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MEDIA RELEASE

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**“The Purpose of Social Media for Architects” Panel
Highlights Texas Society of Architects|AIA’s 71st
Annual Convention, Design Products and Ideas Expo
in San Antonio, Texas October 14-16, 2010**

Laura Davis, AIA, HPD Architecture LLC, to Present with Panelists Bob Borson, AIA, LEED AP; Jamie Crawley, AIA, LEED AP; and Marcela Abadi Rhoads, RAS

DALLAS, TX – October 12, 2010 – HPD Architecture LLC, a full-service architectural and interior design firm specializing in residential, commercial, and institutional architecture, announces that Laura Davis, AIA, will participate in a panel presentation, “The Purpose of Social Media for Architects” at the Texas Society of Architects|AIA’s 71st Annual Convention and Design Products and Ideas Expo in San Antonio, October 14-16, 2010.

The presentation, which will be held on Saturday, October 16 from 10-11:30 AM, provides a face-to-face opportunity to engage interactively with architecture peers who actively and successfully utilize social media in their careers and business ventures. The objectives of the

discussions are to dispel myths, generate dialogue, and empower attendees to use social media tools to achieve 'real-world' business goals. "The Purpose of Social Media for Architects" session #101046 is sponsored by the Austin Foundation for Architecture.

Ms. Davis, who is vice president with HPD Architecture LLC and also the firm's Director of Marketing, will discuss Twitter and present the advantages of networking during the presentation. The other panelists include Bob Borson, AIA, LEED AP, Bernbaum/Magadini Architects, Dallas, TX; Jamie Crawley, AIA, LEED AP, Hamilton & Associates, Pflugerville, TX; and Marcela Abadi Rhoads, RAS, Abadi Accessibility, Dallas, TX. Mr. Borson will present the art of blogging; Mr. Crawley will define the world of social media and provide an overview of its available tools; and Ms. Rhoads will focus on LinkedIn.

"Social media is such a vibrant topic, particularly with the exciting opportunities that it presents architects in today's world," said Ms. Davis. "I am thrilled and honored to be presenting with my esteemed panelists at this year's Texas Society of Architects|AIA's Convention."

The Texas Society of Architects|AIA's 71st Annual Convention and Design Products and Ideas Expo is Texas' premier gathering for architects, design professionals, and those who support the creation of safe, beautiful, sustainable environments in Texas. Attendees and Exhibitors are given the opportunity to make valuable connections, learn about new products and best practices, and establish a fresh perspective. For more information about the convention see <http://www.texasarchitect.org/convention.php>

About HPD Architecture LLC

Dallas-based HPD Architecture LLC is a full-service architectural and interior design firm specializing in residential, commercial, and institutional architecture. Since its inception in December 2007, the firm has focused on new construction, renovations, and additions for private residences, corporate and medical offices, and universities.

<http://texasarchitect.blogspot.com/2010/09/tools-purpose-of-social-media.html>

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