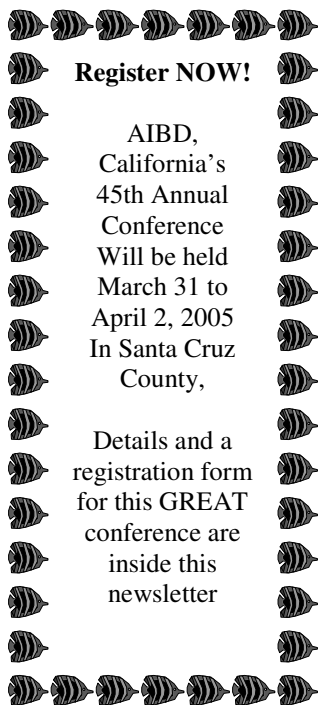


American Institute of Building Design

The California Focus

AIBD Sponsor of PCBC Show



Register NOW!

AIBD, California's 45th Annual Conference Will be held March 31 to April 2, 2005 In Santa Cruz County,

Details and a registration form for this GREAT conference are inside this newsletter

*By Steve Mickely,
Executive Director for National AIBD.*

It is an honor to be representing the National AIBD as its Executive Director. Furthermore, it is a privilege to have this opportunity to address the California society. The distinctive group who held the vision that started our great organization. Walter Lippmann once said, "The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on." I feel that California has passed that final test, and continues to pass it, year after year. I look forward to working with you, and living up to, the example previously established by your society.

Please look for your *Design Lines* newsletter in the coming weeks. Along with other AIBD news, you will find details of new programs that I have been developing in the initial month of my tenure. However, there is one particular opportunity that involves the California Society specifically.

The AIBD has an opportunity to gain valuable exposure at PCBC. We are invited to sponsor a show house being developed by Building Media, the producers of two IBS show houses, the Not So Big Show House and the Home by Design Stardust Show House.

Building Media is dedicated to the concepts of better design, sustainability and education. This dedication is clearly displayed in each of their show homes.

As a sponsor of this event, the AIBD will be listed in all project marketing materials and the website. In addition, the California Society will have the chance to distribute marketing materials as people tour the home during PCBC. There will be collaborating publications that will be covering the show house in their pages. In the past, sponsors of the home have been listed in such publications. However, due to the nature of our sponsorship, the AIBD will be in a unique position to expose the association to each person that enters the show house. Wearing logo shirts designed just for the occasion, AIBD members will be the first to greet PCBC visitors to the home.

By providing volunteers to staff the home during the working hours of PCBC, the AIBD will be taking full advantage of "gorilla marketing techniques" to gain sponsorship of an event that will cost others tens of thousands of dollars. Touring a Building Media show house is an interactive experience. Technology used to guide guests through the home and gain information on desired products is unmatched in any other show house. As a result, our responsibilities will not be as great as one would imagine, but the exposure for AIBD will be enormous.

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AIBD, CALIFORNIA SOCIETY 45TH ANNUAL CONFERENCE SCHEDULE OF EVENTS

California Focus

Editor: Catherine Murnighan
Executive Director

The California Focus is published on behalf of the society members of the American Institute of Building Design, whose national headquarters are located at 2505 Main St., Ste 209B, Stratford CT, 06615. Opinions expressed in this publication are those of the authors or persons quoted and are not necessarily those of the AIBD. This publication is not an official publication of the AIBD. The *Design Lines* newsletter, published by the AIBD national office, and *Home Design Journal*, published by Oasis Graphics are the only official publications of the Institute.

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AIBD, CS Board of Directors

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Thursday March 31, 2005

| | |
|--------------------|--|
| 11:00 am - 4:00 pm | AIBD, CS Board Meeting All members are encouraged to attend. |
| 5:30 pm - 7:30 pm | Conference Registration Hospitality Mixer at Sea Cliff Inn Appetizers and drinks will be served. |

Friday April 1, 2005

| | |
|-------------------|--|
| 8:00 am - 9:00 am | Conference Registration in the Hotel Lobby |
| 9:00 am—4:00 pm | Architectural Bus Tour (bus leaves from Hotel Lobby area) |
| 6:30 pm—8:30 pm | Dinner at Margaritaville , which is a Mexican grill set right on the water in beautiful Capitola Village, Margaritaville boasts one of the best views on the Monterey Bay. Attendees responsible for own transportation. <u>Sponsored by C&D Lumber</u> |

Saturday April 2, 2005

| | |
|--------------------|---|
| 7:00 am -8:30 am | Breakfast & Conference Registration in mtg room <u>Sponsored by Digital Engineering Systems</u> |
| 8:30 am—9:00 am | Digital Engineering Systems presentation |
| 9:00 am—9:30 am | C&D Lumber presentation |
| 9:30 am—10:45 am | Straw Bale Construction & House Design |
| 11:00 am -12:50 pm | Air Vent seminar <u>Sponsored by Air Vent, Inc.</u> |
| 1:00 pm - 3:00 pm | Designer Awards Luncheon & Awards Presentations <u>Sponsored by Simpson Strong Tie</u> |

REGISTRATION FORM

Name _____
 Spouse/Guest Name _____

Phone _____

| # of People | Event | Price | Total |
|-------------|---|------------------|-------|
| | Member, All Events Thursday—Saturday | \$215 | |
| | Non-Member, All Events | \$225 | |
| | Spouse Events Tour, Receptions, Breakfast, Luncheon | \$105 | |
| | Member, Saturday Only | \$115 | |
| | Non Member, Saturday Only | \$145 | |
| | | TOTAL DUE | |

Please indicate the events you plan to attend at the conference.

| | | | |
|-------------|--------------------------|-------|-----------------------------------|
| # of people | Event Choices: | | |
| _____ | Thursday Night Reception | _____ | Saturday educational seminars |
| _____ | Friday Tour and Lunch | _____ | Saturday Designer Awards Luncheon |
| _____ | Friday Night Reception | | |

PAY BY VISA OR MASTERCARD!

Name on Card _____
 Card Number _____
 Signature _____ Exp. Date _____

Or
Send payment & form to: AIBD—California Society
 1731 Howe Ave. #101, Sacramento, CA 95825
 (916) 944-4935 Fax: (916) 944-7935

Check out the new web site!

www.aibdca.org

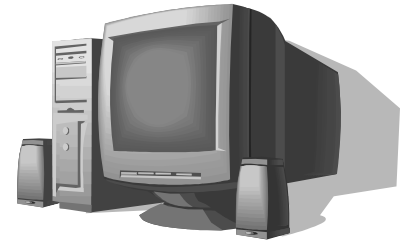
*PCBC Sponsorship
Continued from Page 1*

Many of you have already been told of this opportunity and were quick to volunteer. I am in awe of your enthusiasm. Anyone else wishing to participate please contact Cathy Murnighan at the California office (916) 944-4935. **The PCBC dates are May 31 to June 3, 2005.** I look forward to standing side by side with the California Society as, together, we move the AIBD forward.

Steven Mickley, AIBD, NCBDC
Executive Director
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We have developed a great new web site. Check it out. And really importantly, make sure we have your email address and/or web site address for the directory section. If we don't have it, or it is wrong, please contact our office, and we will get it fixed!

We also have a new "members only" section. This is an area where we all can post messages to each other, share comments and have debate about current issues. We would like to point out a particular topic of discussion that we have started under the "General Discussion" heading regarding a Title Act for Building Designers as well as a poll question. We are interested in getting your feedback on this issue. Once you go to the link below, you will be able to set up your member log-in name and password and set your preferences. <http://www.aibdca.org/members/forums/profile.php?mode=register> Once logged in, you can participate in our forum. We hope to see many of you there!



AIBD, California Calendar of Coming Events

March 31, 2005

California Society Board of Directors Meeting, Aptos

March 31 to April 2, 2005

AIBD, California Society 45th Annual Conference, Aptos

May 31 to June 3, 2005

PCBC Show, San Francisco