

# Globe Tracking

2012

**AIA-CES** has new requirements for giving presentations and reporting them. If you are doing the AIA presentations on your own, make sure you consult with Bill Rankin and that you are updated before giving any presentations. One of the requirements is that your presentation must be posted on the **AIA-CES** website 5 days before you give it.

**AIA-CES** conducted a survey that had some interesting results. Members were polled on how they preferred to get their Continuing Ed credits and not surprising, "Overall, learning formats offered **on-site, local or self administered** are more desirable than training that requires travel or a commitment to a conference" So go out an offer our AIA-CES presentations and get your face time in! Bill and Pamela are happy to travel and do the presentations with you.

Another survey question asked **AIA** members about social media. 66% of **AIA** members responding used **LinkedIn**. "AIA can reach the most members through **LinkedIn**, where 30% of users follow **AIA**."

That is a huge pool of folks waiting to be contacted. So go ahead and.....

## CONNECT

For a professional, **LinkedIn** seems to be a preferred venue for social media and if used correctly it can be an excellent method for making and maintaining contacts. You can join **Groups**, follow **Companies** and reconnect with people that you have worked with in the past. Connect to your **Fabric Reps, Designers, Architects, GC's** and **Project Managers**. You can connect to other **Novawall Distributors** to learn how they use **LinkedIn** in their own territory.



with Novawall®

### Italian Restaurant

Assen, Drenthe  
The Netherlands

Novawall Benelux

## Pass the Acoustics

Many restaurants these days seem to "pass the acoustics" in the design phase. While louder venues may appear to be the trend, it is more often a missed opportunity to create a more ambient environment. If you have the opportunity to work with a Restaurateur you quickly learn that they will have a very strong vision for the restaurant. Integrating a solution is usually a big challenge to any design esthetic.

The process of getting the owner to correct an acoustical issue really comes from within, by employees and customers. Complaints, high turnover and flat revenue can be very big motivators. Some of the most trendy restaurants are highly reflective, reverberant jewels that are very difficult to enjoy. SOMEONE PLEASE PASS THE ACOUSTICS!

**Hans Visbeen** with **Novawall Benelux** was recommended by a Designer to the Owner of a popular Italian restaurant in the city of Assen, The Netherlands. This restaurant enjoyed a regular clientele and typically had anywhere from 120 - 130 customers on slow week nights. Add in families with small children and the wait staff could not hear to take an order. Hans said, "they had problems understanding the customers and had to ask 2 or 3 times before they understood what the customer wanted."

Hans worked closely with the Owner who was involved with all the details, selecting and providing the digital images, while Hans coordinated the textile printing and installation on Novawall. It took 8 months from first meeting to installation. The Novawall install occurring in one long day, finishing just in time before the 4:30 opening for the evening crowd.



As you can see from the "before photo" here, the visual effect was dramatic, but so too was the acoustical correction with Novawall. The owner, employees and customers were immediately impressed. Now you can enjoy a meal and be transported to another place. The Owner already has more work planned for **Novawall Benelux**.

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