



**AIGA HAMPTON ROADS**  
2011–2012 ANNUAL REPORT  
EST 2005 | 6 YEARS

JUNE 2011 – MAY 2012

# WE ARE DESIGN. WE ARE AIGA.

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AIGA, the professional association for design, believes designers serve a critical role as communicators, educators and innovators. AIGA sets the national agenda for the role of design in economic, social, political, cultural and creative contexts.

Founded in 1914 as the American Institute of Graphic Arts, AIGA remains the oldest and largest professional membership organization for design and is now known simply as "AIGA, the professional association for design." AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force.

## AIGA WORKS TO:

- Inform about best practices, standards for ethical conduct and professional expertise.
- Communicate design's importance to the public and business leaders about the power of design.
- Inspire through articles, online galleries, profiles, videos and exhibitions.
- Represent the profession through a network of chapters and student groups.
- Stimulate discussion of the industry through events, social media and websites.

We're committed to design—and to more than **22,000 members** in **66 chapters** who create, inspire and appreciate good design. AIGA's members are the lifeblood of the organization.

AIGA represents a variety of professions under the umbrella of communication design, ranging from book and type design to interactive design and experience design. We support design professionals, educators and students throughout their careers.

## AIGA Hampton Roads

The mission of AIGA Hampton Roads is to promote the highest level of creative excellence and professionalism in the communication arts as a strategic tool for business and as a cultural force, and to provide leadership in the exchange of ideas and information, to encourage critical analysis and research, and to advance education and ethical practices for the communication arts community of Hampton Roads.

## IN THIS REPORT

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# LEADERSHIP

## EXECUTIVE BOARD

MARA LUBELL | Co-President:  
KRISTI DUNLAP | Co-President  
PAUL COSTEN /  
ZEINOUN KAWWASS | Vice President:  
VICTORIA WEISS | Secretary  
MARY LEE SHUMATE | Finance Director

## BOARD OF DIRECTORS

CHRIS HATFIELD | Membership Director  
AMANDA GEISAKA | Education Director  
AMBER KARNES | Programming Director  
KEITH ADAMS | Programming Director  
MELISSA BAUMANN /  
KIM BREEDING | Communications Director  
NICK JONES | Interactive Director  
SAVANNAH KAYLOR | Brand Manager /  
Programming Director

## NATIONAL LEADERSHIP

DOUG POWELL | President  
doug@schwartzpowell.com  
ZIA KHAN | Secretary / Treasurer  
zia@lucidusa.net  
RIC GREFE | Executive Director  
grefe@aiga.org  
DENISE WOOD | Chief Operating Officer  
denise\_wood@aiga.org  
GEORGE FERNANDEZ | Membership Director  
george\_fernandez@aiga.org

Reflecting back upon this past year has been most rewarding. The volunteers of AIGA Hampton Roads have achieved more than ever before, and it's only served to encourage us all onward. This is a proud moment for us as we celebrate our successes, and accept our not-so-successful ventures so we can fiercely bounce back.

This is truly an exciting time to be part of AIGA Hampton Roads. We are at a critical point in our young chapter's history where we get the opportunity to refine our processes for future caretakers and members of the chapter, and develop inspiring new programs that allow our community to reach new heights within the creative industry. We've dared to dream bigger and better than we ever have before.

As with any great reward, there comes lots of hard work and determination. We've given ourselves some pretty lofty goals and cooked up some amazing ideas for new initiatives, and the road ahead most certainly will be challenging. This isn't the time to shrink from change and big tasks. Now is the time to embrace it! We have an incredibly talented group of professionals here in Hampton Roads, and we want to bring awareness to the community that is surrounded by this body of work every day without even knowing it.

Looking towards the future, I have no doubt that we'll be able to accomplish what we've set before us, and then some. As cliché as it might be, we truly can make an impact within our industry, community, and beyond. I hope you'll join us on this journey because progress and growth just can't happen without you!



Kristi A. Dunlap  
President | 2011-2013  
AIGA Hampton Roads

## ACHIEVEMENTS

### IN THE PAST YEAR...

- Continued reorganizing chapter leadership to respond to our current situations and future needs.
- Continued efforts to increase operational transparency, solicit regular member feedback, implement good governance procedures, and perform chapter leadership operations in a strategic and planful manner.
- Started using Mint.com to better understand and illustrate the state of our chapter's finances.
- Started using Square to accept on-site credit card payments at events to provide convenience for our members and encourage higher attendance.
- Developed our first successful Mentor Program, with a mentee receiving an internship as a result of the relationship we fostered and encouraged.
- Held first local studio tours event (Studios on Tap) which sold out.
- Held two standing-room-only Shameless Self Promotion panels.
- Implemented a brand-new event registration system which enables more flexibility.
- Moved to the new Basecamp, embracing new features.
- Started using Wufoo for surveys and forms so we may better communicate with our members to find out their wants and needs, and sent out our first Annual Survey for programming.
- Started Pinterest account to find fun new ways to engage our membership.
- Developed first local design competition/exhibition focused on surf/skate culture called SHRED (Show for Hampton Roads Excellence in Design) including sponsorship programs and a full-scale website.

THE CHAPTER HAS BEEN  
**100%**  
**VOLUNTEER-RUN**  
FOR MORE THAN 7 YEARS

**11 BOARD MEMBERS**  
**4 OFFICERS | 7 DIRECTORS**

Education Director, Interactive Director & Brand Manager  
**3 NEW**  
POSITIONS

**1<sup>ST</sup>**  
OFFICIAL ANNUAL  
**REPORT**

PERCENTAGE  
OF MEMBERS  
INVESTED IN  
LEADERSHIP  
**8%**

**28**  
Volunteers

 the total amount of programming offered to members and non-members

# EVENTS

## Event Highlights

**20 EVENTS**  
1.7 per month

**EVENT COST**  
FOR MEMBERS



**BIGGEST TURNOUT 72**  
SHAMELESS SELF PROMOTION

A panel discussion on "How to Turn Facebook Into a Checkbook." Led by local experts that covered topics like how to create a Facebook ad campaign to generate piles of money, and how to use your Facebook page to do more than just annoy the hell out of people.

DATE	EVENT TITLE	TOTAL ATTENDANCE
06/23/11	Matthew Richmond: Web Design for Non Web Design People*	63
08/18/11	Shameless Self Promotion: How to Turn Facebook Into a Checkbook*	72
09/29/11	Liz Danzico: Notes on Improvisation and Design*	45
10/21/11	Studios on Tap: A Taste of Premium Design, Brewed Locally	50
11/03/11	Rise & Design: Caffeine-Fueled Collaboration**	7
12/06/11	Over the Year, Under the Sea: Holiday Party 2011	31
01/04/12	Rise & Design: Caffeine-Fueled Collaboration**	2
01/17/12	Assembly Required: In-House Design*	35
01/27/12	Mix it Up: A Student Social*	49
02/16/12	Member Appreciation: We Heart Our Members*	23
02/28/12	Portfolio Review Night: Doomsday 2012	32
03/07/12	Rise & Design: Caffeine-Fueled Collaboration**	5
03/12/12	AIGA ODU Student Art Show**	-
03/15/12	Urbanized	29
03/30/12	Strike a Match*	20
04/16/12	Craig Crutchfield: Branding by McGarrah Jessee	33
04/19/12	AIGA Roundtable: AIGA's Open House for New Ideas*	12
05/02/12	Rise & Design: Caffeine-Fueled Collaboration**	2
05/19/12	Workshop: CSS for Print Designers	20
05/24/12	Peter Coughter: The Art of the Pitch	54

\* Free for Members \*\* Free for All

# FINANCE

Beginning Balance:

\$21,665.91

Ending Balance:

\$22,589.65

Expenses:

\$11,205.00

Revenue:

\$12,128.74

Profit/Loss:

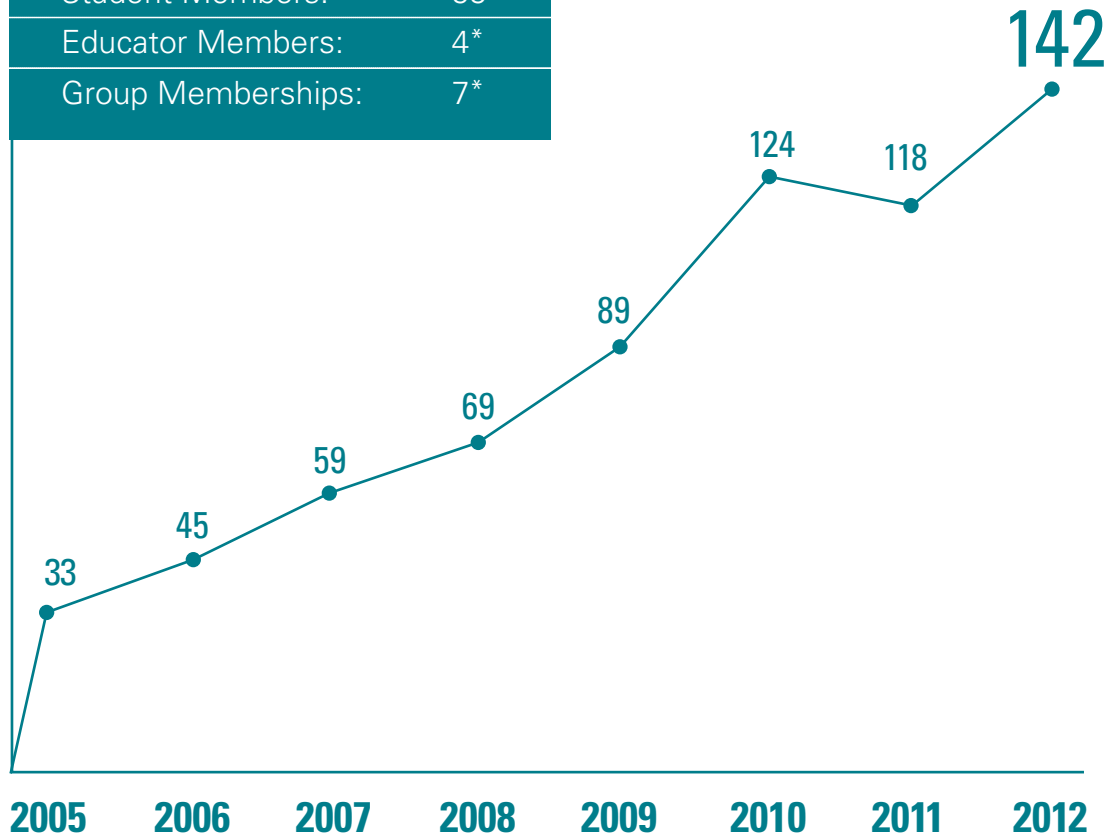
+\$923.74

Administrative	Expense	Revenue	Profit/Loss
Membership Dues	N/A	\$2,513.13	+\$2,513.13
Recurring Business Expenses	\$515.34	N/A	-\$515.34
Event	Expense	Revenue	Profit/Loss
Mathew Richmond	\$485.72	\$425.00	+ \$60.72
Shameless Self Promotion: FB	\$180.52	\$530.00	+ \$349.48
Liz Danzico	\$497.81	\$265.00	- \$232.81
Studios on Tap	\$165.64	\$725.00	+ \$559.36
Rise & Design (11/3)	\$0	\$0	\$0
Over the Year, Under the Sea	\$1,892.82	\$1,330.00	- \$562.82
Rise & Design (1/4)	\$0	\$0	\$0
Assembly Required: In-House	\$0	\$115.00	+ \$115.00
Mix it Up	\$279.95	\$10.00	- \$269.95
Member Appreciation	\$325.88	\$0	- \$325.88
Portfolio Review	\$133.97	\$21.00	- \$112.97
Rise & Design (3/7)	\$0	\$0	\$0
ODU Student Art Show	\$0	\$0	\$0
Urbanized	\$656.27	\$812.55	+ \$156.28
Strike a Match	\$15.00	\$30.00	+ \$15.00
Craig Crutchfield	\$0	\$105.00	+ \$105.00
AIGA Roundtable	\$100.00	\$0	- \$100.00
Rise & Design (5/2)	\$0	\$0	\$0
Workshop: CSS	\$1,020.64	\$1,365.00	+ \$344.36
Peter Coughter	\$330.31	\$775.00	+ \$444.69

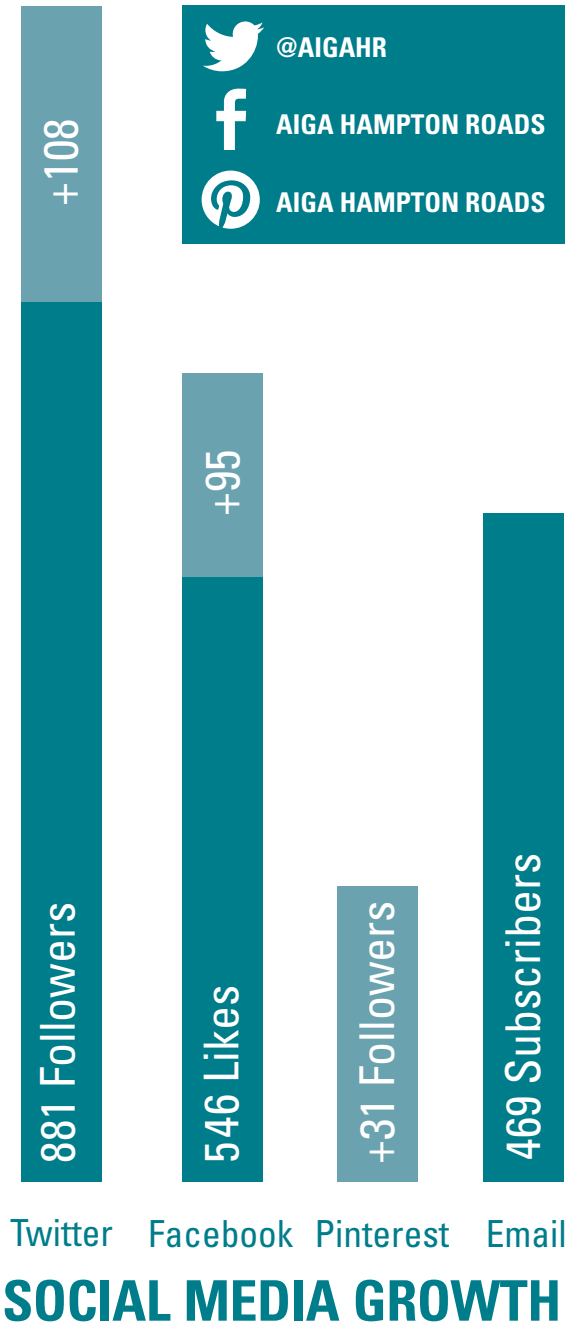
# MEMBERSHIP

# STAY CONNECTED

<b>Total Members:</b>	<b>142</b>
Professional Members:	67
Associate Members:	20
Student Members:	55
Educator Members:	4*
Group Memberships:	7*



\*Educator and group memberships are not reflected in the total membership count.



## SOCIAL MEDIA GROWTH



# BENEFITS

## BENEFITS FROM OUR OFFICIAL SPONSORS

### **DISCOUNTS ON ADOBE PRODUCTS**

Adobe Systems, Official AIGA Sponsor for Design Solutions, offers special rates for all products in the Adobe store.

### **AIGA | AQUENT SURVEY OF DESIGN SALARIES**

Members receive early access to this annual compensation survey produced with the support of Aquent, Official AIGA Sponsor for Professional Development.

### **SAVE ON SHUTTERSTOCK IMAGES**

Take 15 percent off any standard image subscription at Shutterstock, Official AIGA Sponsor for Creative Inspiration.

## MEMBERS-ONLY DISCOUNTS ON PRODUCTS AND SERVICES

### **ACCESS TO LIVE MEMBERS-ONLY WEBINARS**

AIGA members can access live and archived webinars in the exclusive “Breakthroughs: Where Inspiration and Technology Meet” series, produced by AIGA and Adobe.

### **AIGA DESIGN JOBS**

Only AIGA members can view complete job listings at AIGA Design Jobs.

### **AIGA MEMBER GALLERY**

Current members can showcase their work, connect with like-minded creatives, and be found by employers and recruiters.

### **APPLE PRODUCTS**

Discounts on Apple products and accessories, as well as complimentary shipping and engraving.

### **COMPETITION ENTRY FEE DISCOUNTS**

Members save 25 percent on entry fees to AIGA competitions.

### **CONFERENCE AND EVENT DISCOUNTS**

Members get discounted rates for AIGA national and local conferences, lectures, seminars, and networking events.

### **DESIGN BUSINESS AND ETHICS**

Sustaining Members, Design Leaders and Trustees receive a printed copy of this guide.

### **DESIGN FIRM ADVICE, TOOLS AND RESOURCES FROM APDF**

The Association of Professional Design Firms offers discounts on activities to improve your business practices.



### **DESIGNER DIRECTORY**

Only AIGA members are listed in the AIGA Designer Directory, the place employers turn to first for qualified candidates.

### **DISCOUNTS ON BOOKS AND MAGAZINES**

Log in for discounted subscriptions to CMYK, Communication Arts, Creative Business, Design Bureau, HOW and Print—as well as discounts from Peachpit Press/New Riders and Allworth Press.

### **EXHIBITION PREVIEWS**

Members have advance access to all exhibitions in the AIGA National Design Center via exclusive opening receptions.

### **FEDEX® SERVICES**

AIGA members are eligible for special rates on select FedEx® shipments and FedEx Office<sup>SM</sup> print and copy services.

### **F+W MEDIA EVENTS AND SERVICES**

Through a partnership with F+W Media's Design Community, AIGA members get discounts on select events and services.

### **HEALTH INSURANCE**

AIGA is now partnering with two health insurance administrators to offer coverage in virtually every state.

### **MANAGEMENT ADVICE AND RESOURCES FROM DMI**

AIGA members can register at the DMI member rate for attendance at DMI national and regional conferences, seminars, and workshops.

### **NATIONAL DESIGN CENTER LIBRARY**

Members can request by-appointment-only access to the AIGA National Design Center library in New York City.

### **PRINT-ON-DEMAND DISCOUNTS FROM BLURB**

This easy-to-use, on-demand publishing platform offers AIGA members a discount to make their own books.

### **SOFTWARE TRAINING DISCOUNTS FROM LYNDA.COM**

AIGA members have access to information and activities that help develop and maintain software skills.

### **ROCKPORT PUBLISHERS EVENTS AND DISCOUNTS**

Rockport helps members expand their knowledge base with discounts on design books and a free lecture series for emerging designers.



**A Q U E N T**

**shutterstock™**

## SPECIAL THANKS

28  
Volunteers

We thank you...The business of AIGA Hampton Roads could not be conducted without the help of numerous volunteers, guests, sponsors and other people who give so graciously of their time and talents. The power of any association comes directly from the involvement of its members, and ours is no exception. We are growing into a force for change in our design community, bringing opportunities for learning and success to Hampton Roads, and you are a big part of that accomplishment. It's only going to keep getting better! Thanks to all of you who stepped up this past year, and we hope to see you continue to participate. There is always room for more dedicated artists and designers at AIGA HR!

### ARTWORK & DESIGN

Berick Bacani  
Aster Bagtas  
Ivanette Blanco  
Kim Breeding  
Kristi Dunlap  
Amanda Geisaka  
Chris Hatfield  
Amber Karne  
Savannah Kaylor  
Tom Norris  
Samantha Parker  
Zak Reynolds  
Jeff Ringer  
Sam Roque  
Victoria Weiss  
Shannon West

### PHOTOGRAPHY & VIDEO

Paul Chin  
Paul Costen  
Tom Norris

### SPEAKERS

Peggy Callaway  
Jeff Carleton  
Peter Coughter  
Craig Crutchfield  
Ciesther dela Cruz  
Liz Danzico  
Robbie Foglia  
Ed Gartin  
JD Graffam  
Amber Karnes  
Matthew Richmond

## Interested in partnering with AIGA Hampton Roads?

A partnership with AIGA provides your company with an opportunity to leverage sales through affinity marketing and targeted sampling, and offers a vehicle to reach a wide spectrum of designers as well as the important industry influencers.

## BECOME A VOLUNTEER!

Getting involved in your local chapter can be a great boost to your career, whether it's through the networking you'll do, the knowledge you'll gain, or the art you contribute for all to see and appreciate. The Board of Directors is always looking for volunteers to help with a wide range of tasks, and will happily work with you to find one that fits your schedule and interests.

**Email [volunteers@hamptonroads.aiga.org](mailto:volunteers@hamptonroads.aiga.org) to get involved.**

## AIGA HAMPTON ROADS SPONSORS

Think Vitamin  
Norfolk Southern  
Jerry's Artarama

## OUR MEMBERS

Keith Adams  
Julie C. Alvarado  
Crystal H. Araiza  
Brian Arndy  
Danielle Arrington  
Brendan M. Ash  
Leah E. Austin  
Berick Bacani  
Aster S. Bagtas  
Sarah Baker  
Elizabeth A. Barley  
Melissa Baumann  
Kristen A. Beauter  
Claire Bellecci  
Ivanete Blanco  
Gretchen M. Blatt  
Heather C. Boone  
Nathan Boor  
David C. Bowman  
Joseph Branton  
Kim Breeding  
Elizabeth A. Brevik  
Stephen Brewer  
Celia Browning  
Richard L. Butler, Jr.  
Audra Byrn  
Peggy Callaway  
Corinna Campbell  
Ernest R. Campos, III  
Germaine Clair

Sara S. Comer  
Sandra Z. Connors  
Shannon Cook  
Paul Bryan Costen  
Stacey Crawshaw  
Sarah E. Cunningham  
Chris DallaVilla  
Chris Decker  
Lester M. Dela Cruz  
Stephen DeWitt  
Amy S. DeWolf  
Travis M. Dillard  
Ashley N. Donovan  
Michelle R. Downey  
Kristi A. Dunlap  
Nicholas Dunn  
Sara E. Erickson  
Iain Eudailey  
Holly Evans  
Craig Fitzgerald  
Kenneth FitzGerald  
Jason Fugh  
Ed Gartin  
Amy Gaskill  
Amanda N. Geisaka  
Constance A. Georghiou  
Melanie Gilchrist  
Patrice A. Gilliam  
Jessica Goldner  
Diane E. Graham  
Michael Grandelli  
Arielle M. Green  
Eric Green  
Joanna Griffin  
Lissa Guirand

Chris Hatfield  
Jennifer A. Heath  
Chanelle Holloman  
Keith Ireland  
Desmond Jackson  
Mark E. Jones  
Amber N. Karnes  
Zeinoun Kawwass  
Savannah Kaylor  
Adam V. Law  
Candi Ligutan  
Nicholas Lloren  
Alexis M. Lowe  
Mara Lubell  
Antares J. Martin  
Harriet A. McCullough  
Patty McDonald  
Deborah Miller  
Helen Miller  
Wesley A. Miller  
Katherine V. Monegro  
Kim J. Moore  
Patricia Murphy  
Frederick L. Neblitt, Jr.  
Kim Nelson  
Tom A. Norris, II  
Iva Oliveira  
Ashley M. Ortiz  
Marc L. Orton  
Brett Pearce  
Michele R. Peterson  
Ginny Petty  
Megan M. Quain  
Tricia Querol  
Brandi Reeves

Jeffrey L. Ringer  
Samantha C. Roque  
Jeff Russell  
Amanda A. Saunders  
Brette N. Scala  
Keith Schaffer  
Jessie K. Sheffield  
Mary Lee M. Shumate  
Joshua D. Shunk  
Craig Simmons  
Matthew R. Singleton  
Tiffany M. Slone  
Valerie L. Spivey  
Devona D. Suiter  
Meredith P. Sump  
Dominick Terry  
James Thomas  
Morgan A. Thompson  
Laura K. Tucker  
Drew Ungvarsky  
Matt J. Vergara  
Kristine L. Wayman  
Victoria Weiss  
Shannon M. West  
Cece Wheeler  
Ernie White  
Maura Wise  
Robert J. Wolford  
Nathan Workman  
Frank L. Wright, Jr.  
Robbin E. Youngblood  
Lindsey Zahn  
Manuel Zavala