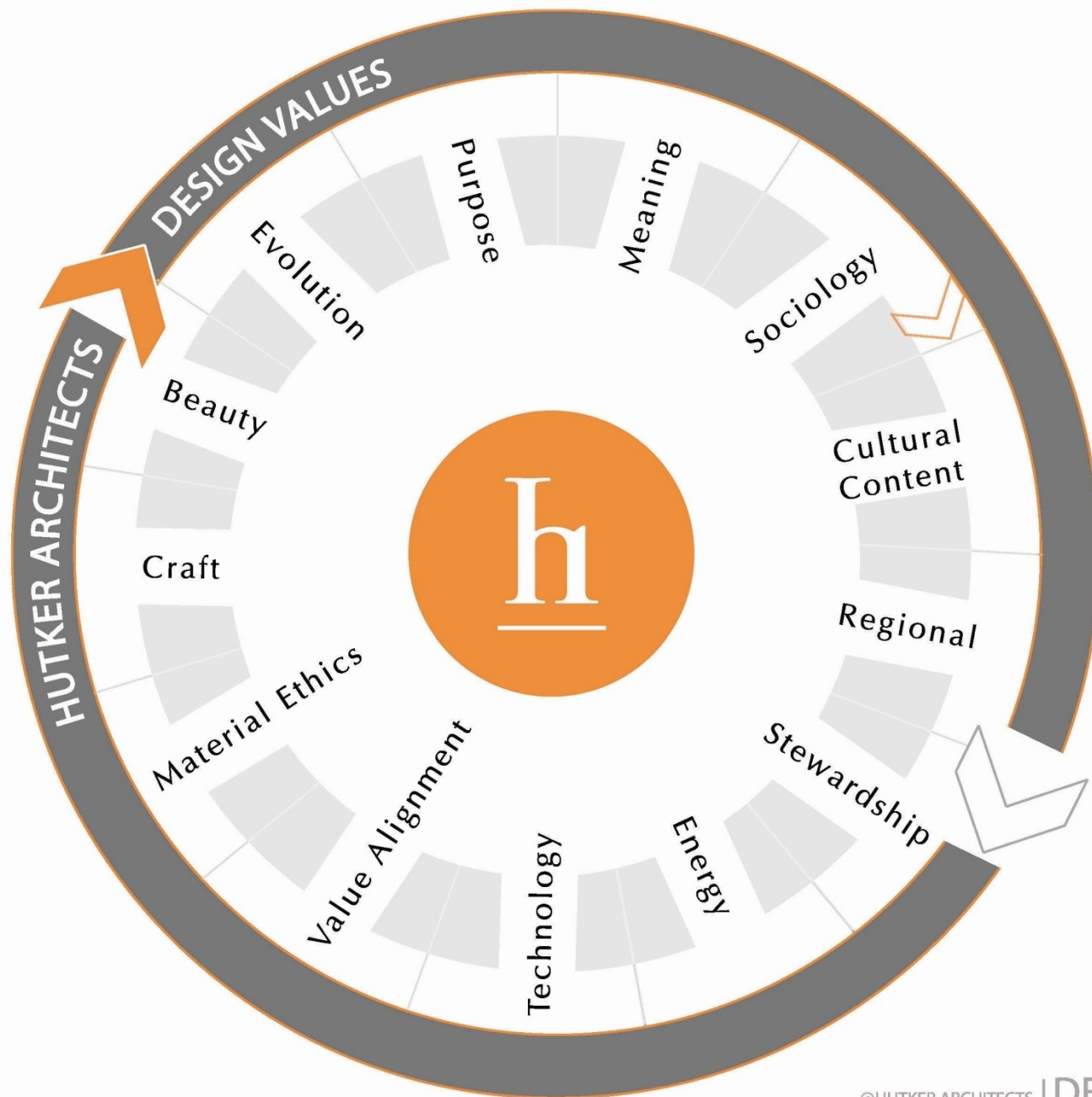
Create a value based culture
where we and our teammates
are ultimately our finest
ambassadors each day.

Grow Brand Ambassadors

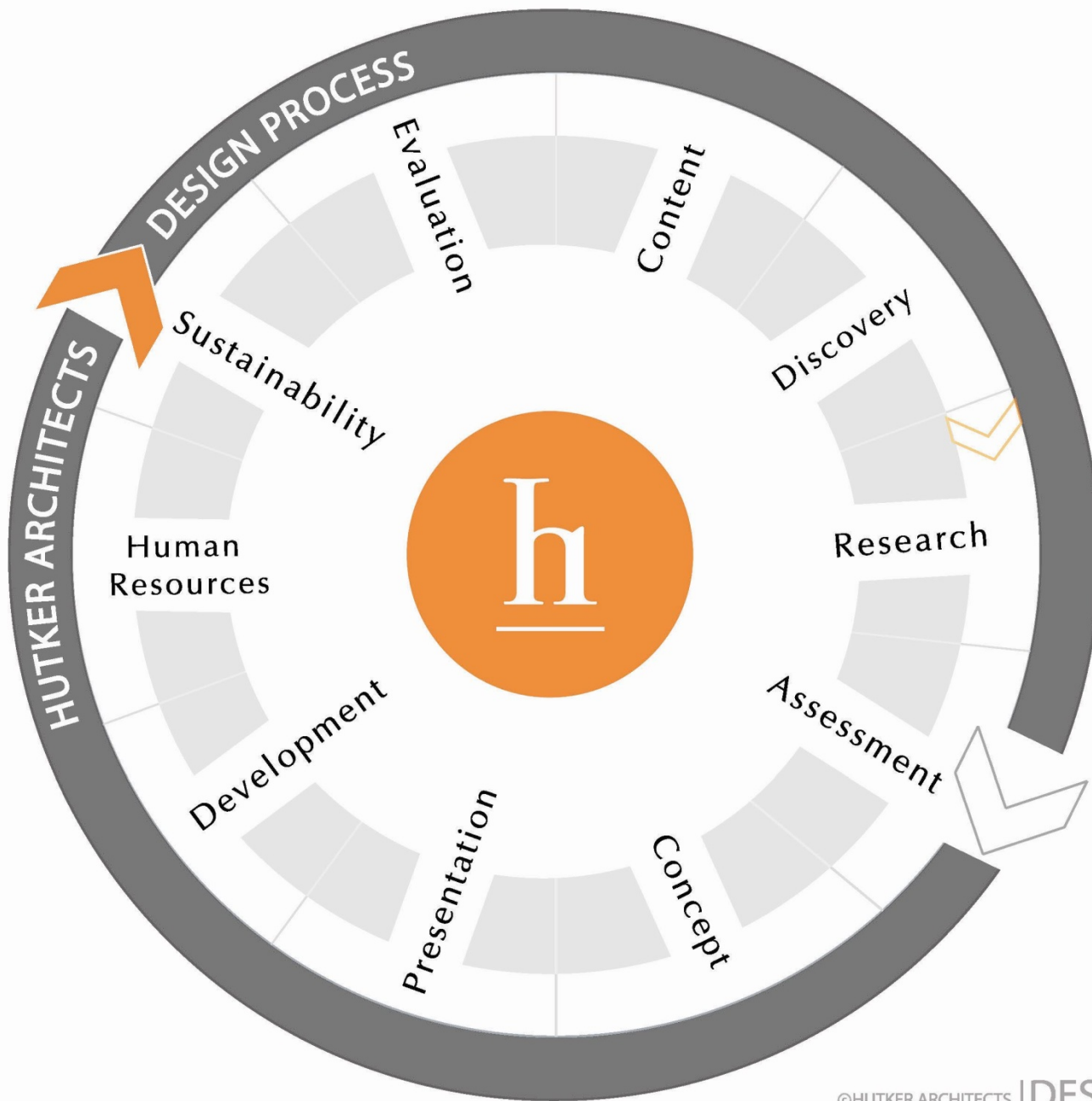
*“People don’t buy what you do,
they buy why you do it.”*

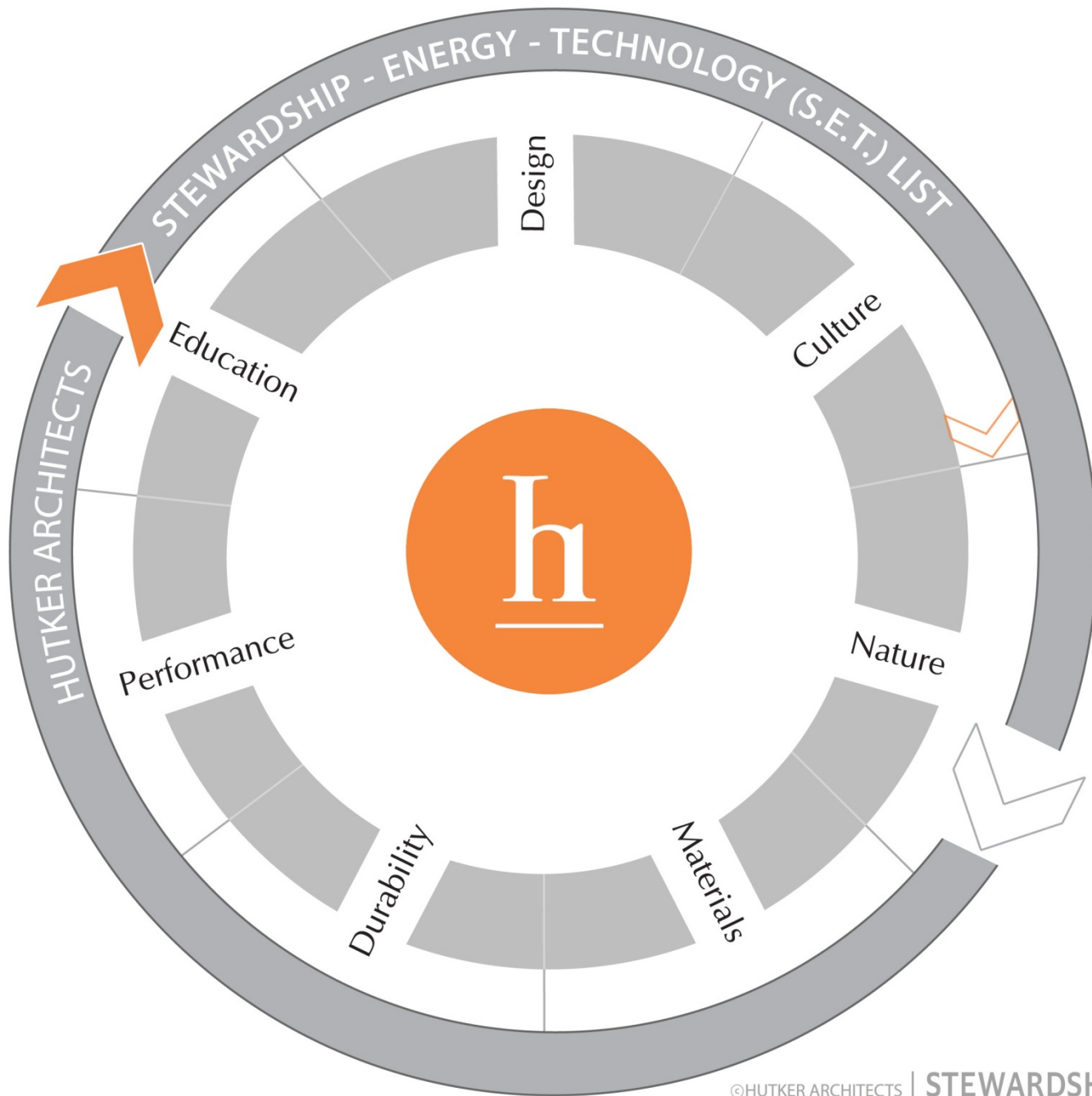
-Simon Sinek,
Start with Why

- I was asked how we keep 36 people in three offices rowing in the same direction
 - Wide range of design skills on our team
 - Common theme are the values we share
 - These values are important to share with our clients as well
-
- **Value alignment is key to choosing the right clients as well as predicting positive design and business outcome of each project**













OUTLOOK

Follow

2ND QUARTER 2012

2ND QUARTER

Date of

APR—JUNE Prospects & Leads

2ND QUARTER

APRIL Anniversaries

- 19th-5 years Abby Bart
- 20th-14 years Annie Fisher
- 29th-20 years Charles

Human Resources~by Eivar Marrero

News

2ND QUARTER 2012

2ND QUART

Sustainability~by James Moffatt

Sustainable Working Group (SWG)

Financial Summary

2012 vs. 2011 Profitability Comparison

2012 - % of Profit	2011 - %
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	



2ND QUARTER 2012

hutker happenings

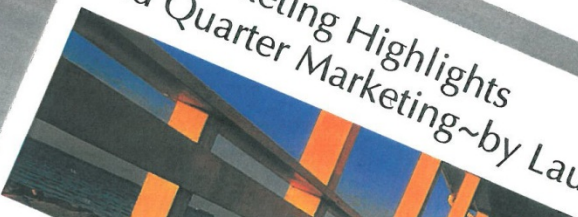
creating HEIRLOOMS worthy of preservation

President's Report

Mid-August already! Phil used to say in the first week of July that "the summer is almost over." So it goes with a large measure of creative work finished projects and

Marketing Highlights

2nd Quarter Marketing~by Lauren Giglio



2ND QUARTER 2012

HA EVENTS

- 25TH Anniversary Celebration – 300+ clients, contractors, subcontractors, allied professionals
- Person to person where our staff = ambassadors
- Open house on Nantucket for clients and referral sources
- Participate in community events

HA's 25th Anniversary Party



HA SOFTBALL

T-SHIRT DESIGN COMPETITION

Design Competition Rules:

- (1) printed color allowed.
- printing on front, back & sleeves of shirt is allowed.
- t-shirt color T.B.D. by designer

Entry:

- Please use this form for all entries.
- Entries to be submitted by email (pdf file) to Nelson by Thursday March 15 at 5p.m.
- All entries will be reviewed and voted on during "Beer Thirty" go-to-meeting on Friday March 16 starting at 4:15p.m.



FRONT



BACK

HA Annual Softball Game



Annual Holiday Party







*“Work is work,
business is about
relationships.”*

*-Rob Smith,
Managing Partner, Castenea Partners*



COMPUWARE

3



GMAC



Mobil 1

GOODYEAR

Protection Plan

K&N

CORVETTE

BEST PRACTICES

**Superior design work =
best marketing we can do**

- Each project gets better than the last
- Staff stay with each project to finish
- Be a learning culture – lunch
- Learn three things on each project
- Build intellectual capital
- Mentor each other - 360
- Growth and evolution is contagious inside and outside of the firm
- This leads to

Happy Contractors & Subcontractors



Happy Vendors & Interior Designers



Happy Colleagues, Realtors, Bankers, Lawyers



Vivian's Real Estate, Inc.

VIVIAN NAULT
REALTOR

627 SO. MAIN ST. • CENTERVILLE, MA 02632-3409
(508) 775-0158
FAX (508) 775-5122 VIVIAN@VIVIANREALESTATE.COM

Monday, August 13, 2012

Architects & Mark Hutker
Box 2347
Vineyard Haven, MA 02568-2347

Dear Mr. Hutker:

Thank you so much for your lovely card showing the so attractive
designed porch overlooking the bays.

Wouldn't one just want to sit overlooking the pool and out
overlooking the bays on any day!!!!!!!!!!!!!!

Good luck with your 5th Annual Symposium in Rhode Island.

Sorry I can't be there.

My best,


Vivian F. Nault
REALTOR® EMERITUS

OUR 52nd ANNIVERSARY 1960 - 2012

*Vivian,
- Hello - I always appreciate
your kind notes. - Here we
are in fall already after
an exciting + busy summer
My Best.
MK*

Happy Clients



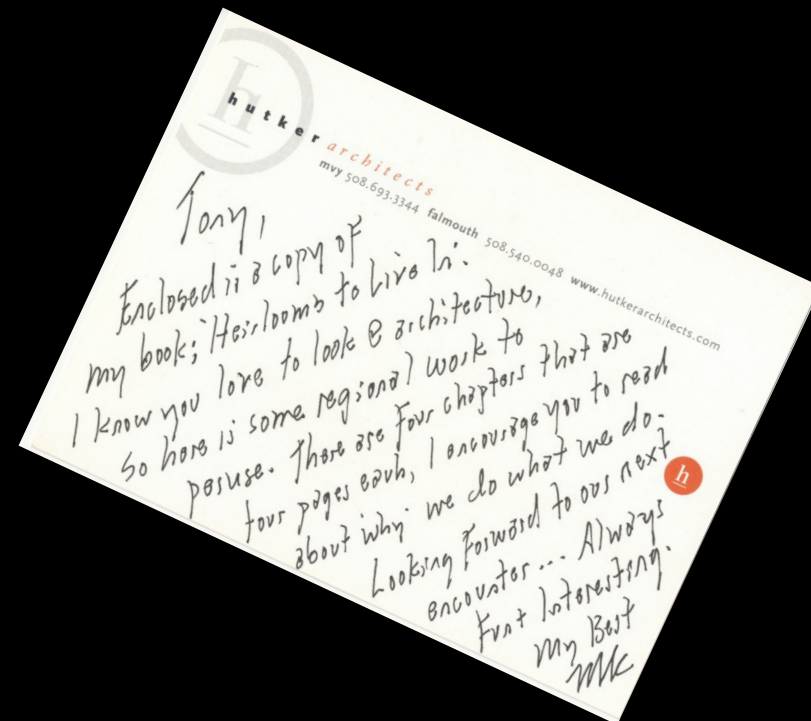
How do we make them all happy?

- We create life equity in every home – start with narrative - HTLI
- We communicate
- We provide detailed project management
- We are on time and on budget
- We support the construction team
- We seek to make those who recommend us seem like the smartest people in the world.



We foster sincere relationships

- We get to know our clients, contractors, vendors, colleagues, realtors and lawyers
- We learn their businesses and understand what they need to succeed
- We anticipate and provide actionable information
- These people recommend HA
- We thank them personally



“Customer satisfaction is not
enough, what we want is
customer enthusiasm.”

Stefan Knirsch

Arbiter on Quality - Porsche

When our phone rings.....



Prospect Call Information

DATE: 9/28/11 TIME: 1:38 TAKEN BY: MAH

HA OFFICE: ☒ Falmouth - CAPE & BEYOND ☐ Martha's Vineyard ☐ Nantucket
MARK • CHARLES • JIM • KEVIN PHIL • GREG LYMAN • CHARLES • MATT C.

PROSPECT NAME: TIM LEE (AKA)

MAILING ADDRESS: 217 Clinton Ave
Falmouth, MA 02540

SITE ADDRESS: Waterfront - 4 acres.
Martha's Vineyard.

E-MAIL: T.lee@hotmail.org.

HOME PHONE: 508 540 0048

OFFICE PHONE: —

MOBILE PHONE: 508.540.0048

SITE/LOCAL PHONE: —

PROJECT SIZE: to be determined - growing family

DESCRIPTION: We are just purchasing waterfront
property - A peninsula extending
into Great pond. Want home
for family to grow into.... We love your
New Regional Vernacular homes.

TIMELINE: Start design now for late spring start

BUDGET: to be determined, want to build well

REFERRED BY: Friend who is past client - Attorney - Realtor - Web

NEXT STEP: MT-C.O. to follow call.

COPY TO: PROSPECT DISTRIBUTION LIST: Mark, Charles, Phil, Linda, Jim C., Greg, Kevin D., Matt S., Gerrit, Matt C., James, Lauren, Susie, Eivar, Jordan

NOTE: Information sheet to be distributed to above. Also, after call to prospect has been made, notes from their phone call are to be distributed to above, noting next step to be taken. Two HA staff (Principal + Associate) to attend each prospect interview.

*google + Facebook
search to follow
Susie - call for
sit plan*

*sounds like
a really nice guy!*

Date of Inquiry	Referral Source	Other	LOA Date Out	LOA Date In	Prospect Name
5/19/2011	Attorney				
Attorney Referral Count	1				
5/24/2011	Book		6/10/2011		
Book Referral Count	1				
6/23/2011	Client Referral				
5/11/2011	Client Referral				
Client Referral Count	2				
6/22/2011	Colleague				
5/27/2011	Colleague				
Colleague Referral Count	2				
6/10/2011	Contractor				
6/21/2011	Contractor				
5/11/2011	Contractor		6/7/2011	6/20/2011	
Contractor Referral Count	3				
4/6/2011	Employee				
4/11/2011	Employee				
Employee Referral Count	2				
4/8/2011	Existing Client		4/8/2011	4/8/2011	
4/1/2011	Existing Client		4/19/2011		
4/25/2011	Existing Client		5/6/2011	5/31/2011	
Existing Client Count	3				
6/29/2011	Former Client				
Former Client Count	1				
4/8/2011	Previous Prospect				
5/27/2011	Previous Prospect				
Previous Prospect Count	2				
5/24/2011	Realtor				
Realtor Referral Count	1				
6/24/2011	Website				
6/6/2011	Website				
5/17/2011	Website				
5/19/2011	Website				
4/22/2011	Website				
4/21/2011	Website				
4/6/2011	Website				
Website Referral Count	7				
Total	25		5	3	

SAMPLE
ROLLING PROSPECT ACTIVITY SUMMARY 2003 THROUGH 2nd QUARTER 2011

First Quarter	2011		2010		2009		2008		2007		2006		2005		2004		2003
	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total
Prospect Inquiries	340	136%	250	81%	310	79%	390	115%	340	62%	550	149%	370	109%	340	179%	190
LOA's Sent	140	175%	80	73%	110	85%	130	186%	70	54%	130	118%	110	79%	140	175%	80
LOA's Received	110	220%	50	100%	50	45%	110	157%	70	58%	120	133%	90	90%	100	250%	40
Hit Rate vs. Inquires	32%		20%		16%		28%		21%		22%		24%		29%		21%
Hit rate vs. LOA's Sent	79%		63%		45%		85%		100%		92%		82%		71%		50%

2nd Quarter	2011		2010		2009		2008		2007		2006		2005		2004		2003
	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total
Prospect Inquiries	250	69%	360	150%	240	86%	280	72%	390	67%	580	181%	320	82%	390	85%	460
LOA's Sent	100	91%	110	110%	100	91%	110	100%	110	61%	180	164%	110	85%	130	57%	230
LOA's Received	6	12%	50	63%	80	160%	50	71%	70	37%	190	317%	60	150%	40	50%	80
Hit Rate vs. Inquires	2%		14%		33%		18%		18%		33%		19%		10%		17%
Hit rate vs. LOA's Sent	6%		45%		80%		45%		64%		106%		55%		31%		35%

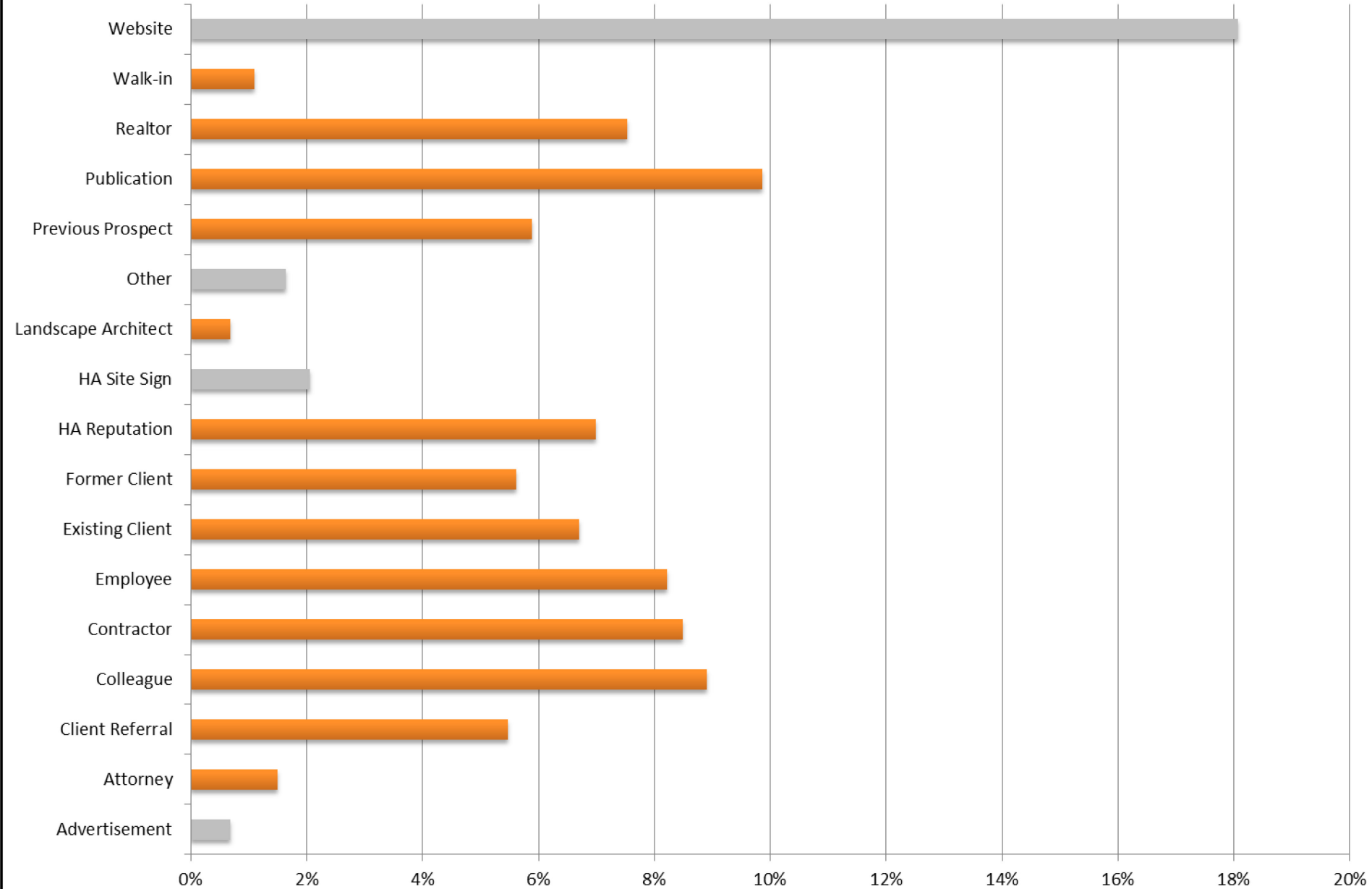
Third Quarter	2011		2010		2009		2008		2007		2006		2005		2004		2003
	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total
Prospect Inquiries		0%	510	102%	500	100%	500	93%	540	83%	650	103%	630	117%	540	115%	470
LOA's Sent		0%	160	94%	170	113%	150	100%	150	1500%	10	6%	180	100%	180	106%	170
LOA's Received		0%	100	63%	160	160%	100	91%	110	275%	40	36%	110	122%	90	69%	130
Hit Rate vs. Inquires	#DIV/0!		20%		32%		20%		20%		6%		17%		17%		28%
Hit rate vs. LOA's Sent	#DIV/0!		63%		94%		67%		73%		400%		61%		50%		76%

Fourth Quarter	2011		2010		2009		2008		2007		2006		2005		2004		2003
	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total
Prospect Inquiries		0%	260	81%	320	188%	170	68%	250	78%	320	89%	360	150%	240	63%	380
LOA's Sent		0%	160	145%	110	122%	90	75%	120	200%	60	75%	80	73%	110	79%	140
LOA's Received		0%	140	233%	60	150%	40	33%	120	200%	60	86%	70	64%	110	122%	90
Hit Rate vs. Inquires	#DIV/0!		54%		19%		24%		48%		19%		19%		46%		24%
Hit rate vs. LOA's Sent	#DIV/0!		88%		55%		44%		100%		100%		88%		100%		64%

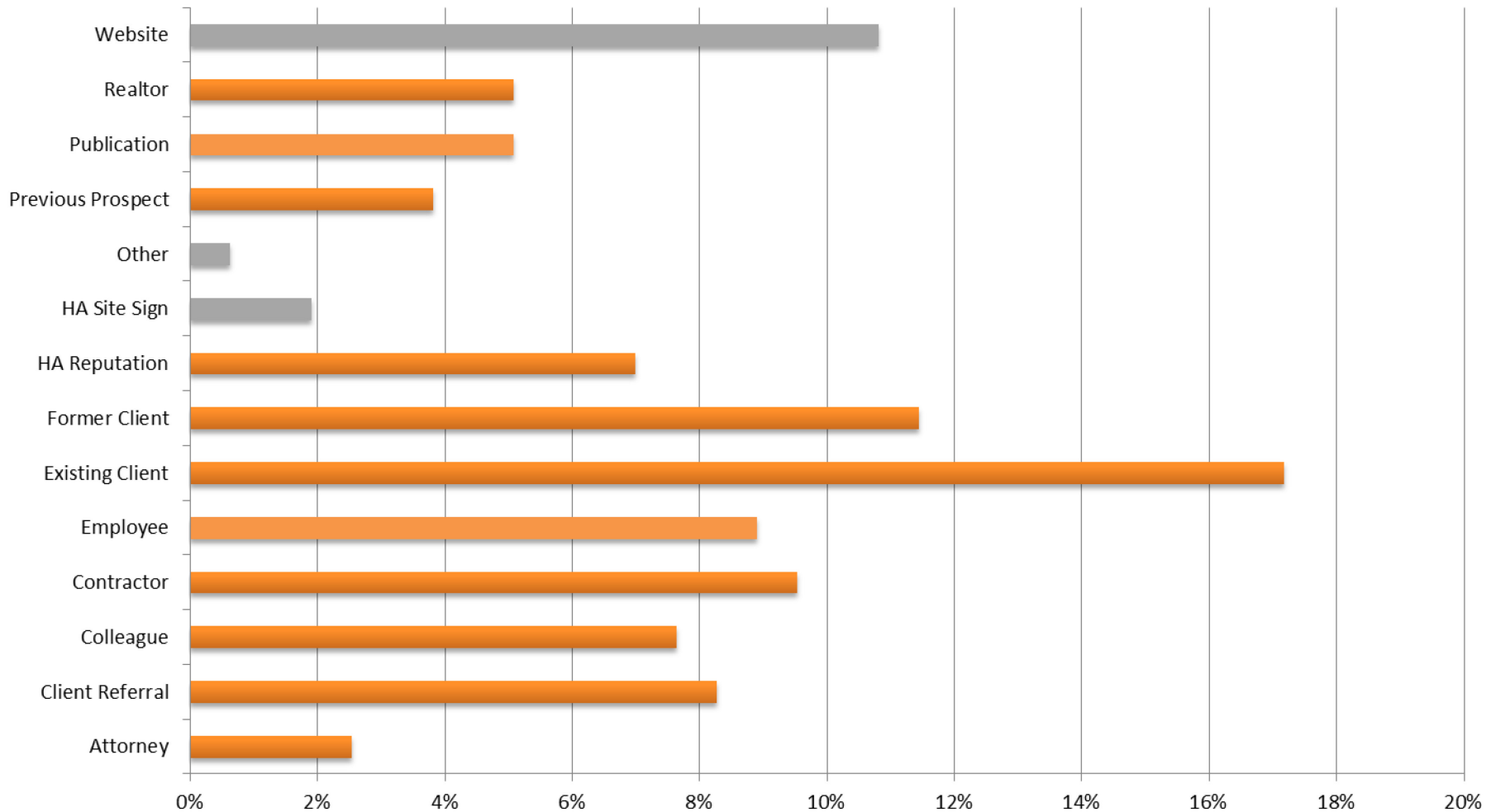
YTD	2011		2010		2009		2008		2007		2006		2005		2004		2003
	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total	% of previous year	Total
Prospect Inquiries	590	43%	1380	101%	1370	102%	1340	88%	1520	72%	2100	125%	1680	111%	1510	101%	1500
LOA's Sent	240	47%	510	104%	490	102%	480	107%	450	118%	380	79%	480	86%	560	90%	620
LOA's Received	116	34%	340	97%	350	117%	300	81%	370	90%	410	124%	330	97%	340	100%	340
Hit Rate vs. Inquires	20%		25%		26%		22%		24%		20%		20%		23%		23%
Hit rate vs. LOA's Sent	48%		67%		71%		63%		82%		108%		69%		61%		55%

Note: Prior Period "LOA's Received Fields" are updated on an on-going basis to reflect any LOA's received in current quarter

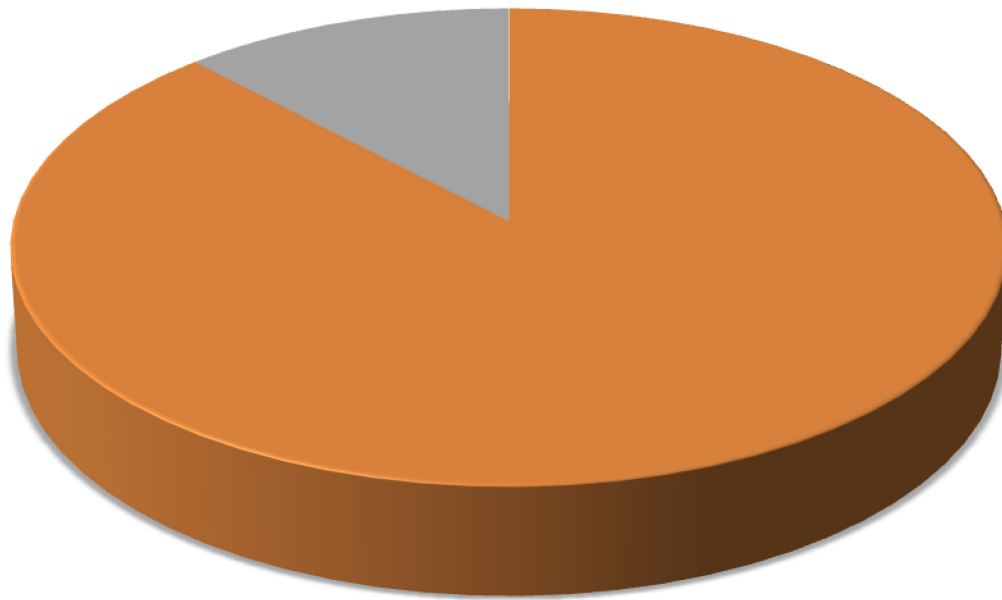
2007 - 2011 Inquiries Referral Sources



2007 - 2011 Signed Agreements Referral Sources



Earned vs Paid Marketing



- 88 % Obtained via Relationships
- 12% Obtained via \$\$ expended

*“Being good in business
is the most fascinating
kind of art”*

-Andy Warhol

EARNED MARKETING

Best Practices

+

Cultivating Relationships

and

PAID MARKETING

Purchased or paid media and events

EARNED MARKETING

(little or no cost)

- Design meaningful homes
- Juries
- Press releases
- Writing contributions
- Stewardship & community involvement
- Speaking engagements
- NPR - “The Point”
- Design competitions
- Awards
- Art gallery exhibits
- Industry events and networking
- Editorial features

Juries



- AIA + BSA Awards programs
- Lyceum Fellowship
- NE Hall of Fame (local design community)
- Residential Design Construction
- CRAN

Press Releases & Trade Submissions

- BSA newsletter
- Local newspaper
- Internal promotions
- Registrations
- LEED certified



BSACurrents

An electronic publication of the Boston Society of Architects /AIA

Writing Contributions

AN OLD VICTORIAN GETS AN ENERGY OVERHAUL

Fine Homebuilding

DESIGN • BUILD • REMODEL

Simple & Sturdy Stair Rail

An elegant attic addition

Insulated carriage doors improve a garage

Exterior painting tips from a pro

How to fit inset cabinet doors

Advanced framing is more efficient

MAY 2012 NO. 226
www.finehomebuilding.com
U.S. \$7.99/Canada \$8.99

drawingboard
LESSONS IN RESIDENTIAL DESIGN

BY MARK HUTKER

Designing built-in living spaces

I want an alcove just for me. Kind of like a hideout separate from the commotion in the rest of the house from which to read, write, nap, or just daydream. I want to be aware of the action in the house, but be able to turn my shoulder politely and be by myself.

So goes the design brief from one of our clients. She's not alone in her desire for personal scale and place-making in home design; this is a common human need.

At my firm, Hutker Architects, we must create memorable spaces that our clients yearn to occupy to achieve our mission of creating heirloom homes worthy of preservation. We have found that most of the rooms we design are conceived initially as collective areas for family living. Dining rooms, kitchens, family or living rooms, and even studies and libraries are planned for multiple users. Naturally, the scale of these

rooms is large, and when only one person uses such a space, it may not be comfortable. One way to make a large space more comfortable for an individual is to create a smaller space in it. We often activate the edges of large rooms with built-in living spaces smaller in scale and near a window. The success of these interstitial spaces is their relationship to the windows that animate them. A cherished characteristic of a

CUSTOM INGLENOOK

A client who is an avid reader asked for her own personal space in a large living room. We obliged by designing her dream window in the manner of a personal library framing a window to a water view beyond. A double-hung window is the centerpiece of this inglenook framed by casings that align with opposing bookshelves. We designed an angled backrest after having the client test her preferred reading position during construction. The wall sconce was positioned strategically to be over her left shoulder and the window sill to be aligned with her elbow. This space is at once part of the living area and of the landscape beyond.

14-in.-deep bookshelves
2-ft. 8-in.-deep seat
Custom cushion with a lift-top bench seat offers storage below.
Angled backrest is integrated into the paneled fireplace surround to create a cohesive built-in unit.
5-ft.-wide seat

96 FINE HOMEBUILDING

drawingboard
CONTINUED

STUDY WITH A WINDOW SEAT

At the top of a stairway, tucked in a 72-sq.-ft. dormer space, is a combination window seat and desk. The railing of the stairway defines one edge of the study area. Facing north is a double-hung window with counter-height cabinets that hide a printer and office supplies. Beneath the eave is a desk space where head height is not an issue. The result is an efficient L-shaped workspace in a residual corner of the house that might otherwise have become a dead end. Except for the mahogany desktop and cap rails, this entire composition is made of one material: cypress. There is a seamless flow between upstairs and downstairs, study and window seat.

Counter-height cabinets
Desk
Wall sconce serves both desk and window seat
Angled armrest defines edge of desk area
Window seat sized for occasional napping
Pillow and alghans are stored in drawer.
Stair rail defines edge of study area.
Cypress cladding creates continuity with adjacent living spaces.

CUSTOM BED ALCOVE

Behind our office is a wooden-boat building business that produces 40-ft. to 60-ft. schooners. We take our interns back there to learn how the builders see wood, think through their designs, and craft their brilliant pieces of work. Together, we learn how efficient the spaces are in a boat and how many uses can come from a single space. For an owner of such a boat and his family, we designed a harbor-front beach cottage. Located on the second floor, beneath a pair of windows centered on a gable, are two sleeping berths adjacent to a playroom. Tucked into the eave spaces are headboards with a shelf above; the wall on each side provides some privacy for the children. The berths are sized for standard 8-in.-thick mattresses. These two sleeping spaces occupy only 42 sq. ft., yet when looking out of each window, occupants can enjoy a feeling of spaciousness and of floating above the harbor below.

Reading light with wall switch
Wall conceals head for privacy
Linen storage
8-in.-thick, extralong twin mattress, 39 in. long by 80 in. long
Ventilation and sound are controlled through double-hung windows.
Low sill height evokes the feeling of space flowing outdoors.
1 ft.
3 ft. 8 in.
8 in.
1 ft. 2 in.

96 FINE HOMEBUILDING

window space is its intimate relationship to light, ventilation, and the view. The space allows one person to inhabit the defined area between inside and outside comfortably. These built-in spaces are at once intimate relative to the larger room and expansive to nature beyond. Here are three examples of custom built-in living spaces: an inglenook, a window seat, and a bed alcove. These spaces beckon you to occupy them. Our clients like to hole up in these places with a few pillows, something to sip, and something to read. As in a cockpit or a berth on a boat, everything—light fixtures, surfaces for resting a beverage, eyeglasses on a bookshelf—is a short reach away. Cuddling up with a good novel while being warmed by the fireplace, spending a summer evening slumbering in a custom berth, or writing at a desk enmeshed in a natural environment is a sure way to develop a personal and meaningful relationship with your home.

Mark Hutker is the principal and founder of Hutker Architects (www.hutkerarchitects.com) on Cape Cod and on the Massachusetts islands of Nantucket and Martha's Vineyard. Illustrations by Matt Schiffer of Hutker Architects.

Stewardship & Community

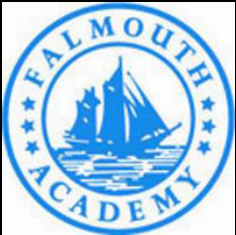
- Lyceum - 27 years
- Island Elderly Housing – 17 years
- Bank Board
- Falmouth Academy
- Habitat for Humanity
- Vineyard Nursing / Hospice of MV
- Sheriff's Meadow Foundation Board of Directors
- National Trust for Historic Preservation
- Design Scholarships for local high school students
- Jimmy Fund-Pan Mass Challenge for local riders
- Room to Dream Foundation



FALMOUTH HIGH SCHOOL



Island Elderly Housing, Inc.



National Trust for
Historic Preservation
Save the past. Enrich the future.

Speaking Engagements

- Harvard Graduate School of Design
- AIA + BSA Build Boston
- CRAN (Custom Residential Architects Network)
- NPR Cape and Islands



Graduate School of Design
Harvard University



The Point with Mindy Todd

Design Competitions

You can't catch fish if you don't cast a lure



- Enter each year with a modest budget
- Residential Architecture Design Awards
- AIA - national and local
- RA 50
- Best of Boston 2008



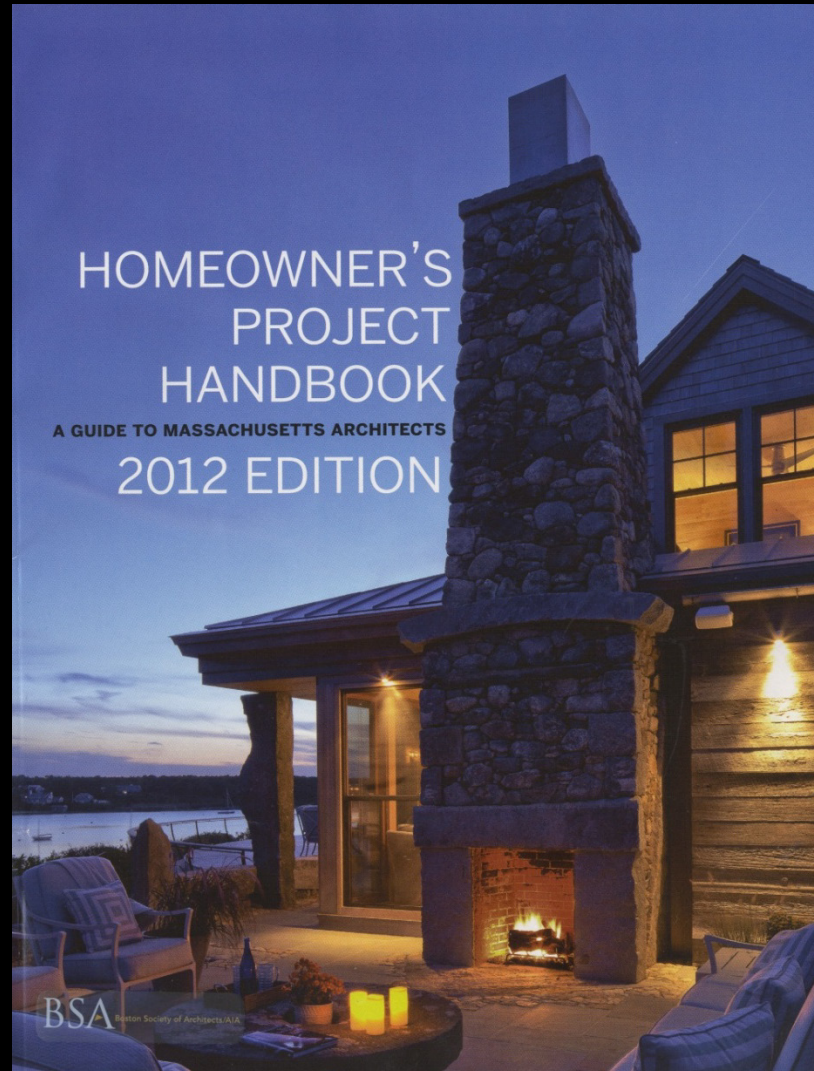
Awards



Art Gallery Exhibits



Industry Events & Networking



Editorial Features



aligns. The roof line of the house was built just to protect
vegetation from adjacent properties. Right: A 'pool court'
was created along the front of the house, giving the property
'water access' on either side.

Hutker Architects designs
an island home worthy of
its stunning locale.

When architect Mark Hutker first
visited this serene pond-front lo-
cale on Vineyard Haven, an un-
sightly pink ranch-style home sat
on the property. Not only was the
house jarring to look at, it was
poorly laid-out: a warren of small
bedrooms with no views or ventila-
tion, says Hutker, whose 25-year-
old firm, Hutker Architects, has of-
fices on Martha's Vineyard and in
Falmouth, MA.

BY JACI CONRY
PHOTOGRAPHY BY BRIAN VANDEN BREIN

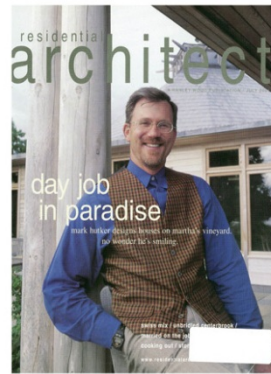
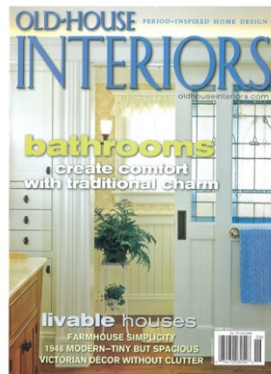
116 ANNUAL EDITION 2012-13



Regional, National and Trade Publications

- We get features because we are prepared for them
- Relationships with editors / publishers
- Scouting – tours with home editors
- Timely communication
- Project summaries so projects can be “pitched” to editors on a dime
- Know what publications to pitch where (editorial calendar)





*“I know half of our
marketing budget
isn’t spent well,
but I don’t know which half.”*

-Russ Lemcke
Board of Directors,
Falmouth Academy

PAID MARKETING

- Staff – 1 full time plus intern
- Photography
- Advertising
- Website
- E-blasts & direct mail
- Sponsorships

Photography

- Worked with one photographer for 20 years
- Best photography helps
- Consistency to the collateral and website





Advertising

- Advertise to your “bullseye” market
 - Local and regional shelter publications
 - Local newspaper
 - Local AIA chapter handbook
 - Local community events/sponsorships
- Website – glimpse our work, build brand recognition
- Photography
- Direct mailings
- Image packs – reprints, postcards and resume
- School job fairs-advertise to get best designers

Advertisement for Publications



Website

- Photography gets the most real estate
- Easy to navigate
- Updated current news and publications
- Internal and external media channels
- Social media – Facebook, Twitter, Youtube
- Hutker video
- Intranet
- NOT currently blogging



Hutker Architects

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Mark Hutker to speak at Custom Residential Architects Network (CRAN) Symposium

08.1.12 | [announcements, news](#)

Custom Residential Architects Network (CRAN) Symposium, on September 6-9, 2012 in Newport, Rhode Island.



Lagoon Pond Pavilion featured in Southern New England Home Magazine

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CRAN SYMPOSIUM 2012

ELEVATING THE ART OF RESIDENTIAL
DESIGN & PRACTICE

SEPTEMBER 6-9 / NEWPORT, RHODE ISLAND

Hutker Architects is pleased to announce the CRAN Symposium

Mark Hutker, AIA, together with fellow nationally-esteemed architects, will discuss the design and practice of residential architecture at the 5th annual Custom Residential Architects Network (CRAN) Symposium in Newport, Rhode Island.



Mark will speak specifically about the "art and practice of marketing," and will share his "marketing mindset" regarding the importance of personal relationships, both with clients and industry colleagues, to business.

The Custom Residential Architects Network, will hold its 5th annual symposium, entitled "Elevating the Art of Residential Design and Practice."

The Custom Residential Architects Network (CRAN), a Knowledge Community of The American

Where:
The Hyatt Regency Hotel
1 Goat Island
Newport, RI
02840

When:
September 6-9, 2012

Visit our Website:
HutkerArchitects.com

Back by Popular Demand:
On the Boards



Take a peek at HA's projects currently under way!



h u t k e r architects

Mark Hutker, AIA, together with fellow nationally-esteemed architects, will discuss the design and practice of residential architecture at the 5th annual Custom Residential Architects Network (CRAN) Symposium, from September 6-9, 2012 in Newport, Rhode Island. Mark will speak specifically about the "art and practice of marketing," and will share his "marketing mindset" regarding the importance of personal relationships, both with clients and industry colleagues, to business.

To learn more about the symposium and to reserve tickets, please visit the CRAN webpage:

<http://network.aia.org/cran/Home/Symposium2012/>



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Green Harbor Boathouse, Massachusetts



photography: Dan Cutrona

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Sugar Mill Residence, Chatham, MA

photography: Ryan Warden Brink

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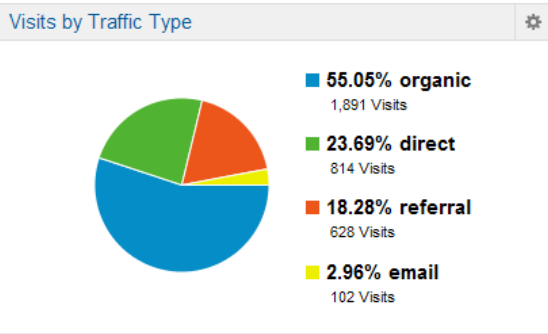
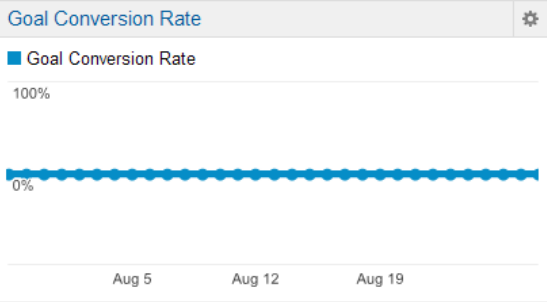
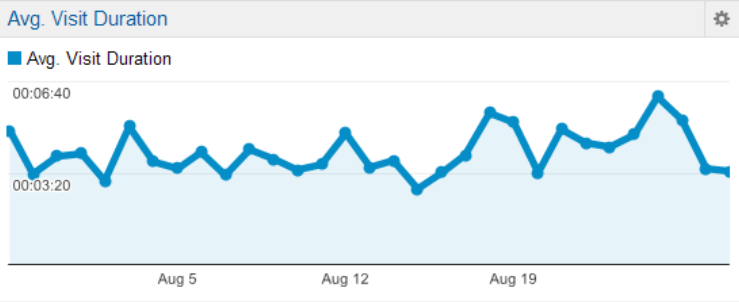
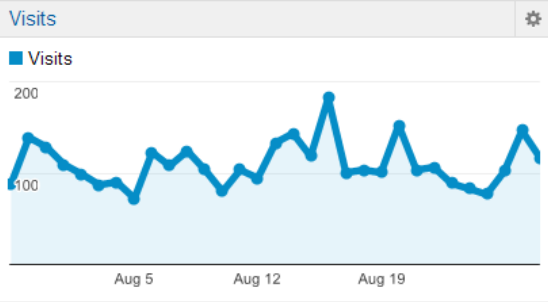
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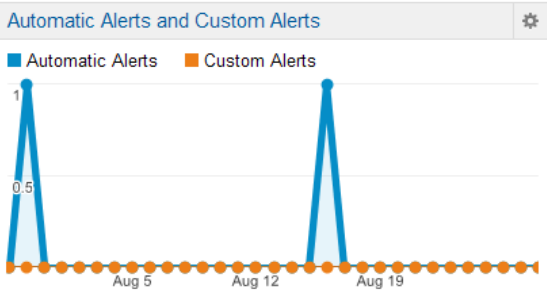
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Netherlands	9	00:07:12
New Zealand	8	00:04:10
Brazil	7	00:01:46
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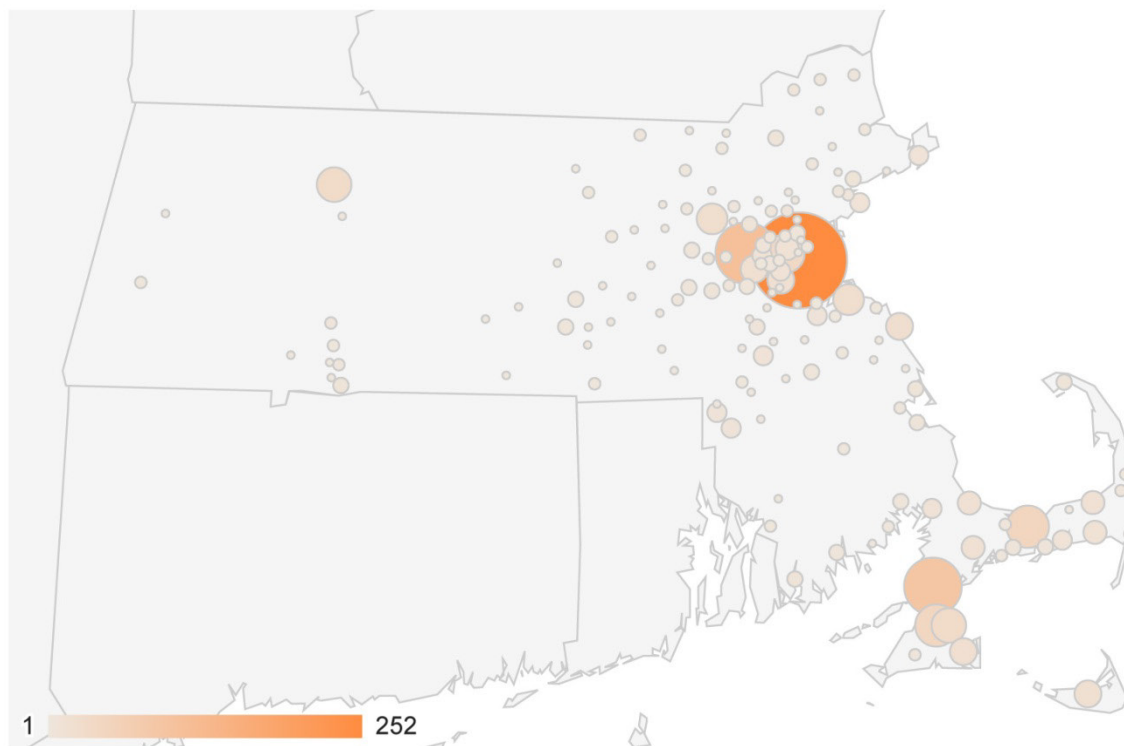
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CELEBRATE

the Next Generation
in Great Design:
Thursday
9/15/2011

New England Home's
40
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Liquor Sponsors: **VeeV** and **Baluarte Tequila**

Join us for drinks, small plates & fun
as we honor tomorrow's design stars.

Custom rugs designed by the award winners will
be auctioned off. Proceeds will benefit Barakat,
a charity that works to strengthen education
and literacy in Central and South Asia.

Thursday 9/15/2011
6:30-9:30 p.m.
Tickets, too, are \$5 Under \$40:
\$35 each
Tickets at the door: \$45 each, cash only

The Galleria at 333 Stuart Street
Boston, MA

To purchase tickets,
visit www.nehomemag.com/5Under40
or call (800) 609-5154, ext. 703

2011 5UNDER40 AWARD WINNERS
Debra Folz * Furniture & Accessories
Jinhee Park * Architecture
Rachel Reider * Interiors
Kelly Harris Smith * Accessories
Nima Yadollahpour * Architecture

New England Home's

40
5 FIVE
UNDER
FORTY
2011



Kelly Harris Smith

ACCESSORIES

"Felt" probably isn't the first thought that comes to mind when someone mentions "fabric"... unless you're Kelly Harris Smith.

A born-and-bred southerner from Virginia, Smith now calls Boston home. After graduating from Northeastern University with a degree in architecture, she worked at Boston-based firms, all the while experimenting with materials and textures. Her involvement with contemporary architecture and a

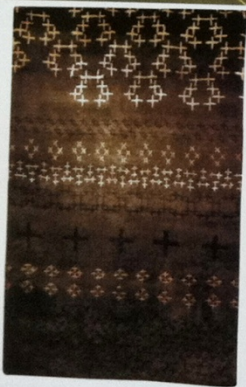
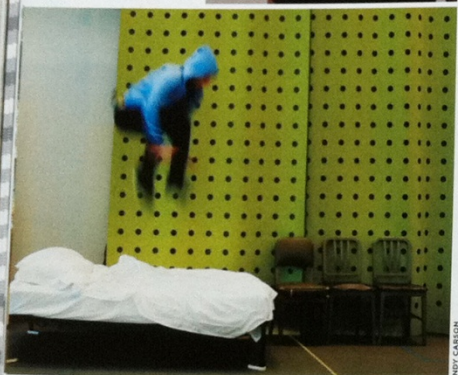
life-long love of "making things out of the unexpected" eventually led Smith to open FilzFelt, a company that imports and distributes German wool felt.

Along with her partner, Traci Roloff, Smith works with architects, interior designers and product designers on custom projects that use felt in unexpected ways: flooring, perforated wall panels, pillows, upholstery applications and more. FilzFelt's colorful products have been featured in *Interior Design Magazine*, *House Beautiful*, *Boston Home*, *Martha Stewart Living*, *Architecture Boston*, *Boston Common* and the *Boston Globe*, among others.

Smith is also a founding member of the Boston Design Salon and the curator for Design Nearby, an annual exhibition of local artisans at the Pinkcomma Gallery. When it came time to create a rug with Landry & Arcari for the 5 Under 40 charity auction, she proved her prowess with other textiles. "When the opportunity to design a rug came along, I started thinking about symbols, grids, pixels and the repetition of shapes," she says. "In particular, the plus sign appeals to me because although it is just a simple shape, it's also a figurative symbol for positive (not negative) and more (not less)."

We expect to see Smith's upbeat designs and positive energy radiate out into the New England design community (and beyond) for many years to come.

SEE MORE OF KELLY HARRIS SMITH'S WORK AT WWW.FILZFELT.COM



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ARCHITECTURE :: INTERIOR DESIGN

Skipper's Party



photography: Lauren Giglio

architecture
interior design

lyman perry | h u t k e r
architects

August 20, 2011
6:30 P.M. - 8:30 P.M.

Join us for the
SKIPPER'S PARTY





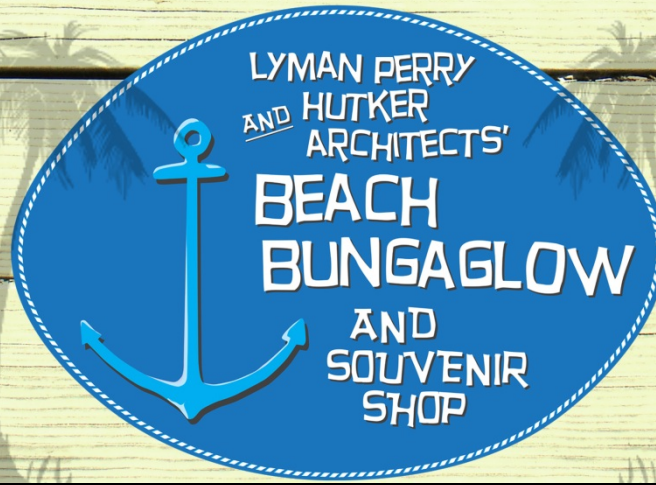
Nantucket Wine Festival



Nantucket's Daffodil Day Parade



SEE YOU IN SCONSET FOR AN
ENDLESS SUMMER PICNIC
DAFFODIL WEEKEND
NANTUCKET SATURDAY, APRIL 29TH



Cotuit Center for the Arts



Client Golf Tournament



Scholarships



Local Bike Team



Highfield Hall House Tour







lyman perry | h u t k e r
architects

Join us for the
SKIPPERS' PARTY
August 20, 2011
6:30 P.M. - 8:30 P.M.



*“Imagination is the last
remaining legal means you
have to gain an unfair
advantage over your
competition”*

-Ed McCabe

HEIRLOOMS TO LIVE IN:

Homes in a New Regional Vernacular

- Recessionary investment
- Editors told us we had a different story to tell
- Photography at hand, one source
- Competition drawings ready to go
- Good time to get our story out
- The book qualifies us as the experts we are
- Book signing events – Boston Design Center, Build Boston, Cotuit Center for the Arts
- Sent to libraries and universities
- Sent to editors for reviews
- Sent to past clients and prospects

HUTKER ARCHITECTS

HEIRLOOMS TO LIVE IN

HOMES IN A NEW REGIONAL VERNACULAR





February, 2012

Dear Sir/Madame,

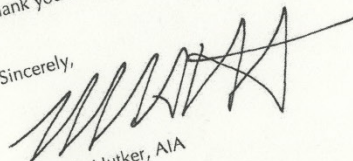
This is a quick note to introduce myself and to offer you our book: **HEIRLOOMS TO LIVE IN Homes in a New Regional Vernacular**. This has been a two year odyssey writing and documenting Hutker Architects' work over the last 25 years. The book is comprised of four chapters that tell the story of how we work with each client and ideas for creating a long term investment in each home. We like to think of ourselves as the creators of heirlooms.

If you would like to receive **HEIRLOOMS TO LIVE IN Homes in a New Regional Vernacular**, kindly fill out the attached acceptance form and return it in the attached self addressed envelope. Please remember to include a contact name and address for the librarian who will receive it.

In addition, I have included a "sell sheet" which contains supplementary information for your review including the dimensions and photo of the book, as well as more information on Hutker Architects, Inc.

Thank you for your consideration.

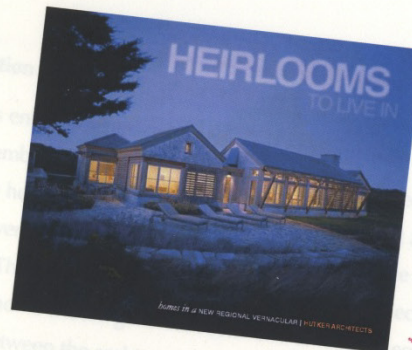
Sincerely,



Mark A. Hutker, AIA
Principal
Hutker Architects, Inc.

Enclosures

MARTIN'S VINEYARD
FALMOUTH



HEIRLOOMS TO LIVE IN
Homes in a NEW REGIONAL VERNACULAR
Mark Hutker AIA
Hutker Architects

Edited by
W. Wiegman and Oscar Riera Ojeda

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Ron Blackwell and David Buege

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Brian Vanden Brink

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- Exercise best practices
- Balance of earned and paid marketing
- When market forces align

“Success is never final!”

-Bill Leach

Katz, Sapper & Miller

MARKETING IS A MINDSET

Mark A. Hutker, AIA

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Q & A



