

# WE ARE DESIGN. ME VBE AIGA

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.

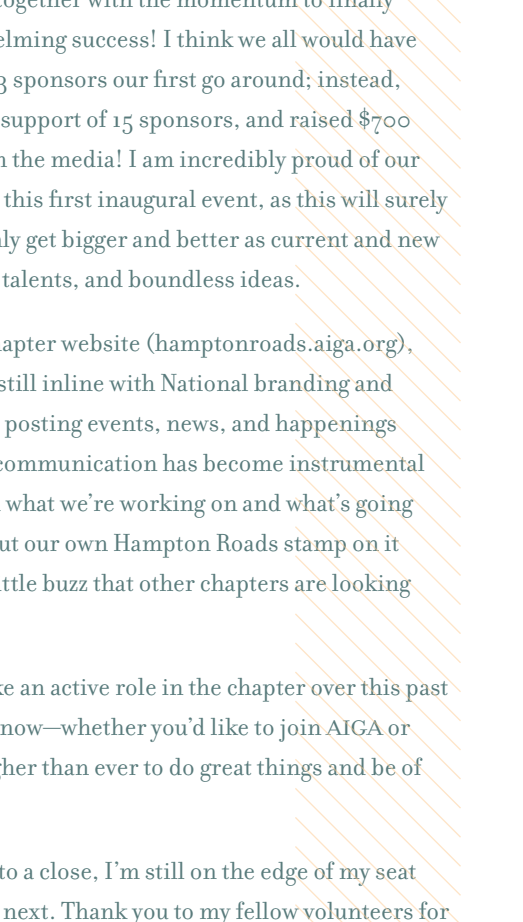
We're committed to design—and to more than 22,000 members in 66 chapters who create, inspire and appreciate good design. AIGA's members are the lifeblood of the organization.

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.



# THE ROAD HAS BEEN PAVED

**2012-2013 LEADERSHIP**

**Executive Board**

- Kristi Dunlap | President
- Amanda Geisaka | Vice President
- Jeff Ringer | Secretary
- Mary Lee Schumate | Finance Director

**Board of Directors**

- Chris Hatfield | Membership Director
- Kim Breeding | Communications Director
- Savannah Kaylor | Programming Director
- Shannon West | Education Director
- Mark Jones | Brand Manager

**National Leadership**

- Doug Powell | President
- Darralyn Rieth | Secretary / Treasurer
- Ric Greife | Executive Director
- Denise Wood | Chief Operating Officer
- George Fernandez | Membership Director

Visit [aiga.org](http://aiga.org) for national information and [hamptonroads.aiga.org](http://hamptonroads.aiga.org) for local information.

Another year has flown by, and I'm once again in awe of our small chapter's achievements. Our biggest for the 2012-2013 year has certainly been holding our very own local design competition—the Show for Hampton Roads Excellence in Design (SHRED). Many Board members before me have aspired to make such an exciting and large event a reality, and—thanks to the group of determined volunteers that make up our chapter—we all came together with the momentum to finally make it happen. And, it was an overwhelming success! I think we all would have been stoked if we got 20 entries and 2-3 sponsors our first go around; instead, we received over 25 entries, gained the support of 15 sponsors, and raised \$700 for charity. We even got a few nods from the media! I'm incredibly proud of our chapter and that I was able to be part of this first inaugural event, as this will surely become an annual tradition that will only get bigger and better as current and new volunteers continue to lend their time, talents, and boundless ideas.

Also among our successes is the new chapter website ([hamptonroads.aiga.org](http://hamptonroads.aiga.org)), giving us a fresh online identity that is still inline with National branding and arming us with broader capabilities for posting events, news, and happenings within the community. This vehicle of communication has become instrumental in helping us get the word out to you on what we're working on and what's going on inside the association. We've even put our own Hampton Roads stamp on it aesthetically, and apparently there's a little buzz that other chapters are looking to ours as an example!

If you didn't have the opportunity to take an active role in the chapter over this past year, I encourage you to reach out to us now—whether you'd like to join AIGA or become a volunteer. We're reaching higher than ever to do great things and be of real benefit to our members.

As my last year as President has drawn to a close, I'm still on the edge of my seat watching what our group will dream up next. Thank you to my fellow volunteers for all your inspiration, perspiration, and support. I'll never forget the life-changing experiences and friends I've made during this time; AIGA is one of the most rewarding and few collectives worth being a part of. Don't miss out!



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

# IN THE PAST YEAR...

**Achievements**

The chapter has been 100% volunteer-run for more than 7 years.

100%

4 OFFICERS  
11 board members  
7 DIRECTORS

ODU hosted the 2013 AIGA DESIGN EDUCATORS DESIGN CONFERENCE

Hampton Roads held the first AIGA Design Competition in Hampton Roads

ODU Student Group has successfully run for 3 years

Switched to MailChimp for all email communication

Completed the first AIGA Hampton Roads Sponsorship Kit

Launched our brand new WordPress website

Began using etouches for easier event registration

# Events

**DRINKING & DRAWING** 06/08/12  
Total Attendees: 120  
Total Profit: \$3,000

**SHRED 2012** 08/22/12  
Total Attendees: 920  
Total Profit: \$6,200

**Press Start: Member Appreciation** 08/30/12  
Total Attendees: 14  
Total Loss: \$40.94

**Drew Ungvarsky: Big Fish, Small Pond** 10/25/12  
Total Attendees: 91  
Total Profit: \$863.07

**Holly Jolly Pregame** 12/14/12  
Total Attendees: 91  
Total Loss: \$252.13

**Matt Muñoz: Designing a Year** 01/17/13  
Total Attendees: 51  
Total Loss: \$68.23

**Mix It Up: Student Social** 02/22/13  
Total Attendees: 64  
Total Loss: \$207.02

**Mix It Up: Student Social** 02/22/13  
Total Attendees: 64  
Total Loss: \$207.02

**Student Portfolio Review** 03/06/13  
Total Attendees: 48  
Total Profit: \$0

**26 Inspirational Things** MK12: 03/21/13  
Total Attendees: 34  
Total Loss: \$278.14

**BLUNT Design Educators Conference** 04/13/13  
Total Attendees: 103  
Total Loss: \$3,656

**Roundtable 2013: Project Medusa** 04/17/13  
Total Attendees: 8  
Total Profit: \$0

# EVENT HIGHLIGHTS

Average Events per month: 1

Total Number of Events: 11

Event Cost for Members: 7 OUT OF 11 Events were Free

# FINANCE

Strong. Sound. Under control.

Beginning Balance:	\$22,817.57
Ending Balance:	\$17,206.85
Expenses:	-\$25,559.68
Revenue:	\$21,748.02
Profit/Loss:	(LOSS) -\$3,811.66

## Finance Breakdown

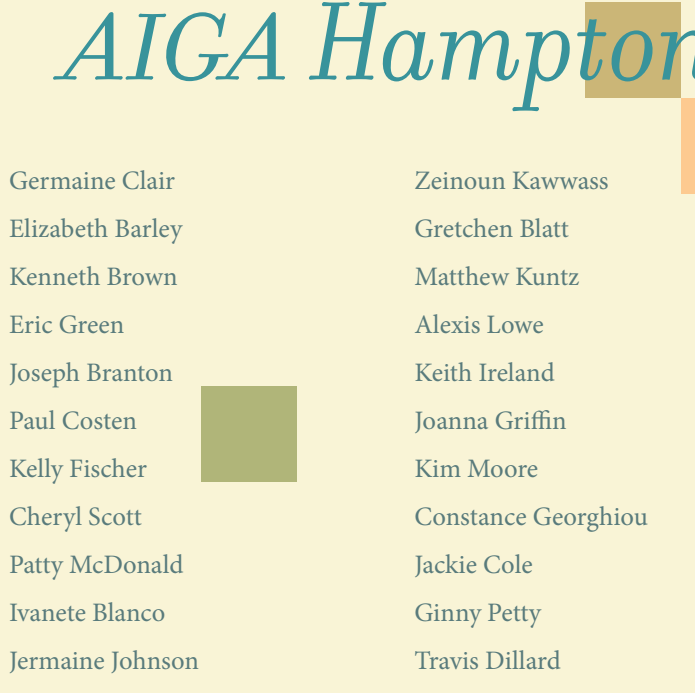
<b>Admin Expenses</b>	- \$1,912.64
<b>Recurring</b>	
Basecamp	-\$49/ MO
PayPal	-\$30/ MO
Wufoo	-\$14.95/ MO
Vimeo Jan 2013 (previously \$10.45/ mo.)	-\$62.95/ YR
Go Daddy	\$41.32/ YR
<b>Membership Dues</b>	+ \$4928.59

# MEMBERSHIP

**Total Members**



**Social Media Growth**



**Summary by Member Type**



# BENEFITS

All AIGA members receive these benefits

- **AIGA/Aquent Survey of Design Salaries:** Members receive early access to this annual compensation survey produced by AIGA and Aquent, Official AIGA Sponsor for Professional Development.
- **Professional Development:** All AIGA members can access webinars produced with AIGA partners Adobe and Aquent, as well as discounted rates for certificate courses and leadership workshops.
- **Design Jobs:** All AIGA members can view complete job postings at AIGA Design Jobs, and Sustaining members and above receive discounted rates for local chapter events, lectures and networking opportunities.
- **Member Portfolios:** All AIGA members can showcase their work, connect with like-minded creatives and be found by employers and recruiters on this exclusive network.
- **Designer Directory:** Only AIGA members are listed in the AIGA Designer Directory, which links to each member's member profile on AIGA.org.
- **Event Discounts:** Members get discounted rates for local chapter events, lectures and networking events, as well as regional workshops and national conferences.
- **Competition Discounts:** Members save 25 percent on entry fees to national AIGA competitions.
- **Exhibition Previews:** Members have advance access to all exhibitions in the AIGA National Design Center via exclusive opening receptions.
- **National Design Center Library:** Members can request by appointment access to the extensive AIGA National Design Center library in New York City.
- **Newsletters:** All members receive Communicate monthly, and can opt in at My AIGA for The Buzz, a monthly newsletter for emerging designers, or iNform, a quarterly newsletter for in-house creatives.

Members at the Supporter level and above can access these exclusive benefits

- **Discounts on Adobe products:** Adobe Systems, Official AIGA Sponsor for Design Solutions, offers special rates for all products in the Adobe store.
- **Save on Shutterstock images:** Take 15 percent off any standard image subscription at Shutterstock, Official AIGA Sponsor for Creative Inspiration.
- **Apple products:** Discounts on Apple products and accessories, as well as complimentary shipping and engraving.
- **Health insurance:** AIGA is now partnering with two health insurance administrators to offer group rate coverage in virtually every state.
- **Print-on-demand discounts from Blurb:** This easy-to-use, on-demand publishing platform offers AIGA members a discount to make their own books.
- **FedEx® services:** AIGA members are eligible for special rates on select FedEx® shipments and FedEx OfficeSM print and copy services.
- **Lynda.com training discounts:** AIGA members have access to information and activities that help develop and maintain software skills.
- **Design Business and Ethics:** Sustaining Members, Design Leaders and Trustees receive a printed copy of this guide.
- **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 Rockport Publishers.
- **Management advice and resources:** AIGA members can register at the Design Management Institute (DMI) member rate for attendance at DMI national and regional conferences, seminars and workshops.
- **F-W Media discounts:** Through a partnership with F-W Media's Design Community, AIGA members are eligible for discounts on select events and services.



# 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 get keeping 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!

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.

BECOME A VOLUNTEER

28 Volunteered in 2012      35 Volunteered in 2013

# 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.



# AIGA Hampton Roads Members

- |                     |                    |                        |                      |
|---------------------|--------------------|------------------------|----------------------|
| Germaine Clair      | Zeinoun Kawwass    | Kevin Carobine         | Howard Hawkins       |
| Elizabeth Barley    | Gretchen Blatt     | Sonja Carter           | Ashley Berkman       |
| Kenneth Brown       | Matthew Kuntz      | Melissa Anderson       | Kenya Mawusi         |
| Eric Green          | Alexis Lowe        | Stacy Dorroh           | Theo Kleinschmittger |
| Joseph Branton      | Keith Ireland      | Chona O'Galvin         | Laura Walker         |
| Paul Foster         | Joanna Griffin     | Samantha Roque         | Jessica Dobson       |
| Kelly Cischen       | Kim Moore          | Heather Cook           | Timothy Jones        |
| Cheryl Scott        | Constance Georgiou | Melissa McConeghey     | Kenneth Smith        |
| Patty McDonald      | Jackie Cole        | Amy Lee                | Jon Abrahams         |
| Ivanete Blanco      | Ginny Petty        | Matt Schneider         | Renee Stepanek       |
| Jermaine Johnson    | Travis Dillard     | Felicia Hobbs          | Adrienne Franklin    |
| Heather Rozeboom    | Meredith Sump      | Cherilyn Colbert       | Ayla Elliott         |
| Savannah Kaylor     | Sara Comer         | Krista Hoffer          | Hillary Greene       |
| Chris Hatfield      | Manuel Zavala      | Ian Thomas             | Matthew Evert        |
| Adam Law            | Peggy Callaway     | Patrick McCarty        | Kathryn Emons        |
| Kristi Dunlap       | Craig Fitzgerald   | Leesa Smark            | Jeanne Owens         |
| Kim Breeding-Mercer | Antares Martin     | Christopher Brown      | Megan Ellis          |
| Berick Bacani       | Kim Nelson         | Anna Patricia Tobias   | Shelly Webster       |
| Ernie White         | Lester Dela Cruz   | Katelynn Guillot       | Tyler McCoy          |
| Jennifer Pittson    | Sara Erickson      | Laura Guyot            | Kristen Kalenberg    |
| Marc Orton          | Nathan Borik       | Laura Smith            | Lydia Thompson       |
| Tricia Querol       | Elizabeth Breiv    | Michelle Antus         | Donya Warren         |
| Amanda Geisaka      | Melanie Gilchrist  | William Kramer         | Kenneth FitzGerald   |
| Matt Vergara        | Derek Munn         | Jessica Glander Bowman | Mary Lee Shumate     |
| James Thomas        | Jeffrey Ringer     | Jeffrey Whelan         | Sarah Cunningham     |
| Shane Mitchell      | Chanelle Holloman  | Dan Ciccon             | Audra Byrn           |
| Heather Boone       | Sabrina Bryan      | Adrienne Roark         | Sarah Baker          |
| Nicholas Lloren     | Mark Jones         | Jaydee Jana            | Chris DallaVilla     |
| Lanny Lesniak       | Lissa Guirand      | Kyle McLeod            | Robbin Youngblood    |
| David Rueckert      | Katelyn Bredeman   | Hilda Smith            | Drew Ungvarsky       |
|                     | Corinna Campbell   | Kathy Carbaugh         |                      |

# 2013-2014 Chapter Leaders

- |   |   |
|---|---|
| Amanda Geisaka, President<br><a href="mailto:amanda@hamptonroads.aiga.org">amanda@hamptonroads.aiga.org</a>         | Cherilyn Colbert, Communications Director<br><a href="mailto:cherilyn@hamptonroads.aiga.org">cherilyn@hamptonroads.aiga.org</a> |
| Jeffrey L. Ringer, Vice President<br><a href="mailto:jeff@hamptonroads.aiga.org">jeff@hamptonroads.aiga.org</a>     | Tim Jones, Programming Director<br><a href="mailto:tim@hamptonroads.aiga.org">tim@hamptonroads.aiga.org</a>                     |
| Chelsea Blair, Secretary<br><a href="mailto:chelsea@hamptonroads.aiga.org">chelsea@hamptonroads.aiga.org</a>        | Savannah Kaylor, Education Director<br><a href="mailto:savannah@hamptonroads.aiga.org">savannah@hamptonroads.aiga.org</a>       |
| Chris Hatfield, Membership Director<br><a href="mailto:chris@hamptonroads.aiga.org">chris@hamptonroads.aiga.org</a> | Jaydee Jana, Brand Manager<br><a href="mailto:jaydee@hamptonroads.aiga.org">jaydee@hamptonroads.aiga.org</a>                    |

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