

## E-Mail Blast Schedule

Date	Title	Topic	Market
12/19/2012	Let's Brand Together Promotion Video #1	Promotion	Primary
12/27/2012	Let's Brand Together Promotion Video #1	Promotion	Primary
1/3/2013	Let's Brand Together Promotion Video #2	Promotion	Primary
1/8/2013	Let's Brand Together Promotion Video #2	Promotion	Primary
1/10/2013	Let's Brand Together Promotion Video #3	Promotion	Primary
1/15/2013	Let's Brand Together Promotion Video #3	Promotion	Primary
1/17/2013	Let's Brand Together Promotion Video #4	Promotion	Primary
1/31/2013	Outdoor Spaces – Avoiding Common Design Mistakes	Design	Primary
2/5/2013	First Tuesday @ 2:00 - 2013 Economic Forecast	Business	Primary
2/7/2013	Business Management for Residential Design	Business	Primary
2/14/2013	What is a building designer and why should you hire one?	Business	Secondary
2/21/2013	Design the whole, not just the parts	Design	Primary
2/28/2013	Did you know AIBD provides Nationally Recognized Certifications through the National Council of Building Designer Certification?	Promotion	Primary
3/5/2013	First Tuesday @ 2:00 - How to write a press release	Business	Primary
3/7/2013	Marketing your Residential Design Business	Business	Primary
3/14/2013	Know your Style – Brief overview of Spanish Colonial Style	Design	Primary
3/21/2013	Energy Conservation through materials and technologies	Technical	Primary
3/28/2013	Did you know AIBD has a Legislative Watch program to keep the membership aware of potential changes in laws relating to the design profession and can deliver alerts to you personally?	Promotion	Primary
4/2/2013	First Tuesday @ 2:00 - How to file a copyright online	Business	Primary
4/4/2013	Protecting your Ideas – Copyright basics	Business	Primary
4/11/2013	Know your Style – Brief overview of Monterey Style	Design	Primary
4/18/2013	Economic Report	Business	Primary
4/25/2013	Did you know AIBD provides a National Referral Service to help consumers find a professional home designer?	Promotion	Primary
5/2/2013	Plan Sales Marketing - Residual income	Business	Primary
6/4/2013	First Tuesday @ 2:00 - How to site a home properly	Design	Primary
5/9/2013	Know your Style – Brief overview of Spanish Revival Style	Design	Primary
5/16/2013	How do building designers charge for their services?	Business	Secondary
5/23/2013	Site planning for solar access and climate considerations	Technical	Primary
5/30/2013	Did you know AIBD can help you obtain Professional Liability Insurance at reasonable rates?	Promotion	Primary

6/4/2013	First Tuesday @ 2:00 - How to survey a building to use for precedent	Technical	Primary
6/6/2013	Diversifying your business into a multifunctional asset.	Business	Primary
6/13/2013	Know your Style – Brief overview of Craftsman Style	Design	Primary
6/20/2013	How to interview and hire the right building designer	Business	Secondary
6/27/2013	Did you know AIBD Professional members have free access to an extensive collection of Design Business forms and publications, including contracts and construction specifications formats?	Promotion	Primary
7/2/2013	First Tuesday @ 2:00 - How to detail your plans for the 2012 Energy Code requirements	Technical	Primary
7/4/2013	Economic Report	Business	Primary
7/11/2013	What NOT to Design	Design	Primary
7/18/2013	A Complete Set of Construction Drawings – What should you be providing?	Technical	Primary
7/25/2013	Did you know AIBD allows you to register your projects online with eLeads? This allows you to have product and service providers send relevant information directly to you or your client.	Promotion	Primary
8/1/2013	Can you afford the hired help? – What to consider when expanding your business	Business	Primary
8/6/2013	First Tuesday @ 2:00	?	Primary
8/8/2013	Designing for me or the market?	Design	Secondary
8/15/2013	Design Meetings – How to streamline the process and get the important information	Design	Primary
8/22/2013	What are construction documents?	Technical	Secondary
8/29/2013	Did you know AIBD presents the American Residential Design Awards each year?	Promotion	Primary
9/3/2013	First Tuesday @ 2:00	?	Primary
9/5/2013	Innovators in Residential Design – Why those famous names are famous	Design	Primary
9/12/2013	Dealing with troublesome clients/contractors.	Business	Primary
9/19/2013	Easy interpretations of prescriptive methods in the IRC	Technical	Primary
9/26/2013	Did you know AIBD has student grant and scholarship programs?	Promotion	Primary
10/1/2013	First Tuesday @ 2:00	?	Primary
10/3/2013	Licensing Laws and You	Business	Primary
10/10/2013	Economic Report	Business	Primary
10/17/2013	Know your Style – Brief overview of Georgian Style	Design	Primary
10/24/2013	Housing style tutorials for the lay person (including real estate agents)	Design	Secondary

10/31/2013	Did you know AIBD provides Continuing Education opportunities available for free or little cost?	Promotion	Primary
11/5/2013	First Tuesday @ 2:00	?	Primary
11/7/2013	Designing Homes for an Aging Population	Design	Primary
11/14/2013	Construction Management	Business	Primary
11/21/2013	What is job site observation and why does my Designer want to do it?	Business	Secondary
11/28/2013	Did you know AIBD offers National Collaboration opportunities through the nationwide network of Professional Designer Members?	Promotion	Primary
12/3/2013	First Tuesday @ 2:00	?	Primary
12/5/2013	Building your Design Team	Business	Primary
12/12/2013	Conceptual Design Drawing	Design	Primary
12/19/2013	The Smart Room – Whole House Management	Technical	Primary
12/26/2013	Did you know AIBD Members can earn free membership by recruiting new members?	Promotion	Primary

Note:

Dates are approximate - Blasts may be delivered any day within the week of date shown (a Tuesday, Wednesday, or Thursday delivery would be best)

Order of Blasts within any given month may be changed as required or as deemed appropriate

New topics may be substituted for those listed as required or as deemed appropriate