



PO Box 262436  
San Diego, CA  
92196

## SAN DIEGO CHAPTER

The Society for Design Administration

*An Affiliate of the American Institute of Architects*

*To promote the exchange of ideas and to educate its members in the related disciplines of design firm management.*

### MANAGING YOUR FIRM'S IMAGE WITH ARCHITECTURAL PHOTOGRAPHY Thursday, April 17, 2008

Presented by:  
GLENN CORMIER, INSITE ARCHITECTURAL PHOTOGRAPHY

Hosted by:  
HMC Architects, 1010 Second Avenue, #2350, East Tower  
San Diego, CA 92101

**IT IS ALL ABOUT THE IMAGE.** The best quality photography can make even a beginner look like an experienced pro. A comprehensive approach to defining your image can set you apart from your competition. Learn what to look for when hiring a photographer, negotiating a fee, and applying the final result to improve your corporate image. Learn about usage rights and the era of digital. All your questions about your "Image" and the images you need will be answered.

<b>Date:</b>	Thursday, April 17, 2008
<b>Time:</b>	11:45 Check-in; 12:00 – 1:00 pm Luncheon Presentation
	<b>Questions? Jamie Shirey 760.445.4959</b>
<b>Location:</b>	HMC Architects, 1010 Second Avenue #2350, San Diego 92101
<b>Cost:</b>	<b>Free to Members;</b> Member Firms \$15; Non-Members \$30; Late Registrations \$40
<b>RSVP by:</b>	5:00 p.m., Thursday, April 10, 2008 Fax this form to: Leslie Gurney @ <b>(619) 239-9852</b> or email reservation to: <b>lgurney@rjcarch.com</b>
<b>Name(s):</b>	_____
	_____
<b>Firm:</b>	_____
<b>Address:</b>	_____
<b>Phone:</b>	_____
<b>Email:</b>	_____

*Because our meals are catered, 24 hours' notice is required for all cancellations.  
No shows will be billed.*



## **GLENN CORMIER**

Glenn Cormier is a graduate of Brooks Institute of Photography and has worked extensively nationally and internationally for 25 years. He has specialized in photography for architects, interior designers, and developers, and has also worked extensively in the hospitality segment of the market. He has received numerous awards for his breathtaking ability to manipulate light to best suite a particular environment. He has also photographed hundreds of catalogs ~ many featuring architectural products or furnishings.

Among his industry-related clients are the noteworthy firms of:

- Michael Graves
- Gensler & Associates
- Wimberly Allison Tong & Goo
- Starwood Hotels
- Hensel Phelps

Review Glenn's award-winning project photography and extensive client list at:

[www.insitearchphoto.com](http://www.insitearchphoto.com)

**1732 West Lewis Street**  
**San Diego, CA 92103**  
**619.297.5151 voice**  
**619.297.5260 fax**  
**[glen@insitearchphoto.com](mailto:glen@insitearchphoto.com)**