



# AIA Pennsylvania

The American Institute  
of Architects

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## **PASAE Laurel Awards 2017 Submission**

Project Name | **Member Value through Corporate Partner Programs**

Laurel Awards Category | **Membership Recruitment and Retention**

### **Brief Synopsis of Member Value through Corporate Partner Programs**

A Corporate Partnership and Allied Membership with AIA Pennsylvania means many things. AIA Pennsylvania has six corporate partners currently working with us for our membership. The Corporate Partners range from legal counsel to insurance companies. The business consulting company Stambaugh Ness is a perfect example of how the Corporate Partner Program is structured. They have already carved out a market in the AEC (Architects, Construction and Engineering) industry, but we are able to give them a larger platform.

Our relationship with Stambaugh Ness started with an interview. After the success they had as Allied Members in the previous year, Stambaugh Ness became Corporate Partners with us in 2017. We worked together with them to provide opportunities for our members to gather critical information about subjects and issues outside of traditional architectural school curriculum. These topics allow our membership to grow as architects and business people.

We showcase these important topics through our Stambaugh Ness Wednesday Webinar Series and through our “Ask a Business Advisor” section in our Newsletters. The leadership at Stambaugh Ness works tirelessly to inform AEC businesses about how to be successful in a rapidly modernizing world.

As a partnership, we are continuously developing new ways to engage our membership. One of these elements is to establish in the future a Continuing Education portal to house the Stambaugh Ness Wednesday Webinar Series. This will create an avenue that our members can use to access Continuing Education anytime they desire and receive credit.

We believe this Corporate Partnership is an example of best practice for organizations looking to maximize relationships with their members and industry professionals. This structure for Corporate Partnership provides membership value along with giving a company the chance to have a larger outreach. It is also an excellence resource for non-dues revenue for nonprofit organizations.