



Brand Building in the Era of the Empowered Client:

How online storytelling can help your business

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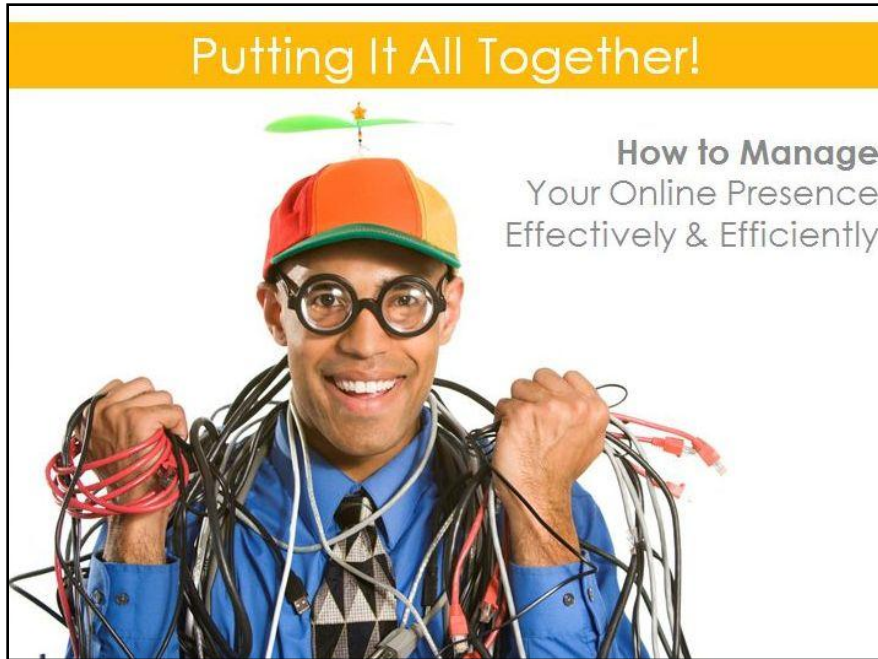
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Good design
makes a difference™



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This October 25, 2012 presentation is a part of a planned 2013 AIA Convention half day workshop, *Tools and Trends in Web Platforms and Social Media for Residential Architects & Small Project Practitioners*.



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Course Description

One of the biggest challenges for residential architects today is working with clients who are more empowered than ever - empowered about what designs they like, what products they want, and what they know about your firm before they even sit down to discuss their project. Given this, residential architects can stay one step ahead by managing their web presence to tell their story as efficiently and effectively as possible.

A panel of three AIA members, Mark English AIA, Jane Frederick FAIA, and Stuart Narofsky AIA, will discuss online marketing goals & analytics, how to invest your time online, the benefits and concerns with sharing information online. Harold F. "Bud" Dietrich, AIA, moderates.



Learning Objectives

1. Learn about new mobile, local and social tools like Houzz that homeowners are using to collect information about residential architects - and why they are now doing so months or years before they are ready to hire.
2. Gain an understanding of why it's more important than ever to use these same tools to tell their unique story proactively to homeowners as they are doing early stage research and idea-gathering.
3. Describe how to effectively build brand recognition and credibility through storytelling and community interaction.
4. Discover how other residential architects have used these new tools to expand their reach to secure projects locally, out of state, and internationally.





Bud Dietrich, AIA



Liza Hausman



Jane Frederick, FAIA



Katrina Hermann
for Stuart Narofsky, AIA



Mark English, AIA

Submit a question to the moderator via the Chat box. They will be answered as time allows.



Liza Hausman
Vice President of Marketing
Houzz



THE EMPOWERED CLIENT



743,349 Photos

My Houzz

Professionals

Discussions

Ideabooks

Products

Photos



John Maniscalco Architecture

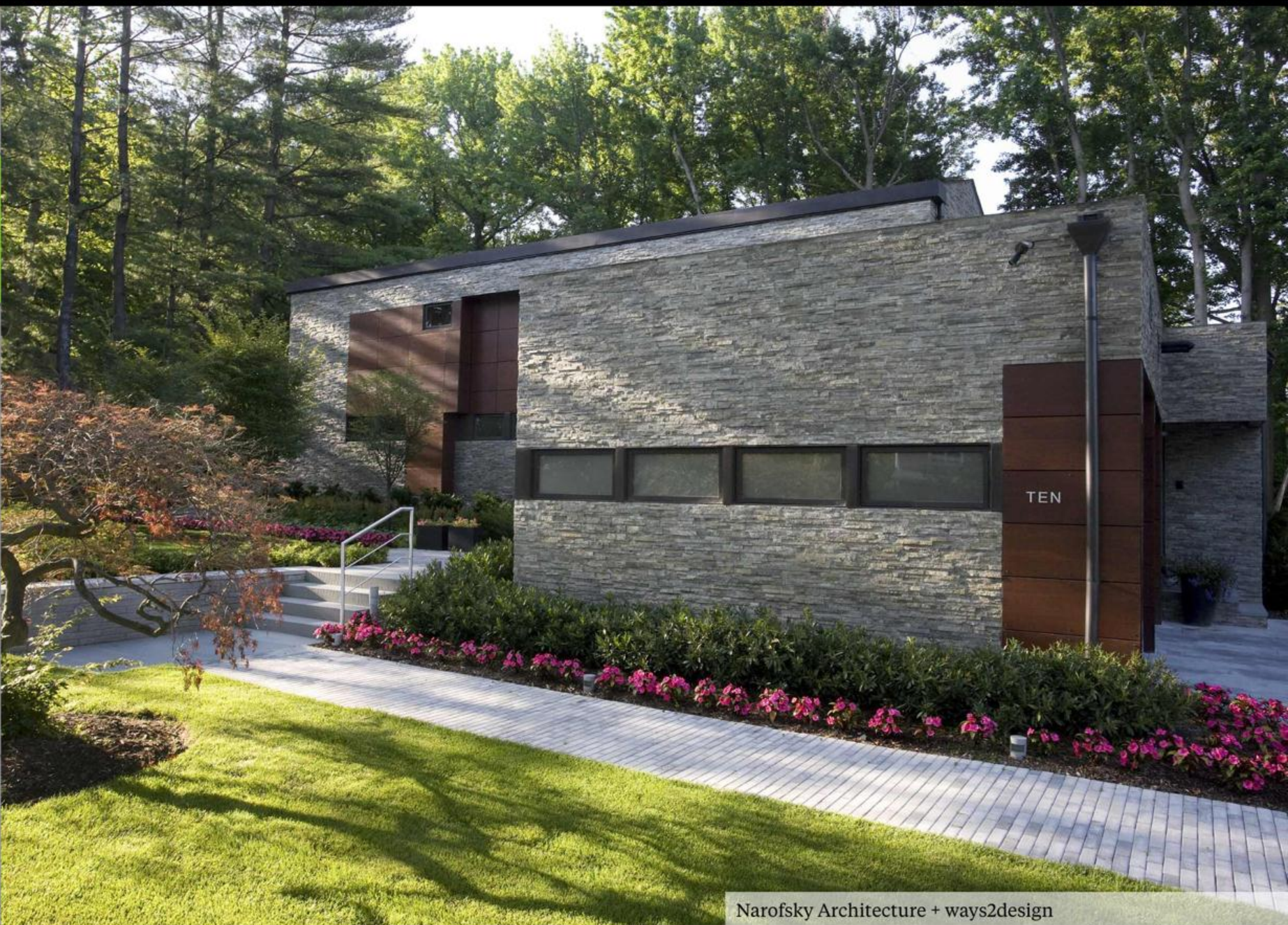
+ Add to Ideabook

Ask

Share

Professional





Narofsky Architecture + ways2design




Frederick + Frederick Architects




Mark English Architects, AIA



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 Share

 Professional's Profile



Info

A stylized icon of a laptop computer with a gray frame and a white screen. The screen displays the text "9 MILLION" in green. The laptop has a small green dot on the bottom right corner of its frame.

9 MILLION

A stack of four Polaroid-style photographs. The top photo is dark gray with the text "700K" in white. The other photos are slightly offset behind it, showing their white borders.

700K



3 MILLION

50,000+

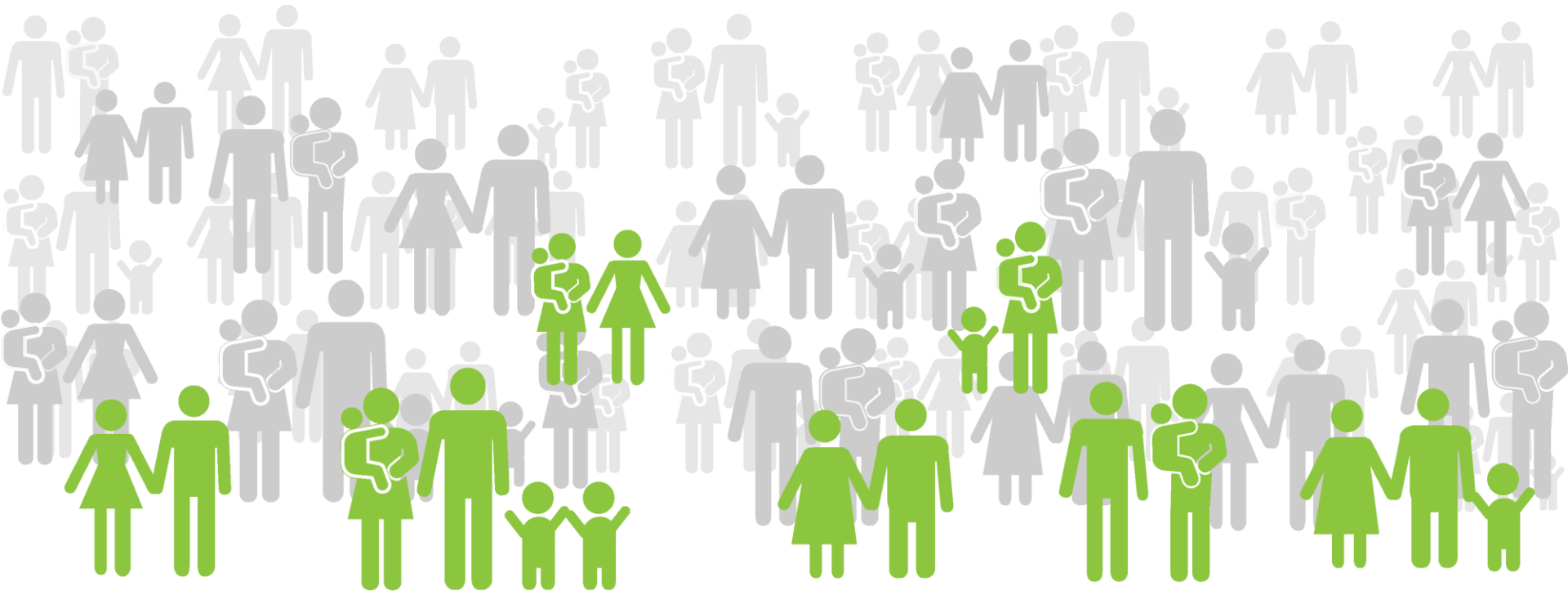


 3,000

 500,000

The Empowered Client

WHAT DO THEY LOOK LIKE?



☒ 30,000+ survey responses



89%



\$400K

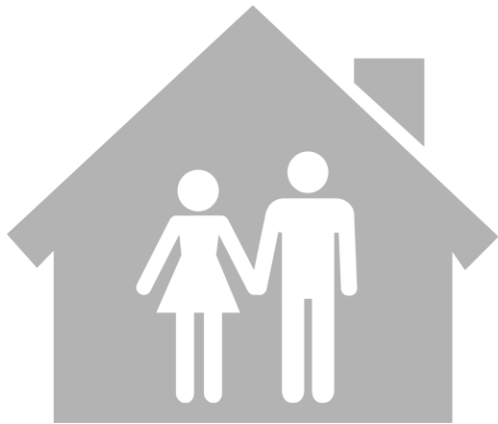


48



\$125K

27%





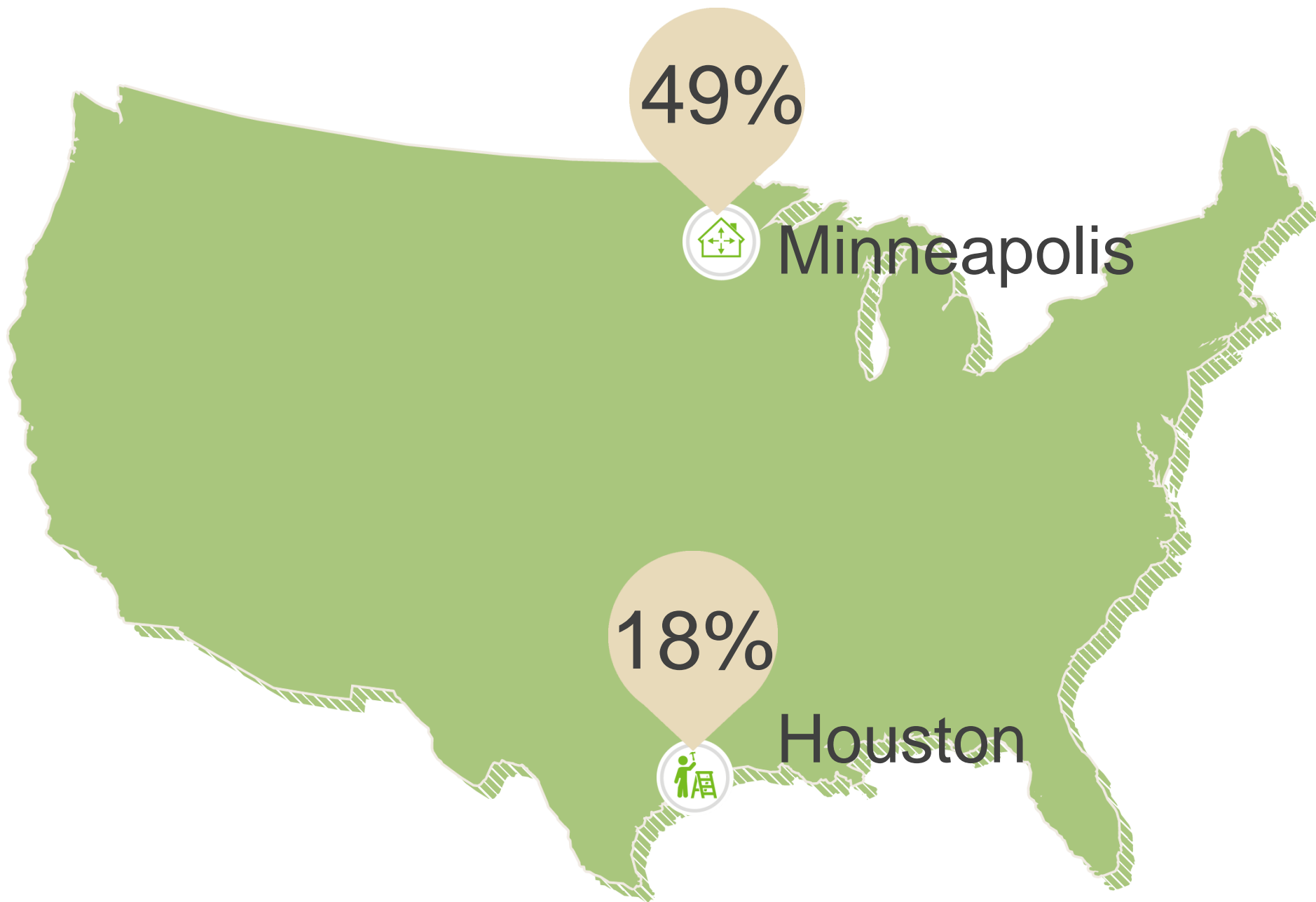
72%

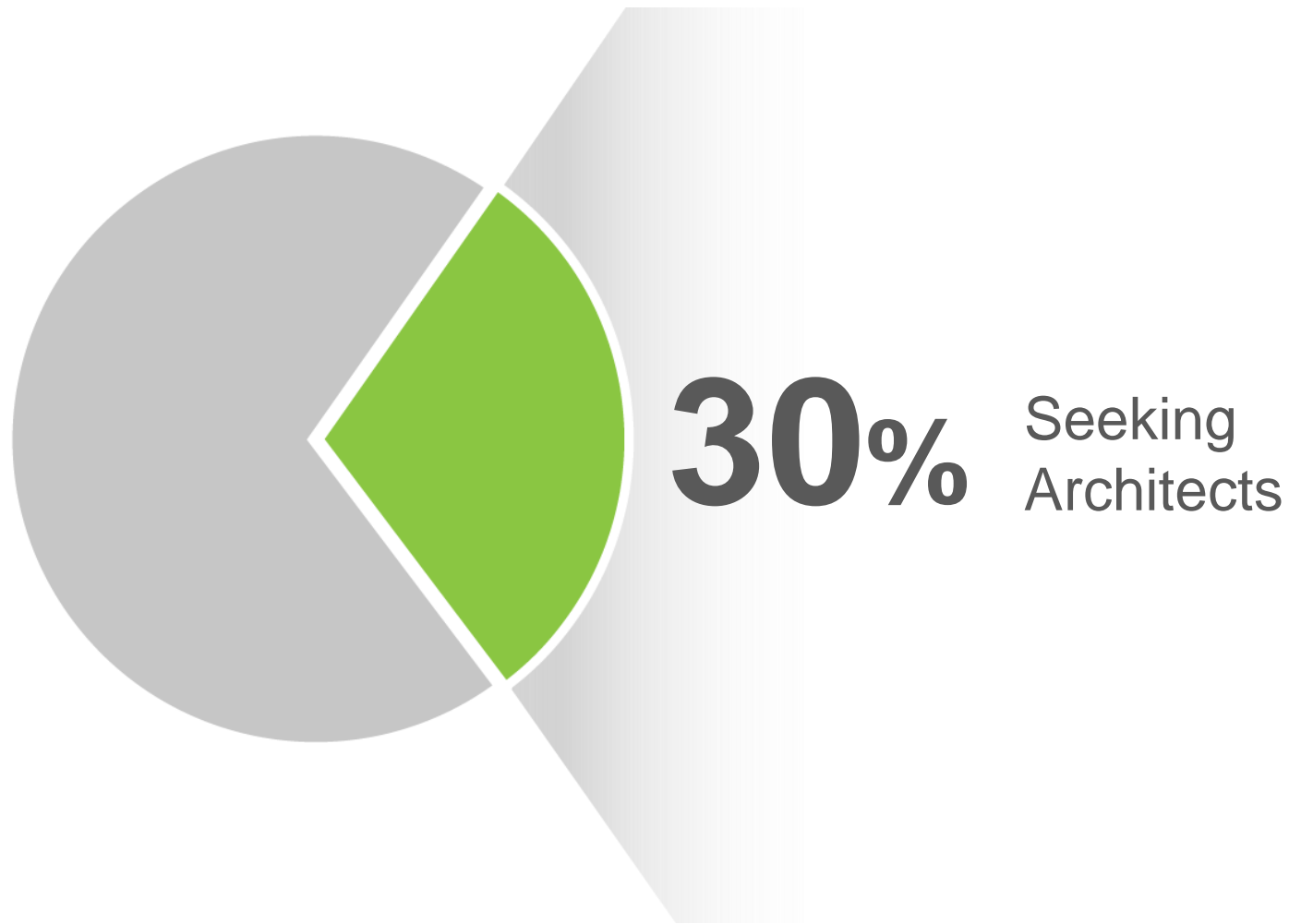


40%



10%





43%

Over-budget

\$5K

\$5K

\$5K

\$5K

\$5K

\$5K

\$5K

\$5K

\$5K

18%

No budget

\$5K

\$5K

\$5K

\$5K

86%

Look
&
feel

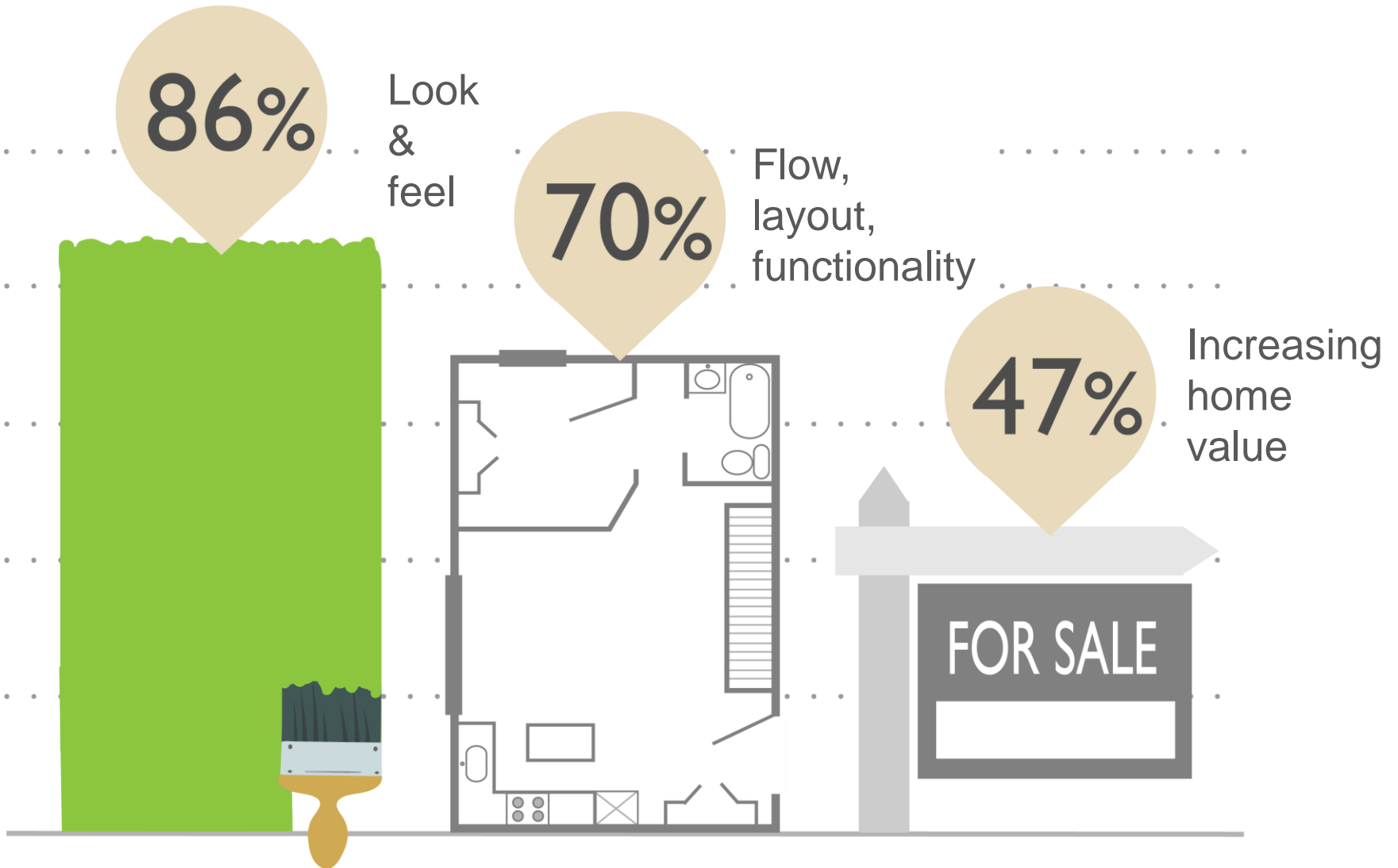
70%

Flow,
layout,
functionality

47%

Increasing
home
value

FOR SALE





Jane Frederick, FAIA
Frederick + Frederick Architects





Social
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Blogging & Web Page

<http://www.f-farchitects.com> - <http://www.f-farchitects.com> [DEFA... ▼

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■ **48.63% Search Traffic**

11,893 Visits

■ **26.93% Referral Traffic**

6,587 Visits

■ **24.44% Direct Traffic**

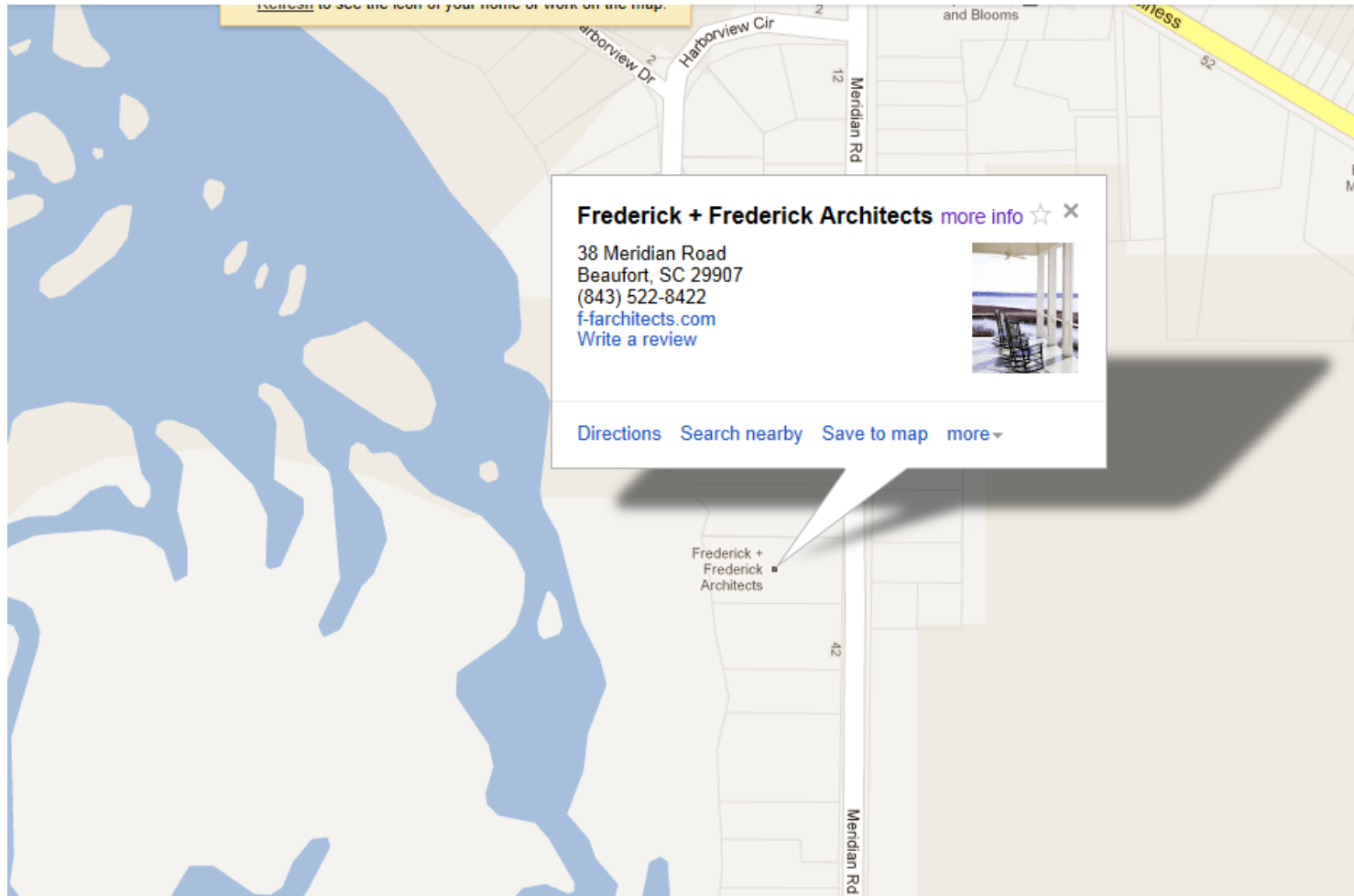
5,977 Visits

Search Traffic



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Source	Visits	% Visits
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2. hookedonhouses.net	607	9.22%
3. google.com	373	5.66%
4. southernliving.com	352	5.34%
5. facebook.com	249	3.78%
6. hothumidsolutions.com	175	2.66%
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10. lowcountryarchitect.blogspot.com	76	1.15%





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38 Meridian Road Beaufort, SC 29907



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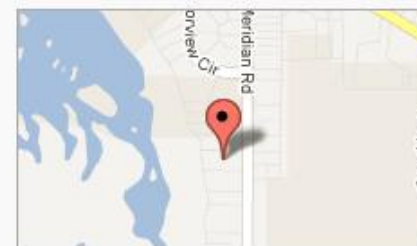
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Reviews from around the web: merchantcircle.com - hallway.com

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AIA Architect Finder

Page Tools

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Whether you're dreaming of a new home or planning commercial space, involving an architect from the start is the key to success.

Use the AIA Architect Finder to locate architecture firms in your area. You can search by city, state, ZIP code and surrounding area (U.S. ZIP codes only), or by firm name. Use the three-character ISO country code dropdown box to locate international firms.

Search by Location			Search by Firm	
USA	City Name	State	Firm Name	<input type="button" value="Search"/>
29902	25 Miles			Reset





Firm Search Results

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1-15 of 21 Total Results

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Firm	Contact	Telephone	Radius	E-mail	Web Site	Gallery
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▶ AAG Associates	37B Marshellen Drive Beaufort, SC 29902		2.00			
▶ Frederick & Frederick Architects	38 Meridian Rd Ladys Island, SC 29907-1404	(843)522-8422	3.00			
▶ A Tate Hilliard, LLC	315 Distant Island Drive Beaufort, SC 29907		3.00			
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▶ Peter Edwin Sherratt Architect			17.00			

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2. hookedonhouses.net	607	9.22%
3. google.com	373	5.66%
4. southernliving.com	352	5.34%



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Frederick + Frederick Architects

☆☆☆☆☆ 1 Review

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Award winning residential architects who specialize in hot, humid climates

Contact: Jane Frederick, FAIA, LEED AP

Type: Architects & Designers

Address: 38 Meridian Road,
Beaufort, South Carolina,
United States, 29907

Phone: 843 522 8422

Fax: 843 522 8332

Website: www.f-farchitects.com

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Ackerman Residence (4 photos)



Andrews (12 photos)



Bluff House (43 photos)





lowcountry river house

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Recently added by **dschaefer**
Last comment "Floors and walls"

This photo has **10 questions**

John McManus Photography

Email | Embed | Edit | | | »

Added to 14,906 ideabooks

This photo has 10 questions:



charlestonkat posted in Photo Questions:

Is the ceiling barely blue, and what color? Love the whole look.

1 · Add Comment · 3 months ago · last comment by Frederick + Frederick Architects



Joseph Joyce posted in Photo Questions:

Where did you get the deer head from?

2 · Add Comment · 3 months ago · last comment by Architectural Antiques



sharont37398 posted in Photo Questions:

Is the wood on the walls a lap board tongue and groove, or just pine board nailed to the walls?

1 · Add Comment · 5 months ago · last comment by Frederick + Frederick Architects



nmediin posted in Photo Questions:

What company were the floors purchased from?

1 · Add Comment · 6 months ago · last comment by Frederick + Frederick Architects

What Houzz contributors are saying:



added by **Between Naps on the Porch** to **Warm and Cozy Wildlife and Hunt-Themed Inspired Rooms**

This back entry of a low-country river house gets a touch of the hunt theme.



added by **The Shabby Nest** to **Creative Spaces: Are You Making the Most of Your Hall?**

This entry hallway is functional and pretty. With the addition of a built-in bench, complete with shoe storage beneath, it does double duty as an attractive mudroom.



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Ideabooks



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16



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Houzz Tour: Rustic and Traditional in South Carolina

Lowcountry design and materials inspire farmhouse-style home on old rice field



Vanessa Brunner

Staff Writer, Houzz.com [More »](#)



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HOT, HUMID SPECIALISTS

Located on a barrier island on the South Carolina coast





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Robbins Garden

Added to 1,216 ideabooks
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This Old House

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Home > Kitchen > Outdoor Kitchens > Cook Up a Great Outdoor Kitchen

Cook Up a Great Outdoor Kitchen

Been hankering for an open-air cooking area? Here, our guide to the ingredients it takes to make a five-star space

BY JESSICA DODELL-FEDER, THIS OLD HOUSE MAGAZINE

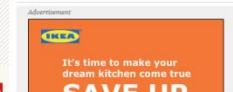


Photo: Deborah Whitehead Llewellyn

Cook Up a Great Outdoor Kitchen

1 of 9 Previous Next

Been hankering for an open-air cooking area? Here, our guide to the ingredients it takes to make a five-star space. Incorporate as many as you like—and as your budget allows—then save the rest for summers to come.



Related Content



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Cook up a great outdoor kitchen! Here's how to do it on a budget <http://su.pr/9dxNpz>

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How to Cook Up an Outdoor Kitchen for Your Home

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Cook Up a Great Outdoor Kitchen
By Jessica Dodel-Feder, This Old House Magazine

Have you ever dreamed of having an outdoor kitchen? Here's how to make it a reality. From the basics to the bells and whistles, we'll show you how to create a space that's perfect for entertaining and enjoying the outdoors.

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Share the knowledge!

are some great landscape and garden articles from This Old House:

75 Outdoor Upgrades for Under \$75

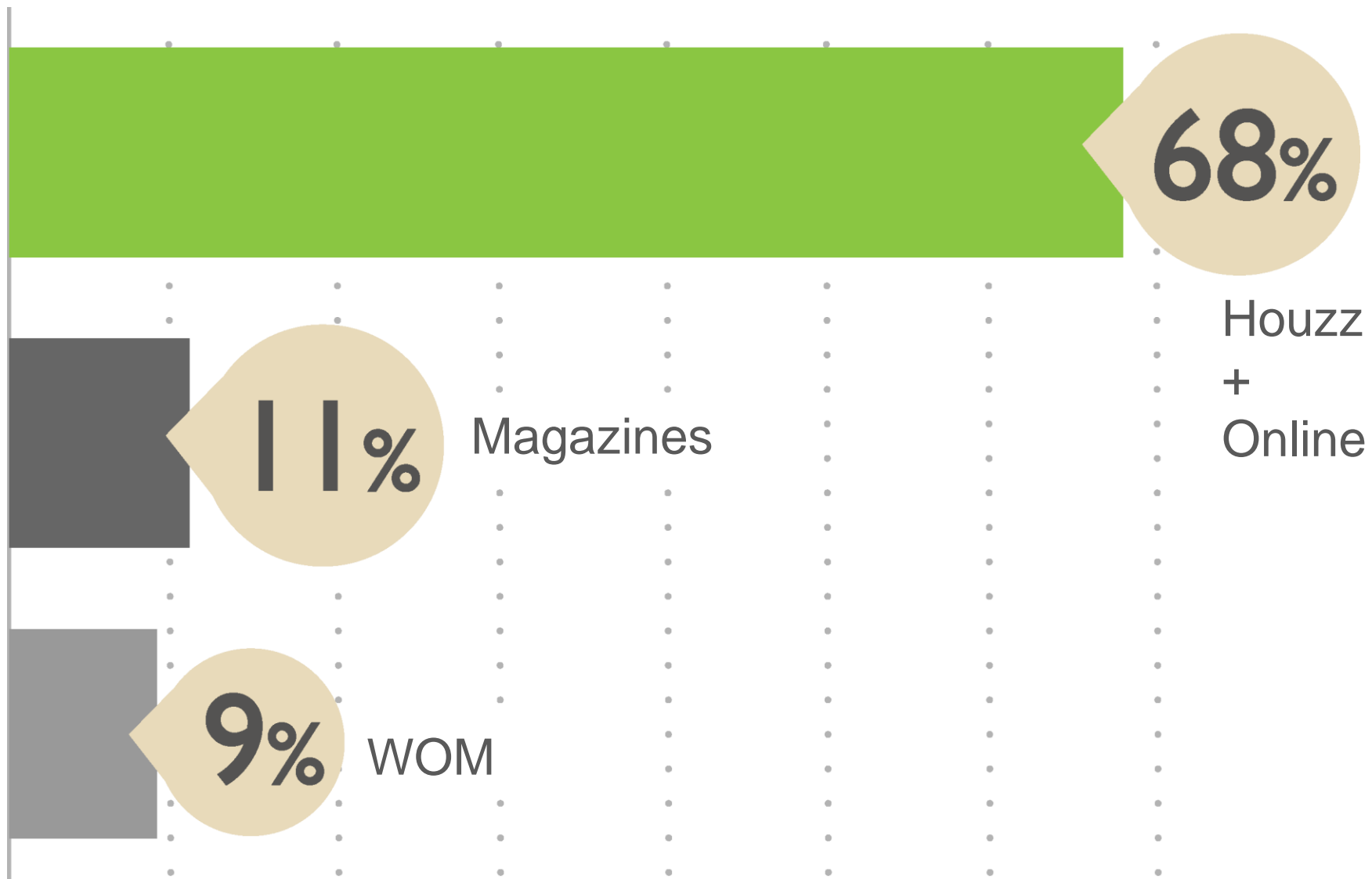


Liza Hausman
Vice President of Marketing
Houzz



The Empowered Client

**WHERE ARE THEY GETTING
INFORMATION?**



Great Tool

By JPGrocery



We are starting the process of building a home, and the ideabooks have been invaluable, from communicating what we want to our architect, to picking colors and finishes with the designer! I am sure we will use this tool through the completion of our project.

Amazing App

By Cheri Callaghan



Browsing the web is so frustrating!!! This app solves that problem and more with the search feature, links to professionals and products. The ability to save photos to my ideabooks has been so helpful in helping me recognize my own style and make decisions.

Modern?



David Howell Design, NYC



Daniel Sheehan, Seattle

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Add Photo to Ideabook

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What do you like about this photo?

Light fixture, glass walls

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Annie Nozawa (you)



Liza Hausman

☒ View ☐ Edit ☐ Remove

Doug Durando

☐ View ☒ Edit ☐ Remove

Keerthi Naidu

☒ View ☐ Edit ☐ Remove

Emily Hurley

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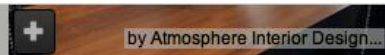


by Studio KW Photograp

Lamps

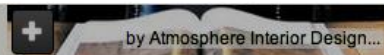


by Lucy McLintic



by Atmosphere Interior Design...

The console lamps and centerpiece are amazing! So classic and elegant, but fresh and modern.



by Atmosphere Interior Design...

The Buddha head on a pedestal of books - wow



by Benedict August

e the stuffed-animal taxidermy!!



by Atmosphere Interior Design...

The Regency/chrome/white leather chairs with the classic modern Saarinen table are a fantastic pairing.



Cynth's ideas





by Ben Herzog

Added to 1,118 ideabooks

Recently added by [anna190](#)

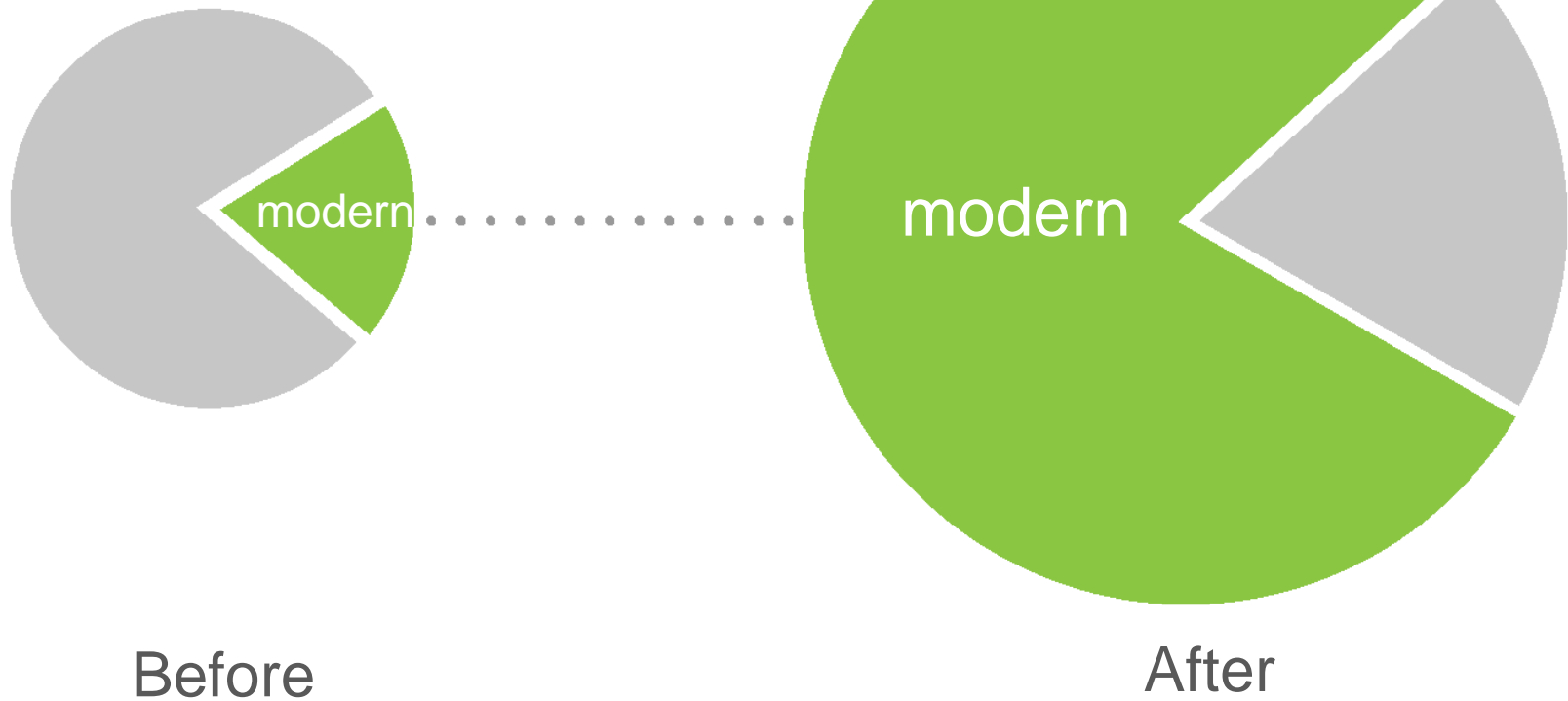
who said "Floors"

This photo has 5 questions

Has product tags 📌

*row house/ brownstone?? pretty cool space... It helps the "carbon footprint" of Mother Earth to own a **row house** vs a single detached home!... **Row house** interiors are long and narrow spaces. Typically a stair hall at one side and living rooms to the other. Large... Row house interiors are long and narrow spaces. Typically...*

Case Study



Services

Architects & Designers

Artists and Artisans

Closet & Home
Storage Designers

Design-build Firms

General Contractors

Home Media Design &
Installation

Home Stagers

Interior Designers

Kitchen & Bath
DesignersLandscape Architects
& DesignersLandscape
Contractors

Lighting Designers

Media and Bloggers

Photographers

Pool & Spa Designers
and Builders

Specialty Contractors

Suppliers

Appliances

Bedding and Bath

Building Supplies

Carpet and Flooring

Fireplaces

Furniture and
AccessoriesGarden and
Landscape Supplies

Kids and Nursery

Kitchen and Bath

Lighting Fixtures

Paint & Wall Coverings

**Crisp Architects**

★★★★★ 14 reviews

Millbrook, NY, US 12545 · 846 photos

We design new homes, additions, and renovations, and provide green solutions in New York, Massachusetts, Connecticut and... »

**FORMA Design**

★★★★★ 8 reviews

Washington, DC, US 20009 · 318 photos

Since 1994, Washington, DC based FORMA Design, Inc. has produced memorable, creative and thoughtful Architecture and Int... »

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★★★★★ 4 reviews

Austin, TX, US 78746 · 454 photos

Founded in 1989, Cornerstone Architects is an architectural design firm based in Austin, Texas. Cornerstone specializes ... »

**Frederick + Frederick Architects**

★★★★★ 1 review

Beaufort, SC, US 29907 · 408 photos

Award winning residential architects who specialize in hot, humid climates »

Ideabooks ▾



✓ Like

248k

UPLOAD

Latest From Houzz 6,177 Ideabooks



8 Great Kitchen Cabinet Color Palettes »

If you like the layout of your existing kitchen and your cabinets are in good shape, painting them can be a smart way to go. Another budget-friendly route is to purchase and install new cabinet boxes (or "carcasses," as I've... [more »](#)

by Jennifer Ott 60



8 Great Kitchen Cabinet Color Palettes (11 / 18)

Inspiration Image 5

For those seeking a subtler approach to injecting color in the kitchen, consider painting a bold color onto the base, island or peninsula cabinets only, and/or painting the side and back walls of a niche.



NVS Remodeling & Design

Modern Townhouse Kitchen

<http://nvsrd.com/>

NVS Remodeling & Design

Kitchen | Modern | Dc Metro

Other Photos in Project **Modern Townhouse Kitchen**
(14 photos):

People who liked this photo also liked (13 photos):



This Photo has 4 Questions:



"The sink in image number 5 is from what manufacturer?"

1 · 4 weeks ago



"Is the counter around the perimeter granite with a leather finish? - Is it easy to keep looking clean/ streak free compared to the shiny black granite? I have been told it shows fingerprints easily but I love the look."

1 · 4 weeks ago

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Ask a Question

Email

Embed





Norris Architecture

Stone Residence 1

<http://www.norrisarchitecture.com>

A traditional house that meanders around courtyards built as though it where built in stages over time. Well proportioned and timeless. Presenting its modest humble face this large home is filled with surprises as it demands that you take your time to experience it.

Exterior | Traditional | Nashville



by serenbe

4 months ago in Design Dilemma

Need help with porch dimensions.

Re my house plans for new construction. My front porch is 36' wide and 8' deep with six 6"x6' posts tapering to 4.5" at top. After seeing the Norris Architecture Stone Residence porch that is 46' wide and 12' deep with six 12"x12" posts, I would like to have my porch plan changed to have the same look and feel of the Stone Residence porch while maintaining the proper proportions. It appears that changing my windows to French doors will work, but what size should they be and what should the depth and post size of my 36' wide porch be to accomplish the same effect?



Bookmark



Email



4



Emily Hurley

Hi Serenbe, Did you end up changing your design? How did it turn out?

6 weeks ago · Like



serenbe

We communicated directly with the architect, who was a good match because of his interest and knowledge of sustainable and healthy design and construction, and that resulted in our engaging him to create a new house design for us that will include a similarly styled porch and stone facade in a more modern design that will take advantage of our lot, enhance the existing neighborhood, and incorporate some exciting new ideas. The architect is currently working on the preliminary floor plans and elevations.

6 weeks ago · Like · 1

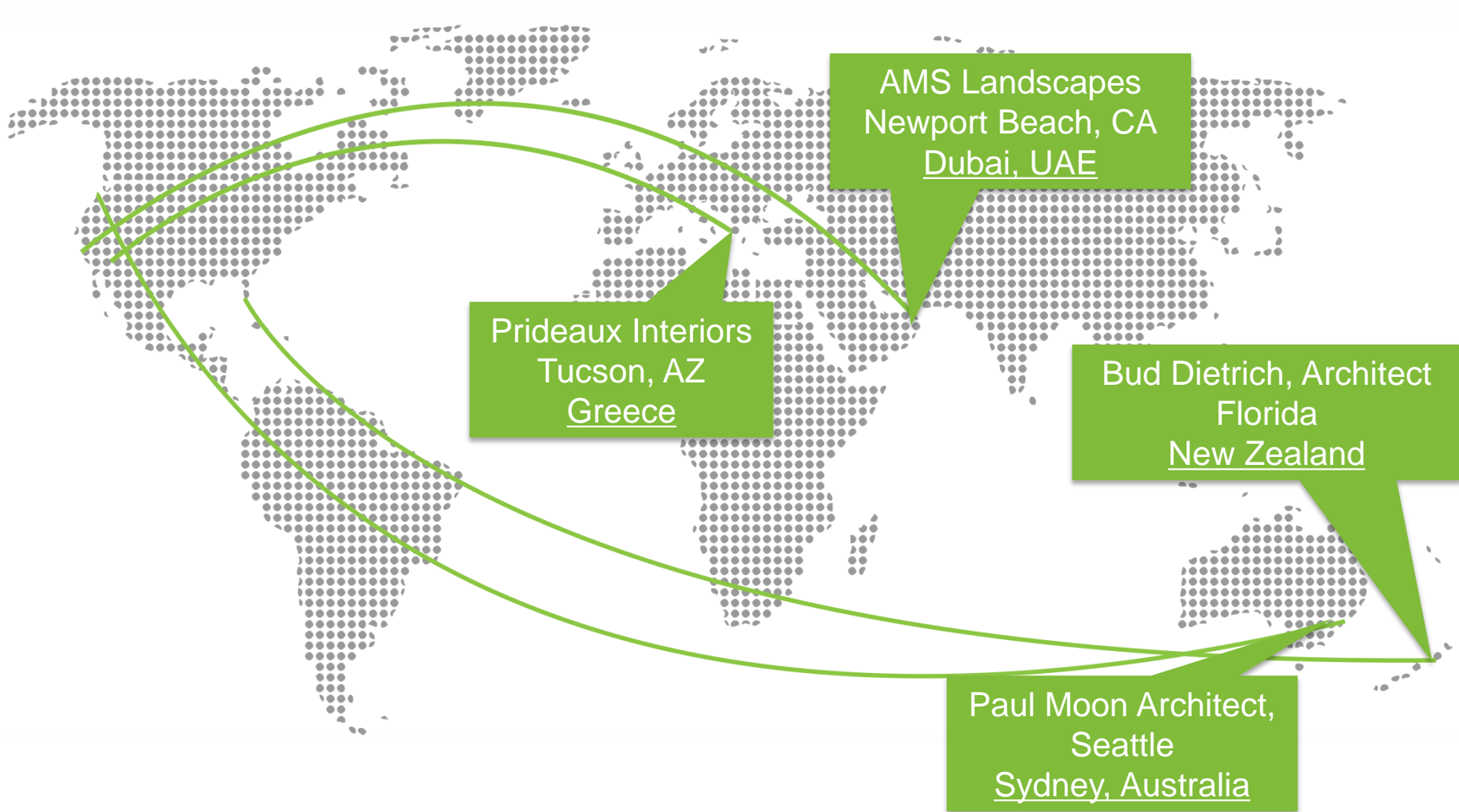
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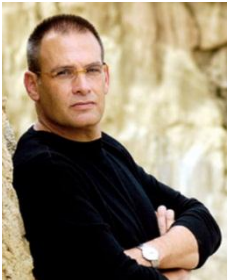






Katrina Hermann

Narofsky Architecture
and Ways2Design



Katrina is standing in for
Stuart Narofsky, AIA.

Good design
makes a difference™



**THE AMERICAN
INSTITUTE
OF ARCHITECTS**

Narofsky + ways2design



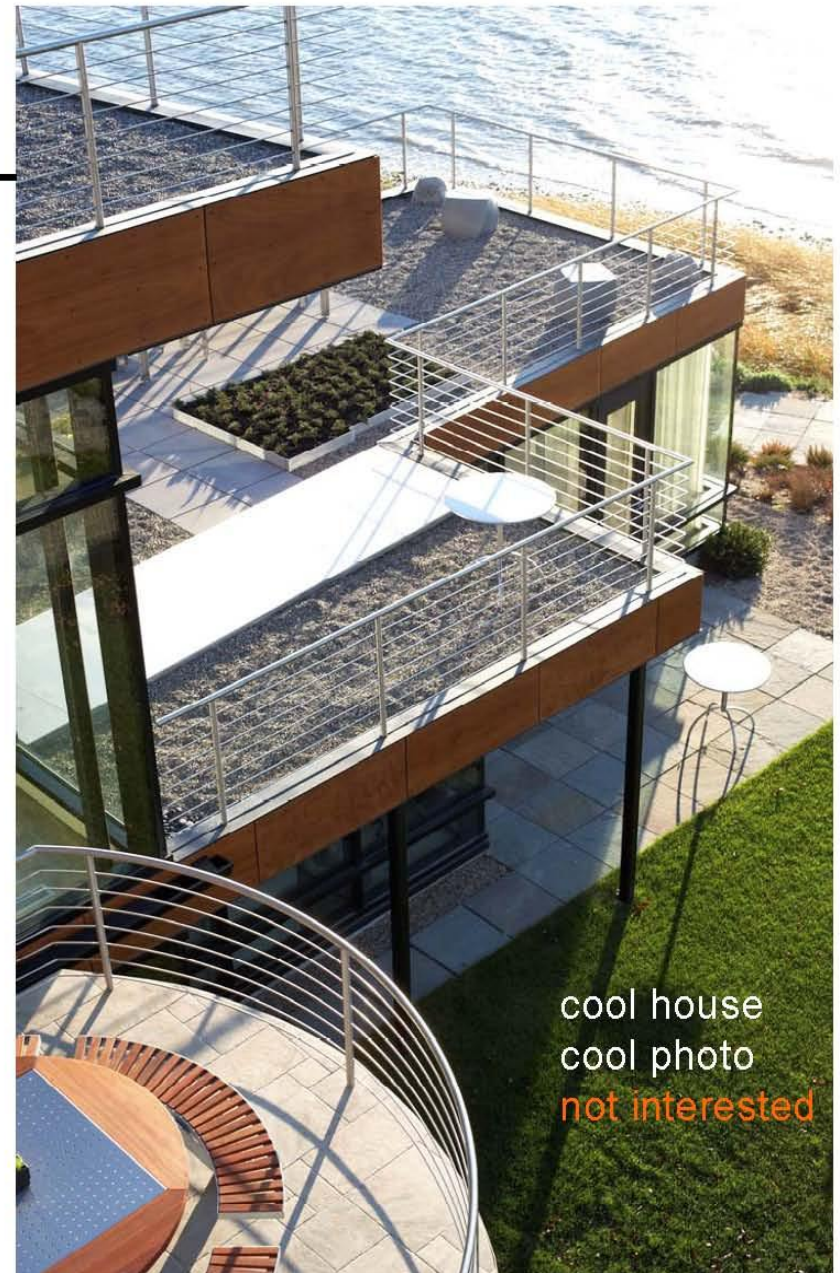
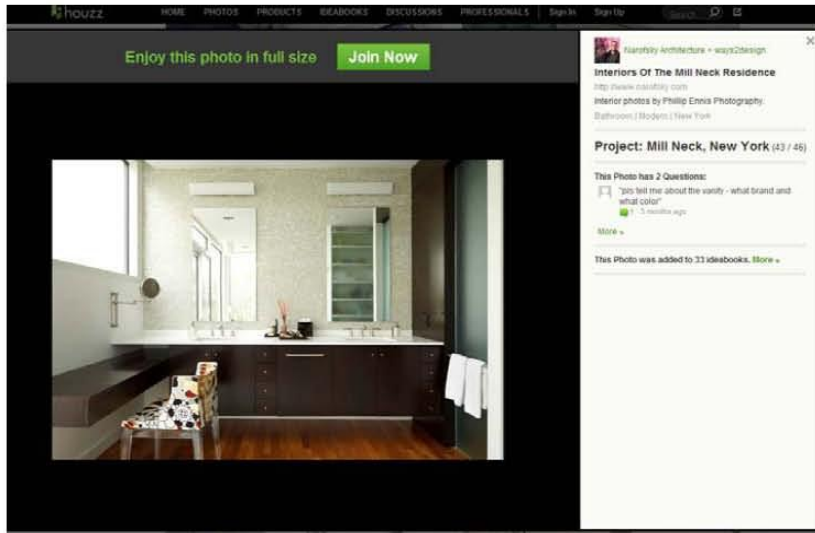
“...widen our exposure to new regions,
& broaden our market”



What we have noticed...

“people like bathrooms & landscapes”

- Houzz hits are mostly bathroom related and landscape related.
- Our more modest designs seem to attract more hits.



always behind...



...photoshopping

...uploading

...describing

...tagging

...re-uploading

...retagging

“house Tour”



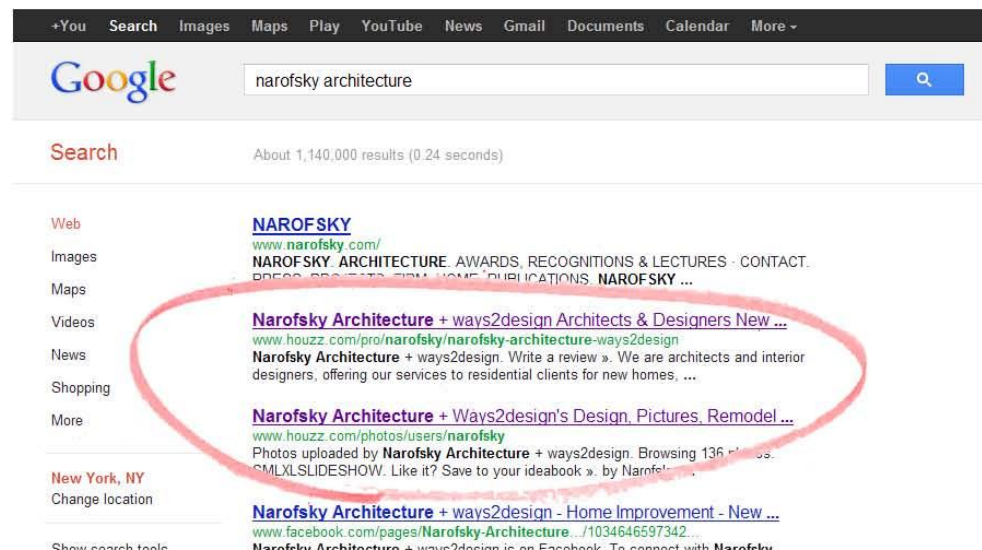
→ Great *success*

Great *exposure* we
shared with our current
clientele

“houzz hits”

“ Good **public exposure** having “houzz” listed within the first couple Google hits... makes us look very good on a browse.

...more viewing traffic is a good thing. ”



“Design Goals”

→ Re-evaluate

- Very accessible and quick way to update and get newly completed work on the web and out to potential clients.
- It's a good tool toward understanding what designs are attractive to the viewing public.

Moving Forward

Reality tv...

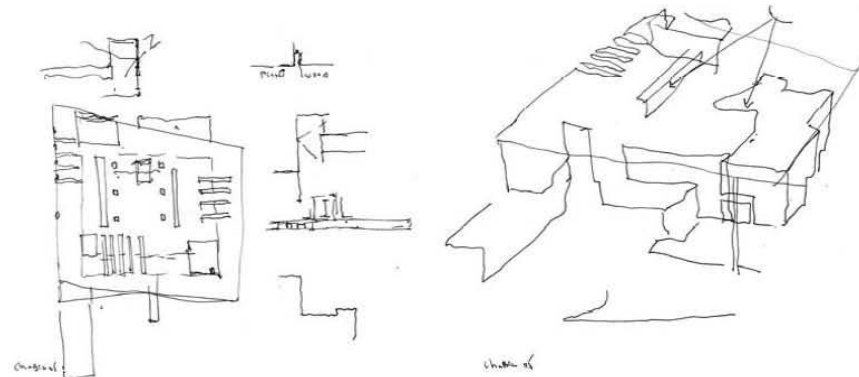


= instant gratification
(audiences view this as quick and easy)

Reality...

A picture gallery does not show background and process to a design.

Does it eventually become too overwhelming to viewers to direct a design direction?





Liza Hausman
Vice President of Marketing
Houzz



HOW THE WORLD HAS CHANGED

The world is flat.



Clients start early.



Clients want a 360° view.



Your brand matters.



Test. Repeat.



Be discoverable

- ▶ Start now, enrich your profile over time
- ▶ Add photos & keywords
- ▶ Interact with the homeowner community
- ▶ Leverage free market research
- ▶ Ask clients and colleagues for reviews



Mark English, AIA
Mark English Architects



Brand Building for Architects*

*(In the Era of the Empowered Client)



What's Happening?

- There is less quality work for us, greater competition.
- Our prospective clients are younger than us.
- Our online presence is judged by prospective clients, regardless of what we think.
- The look, feel and appearance of our website matters.
- No-one comes to our office anymore.

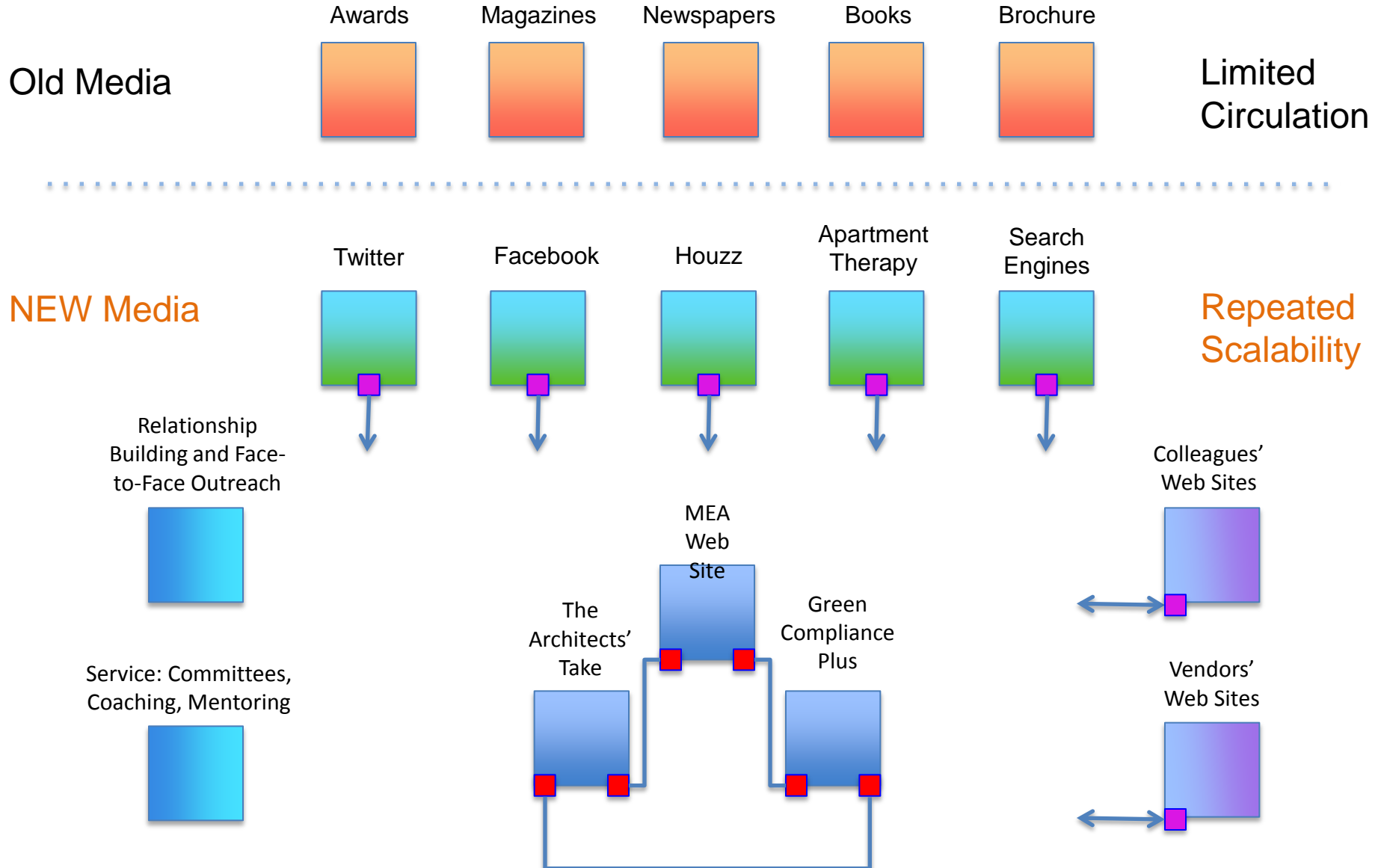
What do I Want?

- Better Projects with Better Clients.
- Increased Professional standing & respect.
- Increased repeatable project types (Title 24).
- Better cash flow.

How do I **get** there?

- Awards & Publications.
- Learning to communicate and hang out with Peers and the Public.
- Increase & Position my exposure in the world.
- These goals require the creation of content and sharing through the media.
- **Sharing = Power.**

The New Media Roadmap



Old Media

(Gatekeepers)

- Brochures
- Books
- Magazines
- News Stories
- Awards
- Getting Published

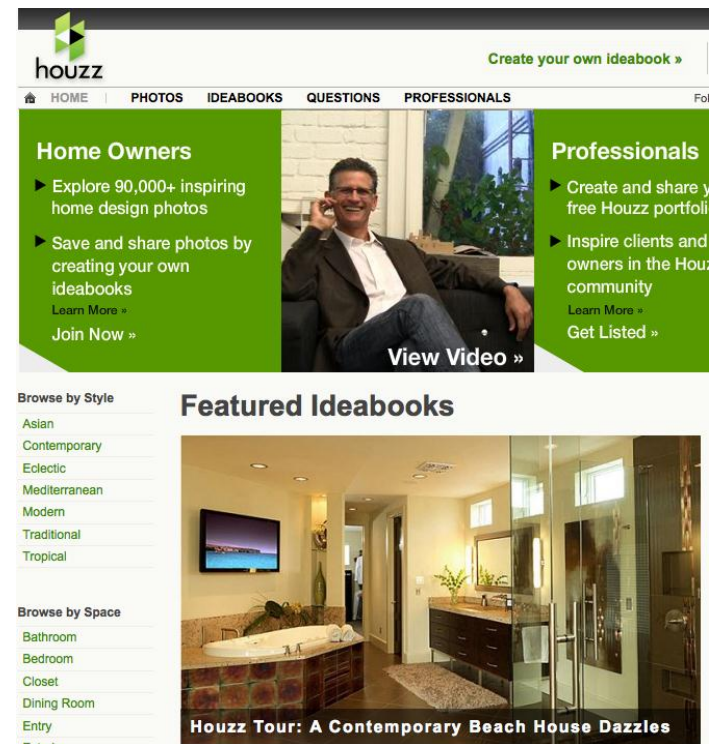


New Media

(Unregulated)



CONTEMPORIST website



HOUZZ website

Content is King



Who

What

When

Where

How

Why

You will need to Write

(Or find others who can)



Rebecca



Mark



Michael

From Newsletter to Blog

Energy Bl

GREEN COMPLIANCE PLUS®

The Green Energy Newsletter,

27 January 2009

VOL 2, NO. 04

Written by Architects and Engineers - for Architects, Builders, Developers & Real Estate Professionals.
© MARK ENGLISH - ARCHITECTS, 250 Columbus Street, Ste. 200, San Francisco, CA 94133 415 391-0186
ALAN HUGENOT, Certified Energy Plans Examiner (CEPE), ASHRAE, NFPA, BCA, CABEC, USGBC (LEED)
Director - Energy Compliance 415 531-6172 alan@markenglisharchitect.com

CARBON FOOTPRINTS & PASSIVHAUS: Ever wondered just what size your carbon footprint was? Or, maybe you have green minded clients who want to know?..... Now, at Green Compliance Plus we can figure it out for you. That's right we can tell you your carbon footprint size. In an earlier issue we reported that Passive houses are all the rage in Germany, and recently several new homes that use this great application have been built in different locations around the US, (including one in Berkeley, see article at www.homeenergy.org). A European company, PASSIVHAUS INSTITUTE, is promoting this concept as one answer to the world's energy crisis, which also helps prevent global warming.

NOT A NEW IDEA: The Passivhaus Institute also points out that the original idea for these super-insulated homes grew out of American ideas which were popular in the 1970's (see the article in our December 8 newsletter). A few weeks ago, one of the Americans who originally pioneered this concept, now living in New Mexico, and an ASHRAE member has published some of the history of this idea with ASHRAE. His letter states that such buildings are a well proven concept and have been built in many locations in the U.S. over the last 30 years, and that, "The know-how exists in North America... we just need to figure how to make it the norm". For the full letter see <http://www.ashrae.org/publications/detail/17022>.

But, what Passivhaus Institute has done to help this concept become the norm, is to create an energy modeling program which allows calculation of the energy savings to anticipate the monetary payback that such super-insulated passive houses will create. This same program also models the houses Carbon Foot print.....As Paris Hilton likes to say, "This is Hot".

Here at Green Compliance Plus we purchased Passivhaus Institute's program (PHPP-2007) written by Dr. Wolfgang Feist. And, can now provide this energy demand Pay-Back modeling for those architects and developers who desire it.

MORE COMPREHENSIVE MODELING: The Passivhaus calculations require more input data than Title 24. This is because Title 24 modeling only compares a project to a "standard model building" and determines whether your proposed building is more or less efficient than the standard model. For instance is the insulation more efficient than the standard model's insulation. But, Title 24 does not require or provide reports of the actual energy usage in kW or therms, and does not consider carbon (CO2) reductions, where Passivhaus does.

WHAT SIZE IS YOUR CARBON FOOTPRINT? Applying the Passivhaus program not only allows you to determine the economic value of the building envelope improvements, and the pay-back, but also provides an accurate estimate of the resulting carbon foot print reductions. So, when your Ultra-Green client, wants to know that his house has a smaller carbon foot print than the average house. We can now give you the documentation for that. Just give us a call if you want to know more and we'll discuss it.

LAST CHANCE FOR 10% SAVINGS ON TITLE 24

As announced last week in our January STIMULUS PACKAGE, Energy Compliance Title 24 modeling is still on sale at 10% discount from the regular fees. If received by midnight January 31.

DIRECTOR ACHIEVES GREEN GRAY BEARD LEVEL:

Alan Hugenot, our in-house Certified Energy Plans Examiner (CEPE) and Energy Compliance Director, has now been designated by the State (CABEC) as a Certified Energy Analyst. Attainment of this level is reserved for veterans (gray beards) in the Energy Efficiency field with demonstrated years of experience and who participate in continuing education remaining informed on this rapidly changing industry. So, when your client wants to know that you have state recognized experts on your team. You can count on us.

Give Alan or Mark a call at (415 391-0186) to discuss your Title 24 documentation needs or any Green Energy Subject. We provide the best Title 24 service in California, through the synergism of an Architect and an Energy Engineer working together to enhance your project.

Continue Reading



Building Science for Residential Architects

Posted on 18. Jan, 2011 by [Rebecca Firestone](#).

We all know that every home in California's going to be Net Zero by 2030, right? Actually, it's every NEW home built after 2030 – the old homes can go on being inefficient, until the next time someone needs a building permit. At that point, serious attention may need to be paid to bringing the home up to date. And, increased enforcement now occurs at many different points throughout the project, making it harder to do swaps during construction.

The truth is, architects can't rely on the builder anymore to specify and install systems and materials as an afterthought, because that's far too late in the process; to make the right decisions, designers will have to start thinking in terms of building science. And, they'll have to start paying closer attention to builder execution as well, because in many cases the builders will cut corners if left to their own devices – and this can lead to problems, regarding both regulatory compliance and the owners' daily operational costs.

0

9

tweets

retweet

Interviews

Anne Fougeron: 21st Century Edge

“With the Planned Parenthood clinics, I didn’t want clinics that look like a prison. There’s already so much victimization of women... why punish them further by making them come to a jail for basic care? Ninety percent of Planned Parenthood’s business is providing basic care for women who can’t afford it any other way. These women already going through enough in their lives. The clinics should make them feel wanted and safe.”

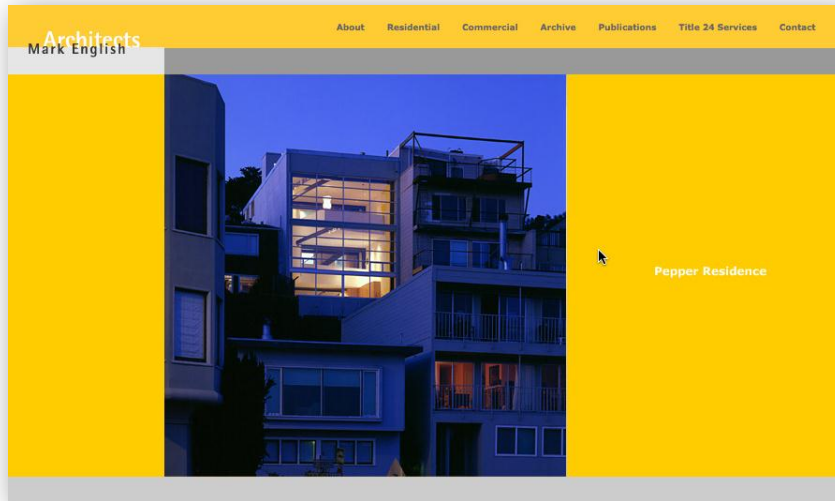
– Anne Fougeron, FAIA

[...] Read the rest online at <http://thearchitectstake.com>



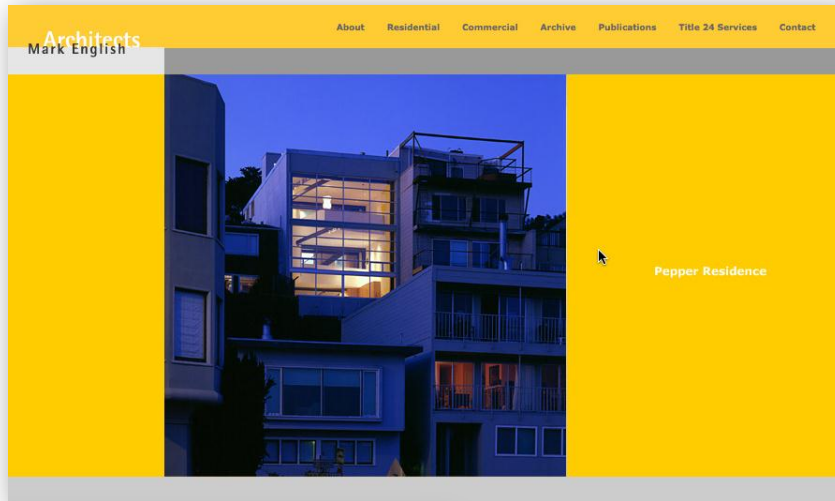
Be found through others

- Write about who and what interests you.
- Link back to your website.
- Help others be discovered. Sharing = Power.
- These goals require the creation of content and distribution through the media.



Mark English architects

PORTFOLIO SITE
HTML5



Featured

Editorials



New Orleans Post-Katrina: Making It Right?

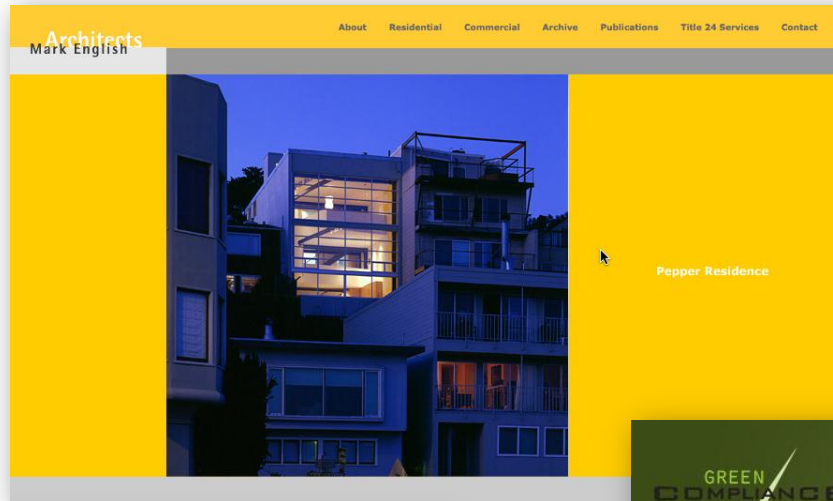
"When I visited New Orleans last fall, there was no way to prepare myself for the despair I felt when walking through the Lower 9th Ward, even 6 years after the storm. What was most dismaying was seeing 'celebrity architecture' masquerading as sustainable housing. A vacuum of leadership at every level has left the task of 'salvation' to celebrities ... with projects that are an exercise of vanity over practicality.

The Architects' Take

BLOG
Wordpress

Green Compliance Plus

BLOG
Wordpress



A screenshot of the Green Compliance Plus website. The header is dark green with the logo "GREEN COMPLIANCE PLUS" and a Twitter bird icon. Below the header is a navigation bar with links: Case Studies, Discussions, Interviews, and Regulatory Changes. The main content area features a diagram of a heat exchanger. The diagram shows a central box labeled "Heat Exchanger" with four arrows entering and exiting. Two blue arrows on the left represent "Cool Air From Outside" entering and "Cool Stale Exhaust Air" exiting. Two red arrows on the right represent "Warm Extract Air" entering and "Warm Fresh Incoming Air" exiting. Below the diagram is the article title "New Ventilation Systems for Today's Airtight Homes" and a paragraph of text. A "2 tweets" button is visible on the right side of the article.

Featured

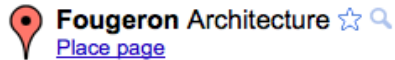
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The Architects' Take



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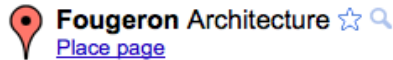
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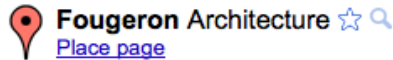
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Anne Fougeron: Architectural Edge in the 21st Century

Monday, June 21, 2010 | [Rebecca Firestone](#) | [Interviews](#)



"Architecture is a tough profession, and it's not kind to women. It's not kind to anyone, really. But you've got to claw yourself out of that hole. You have to



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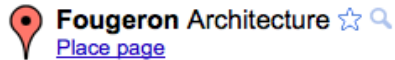
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Nov 24, 2009 ... Forget waiting for Bloom Energy. **ClearEdge Power** is already bringing large **fuel cells** to Californian homes and businesses.

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Fuel Cells Offer Clean-Burning and Efficient Heat and Power

Posted on 16. Jun, 2009 by [Rebecca Firestone](#) in [Fuel-Cell Technology](#), [Interviews](#)



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We've all heard about fuel cells by now – they're in electric cars, among other places. Here is an interview with Bill Sproull and Katrina Veerman of [ClearEdge Power](#), a startup based in Portland, Oregon, with offices opening in California. ClearEdge has developed a modular fuel-cell product that can provide heat and power for almost any size structure, from a private home to a large commercial building.

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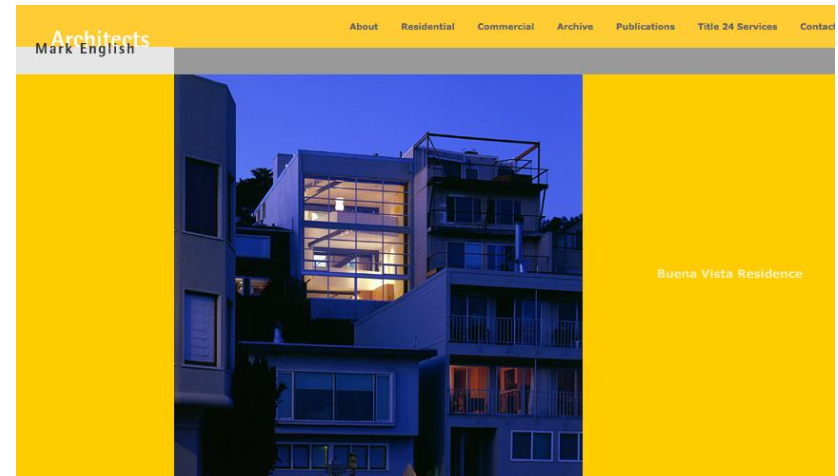
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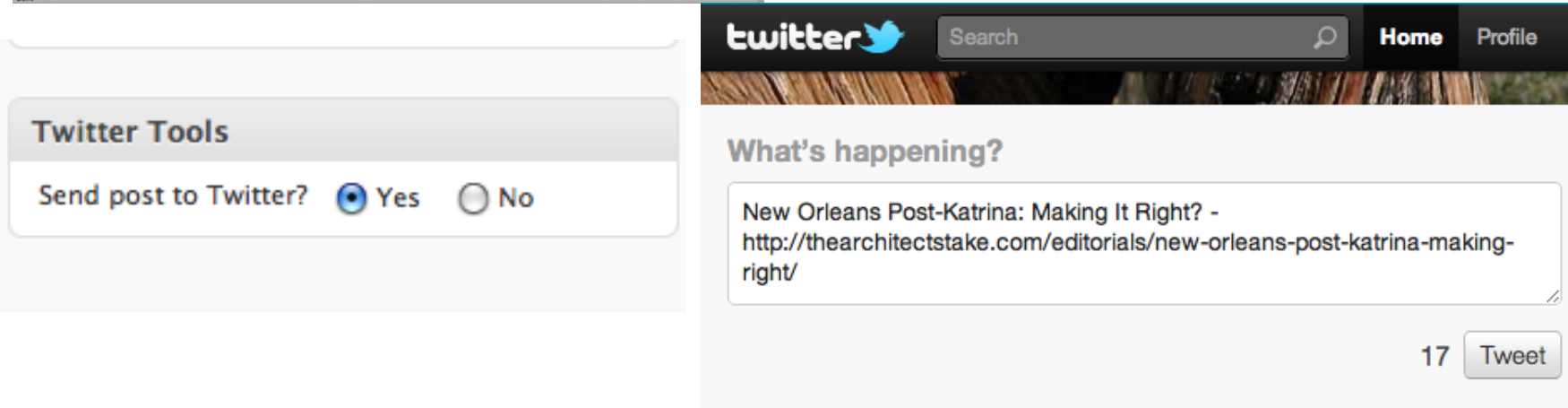
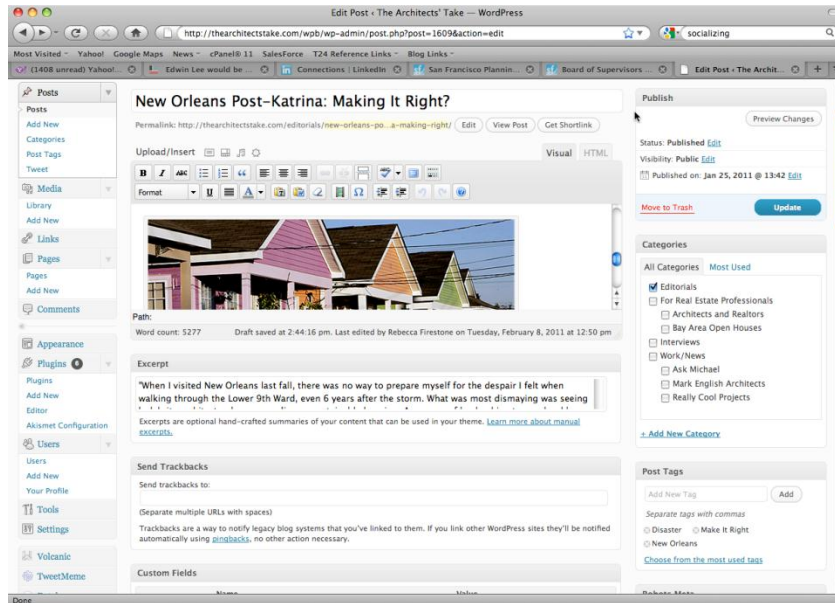
Founded in 1992, [Mark English Architects](#) creates beautiful modern architecture, exploring the power of simple forms and spaces to create a sense of place and fulfill client desire.

Each project is a new exploration of innovation and creativity balanced by common sense and experience. In addition to designing numerous residential and small commercial spaces throughout California, Texas and Mexico, Mark English Architects has a special interest in building in the urban context, with half of our projects located in San Francisco.

Mark English Architects is known for creating unique, thoughtful spaces while providing consistent and committed professional service. The quality of the work has gained both international and local media praise, through numerous awards and book publications.



Focused Broadcasting (to the willing)



Broadcasting Tools

- Twitter – 5,500 Followers
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- LinkedIn – 1600 Connections
- Our Blogs & Website are viewed by as many as 20,000 people every month.

Analytics: MEA Web Site Sources

All traffic sources sent 1,365 visits via 103 sources and mediums

Show: **Source Medium** ▾

Site Usage

Goal Set 1

Visits 1,365 % of Site Total: 100.00%	Pages/Visit 6.84 Site Avg: 6.84 (0.00%)	Avg. Time on Site 00:03:54 Site Avg: 00:03:54 (0.00%)	% New Visits 78.02% Site Avg: 77.80% (0.28%)
----------------------------------------------------	------------------------------------------------------	--------------------------------------------------------------------	-----------------------------------------------------------

	Source/Medium None ▾	Visits ↓	Pages/Visit	Avg. Time on Site	
1.	contemporist.com / referral	394	7.41	00:05:02	
2.	(direct) / (none)	297	5.88	00:03:53	
3.	google / organic	257	6.31	00:03:00	
4.	houzz.com / referral	128	10.02	00:04:16	
5.	blog.naver.com / referral	34	6.44	00:02:34	
6.	thelennoxx.com / referral	29	2.62	00:00:44	
7.	freshome.com / referral	20	7.40	00:03:44	
8.	aiasf.org / referral	18	6.22	00:00:55	
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Isn't it all a **waste** of time?

- In the last 6 months, we have signed up three new projects as a direct result of HOUZZ.com.
- Traffic to our website has increased three-fold.
- We have been featured in numerous editorial publications as thought leaders.
- **We are still in business and doing our best work.**



Bud Dietrich, AIA



Liza Hausman



Jane Frederick, FAIA



Katrina Hermann
for Stuart Narofsky, AIA



Mark English, AIA

Submit a question to the moderator via the Chat box. They will be answered as time allows.

Thank you for joining us!

This concludes the AIA/CES Course #CRAN12010.

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