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Firm Profile

JRS Architect, P.C.

Since their inception in 1986, a focus on technology and project diversity has fueled growth at JRS Architect, P.C. Having witnessed a number of challenging business cycles in the course of their history - the current recession being the most recent example - the firm attributes its ability to maintain a strong market share to an embrace of new methodologies and its mission to serve a variety of client constituencies.

Recently returning from the AIA National Convention, JRS Founder/ President, John R. Sorrenti, FAIA, reported that technology and sustainability were major themes throughout the presentations,



Interior Office Renovation for North Fork Bank

underscoring the wisdom of his firm's direction.

On the technology front, Building Information Modeling (BIM), a transformational method that uses real-time, 3-dimensional software to construct a building virtually, was a star of the Convention. JRS began its evolution to BIM in 2006 by adopting Revit Architecture as the key platform supporting its project delivery approach. JRS committed to formal Revit/BIM training in 2008 and completed its first project utilizing BIM that same year.



Interior School renovation for Mandell School

With the environment a major concern among AIA members as well as clients, Sorrenti observed that architects are the social stewards of the built environment and pointed out that JRS continues to be on the cutting edge of the sustainability platform, working with such rating systems as LEED and Green Globes. Even when clients choose not to pursue certification, JRS' LEED AP staff will partner with them to incorporate technology-driven materials that bring durability and high performance to their spaces.

Illustrative of the firm's openness to diverse opportunities is its historic projects subsidiary, Design Preserve Build Architecture, PLLC. DPB provides comprehensive restoration and preservation services throughout metropolitan New York to clients that range from cultural institutions, municipalities, and corporations to small businesses and owners of historic homes and properties. Current projects include a window replacement assignment at two landmark residential buildings located in Manhattan's Stuyvesant Square Historic District for real estate company Time Equities.

Established 23 years ago and starting with 6 people, JRS Architect has grown to a staff of over 45 today with offices in New York City, Mineola and Princeton, NJ. The firm has designed over 3,000 projects ranging in size from a small residential dormer renovation to a 250,000

square foot state-of-the-art data center.

A quick survey of the firm's New York City projects alone reveals a culture of serving a wide spectrum of client needs. Included is a 9,000 square foot private school facility on the Upper West Side for Mandell School with additional expansions to follow; a flagship Jenny Craig location in Chelsea; the Chambers, a 77-key luxury hotel just off of Fifth Avenue; a Neuro-Imaging Core at the famed Mount Sinai Medical Center; a 10,000 square foot upscale retail space for designer Josie Natori; 100,000 square foot of office suites for JPMorgan Chase; and a 1,000 square foot start-up branch for Esquire Bank located near the Brooklyn Courts and serving the legal community.

In addition to John Sorrenti, leadership at JRS is provided by two additional Principals, Alexander Hadjiyane, AIA and Robert S. Morrisey, AIA.



New Office Building for North Fork Bank

Sorrenti currently serves as National Chair for AIA College of Fellows Regional Representatives. An active member of the NY State Education Board of Architecture, he is also Treasurer and Vice Chair of National Council of Architectural Registration Board's Region 2 and Chair of NCARB's Professional Development Program.

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A Principal since 1993, Alex Hadjiyane is responsible for overall project management and serves as Principal-in-Charge of the New York City office. In addition to spearheading the firm's finance and defense industry work he manages all of JRS's healthcare initiatives. Hadjiyane started the Long Island Chapter of the Architecture Construction Engineering (ACE) Mentor Program and is active in CoreNet's Annual Charitable Golf & Tennis Outing.

Rob Morrissey joined JRS in 1988 and rose to Principal status in 2000. Morrissey is Construction Management Principal and oversees all large, complex projects including data center and disaster recovery for top-tier financial and corporate clients such as JPMorgan Chase. He is an advisory board member at SUNY Farmingdale (Dept. of Architecture and Construction Management) and is active on several Long Island AIA Committees.

For additional information about JRS Architect, please visit their website at www.jrsarchitect.com. You can subscribe to their quarterly newsletter, **JRSiteLines** on the website or by contacting Jack Miller in the Princeton office at (609) 688-9100 Ext. 204. That's also the number to call to learn more about Design Preserve Build Architecture.

Finding a Job Through Social Media

By Sandra Fathi

[Editor's Note: I recently took a Twitter 101 Class presented by Sandra Fathi offered by the Public Relations Society of America. I would write up my notes but I am only slightly less clueless about Twitter than I was before the 2 hour class!



Sandra is President of Affect Strategies. Affect Strategies fuses the disciplines of public relations, marketing and social media into communications programs – very impressive but a bit overwhelming! I found this article to be particularly relevant given today's economic climate. Jennifer M. Greene]

Everyone knows that job candidates are flooding the market right now. There are jobs out there, but standing out in a sea of experienced, qualified applicants can be difficult, but not impossible. Social media offers a plethora of opportunities for marketers to reach consumers and businesses, but it also offers job candidates a direct line of communication to corporations and hiring managers. Here are some tips for would-be new hires - both to stand out in the crowd and find the job opportunities leveraging social media:

1. Clean Up Your Online Image - First and foremost, make sure that your online image is Google-ready. Most hiring managers will Google a job candidate at some point in the hiring process - sometimes before an interview. Google yourself and find out what happens. Is your LinkedIn profile up to date? Has your personal blog been dormant for months? Do photos from a night of over indulging in Cancun come up in search results? Take a good inventory of how you appear online and prepare the groundwork. Make sure that content that a potential employer can access is appropriate. Use privacy settings whenever possible. Untag yourself in photos if you can't remove them from the public eye. Ask people to recommend you on sites that allow reviews such as LinkedIn and Guru.com. Create new 'favorable' content to hit the top of the search results (see next tip).

2. Make Yourself 'Findable' - If you don't have an online presence, you need one. Social media is a great way

to quickly create an online reputation for yourself and build out your resume and profile. Most of the tools are free. Create a [LinkedIn](#) profile, a [Facebook](#) page, join [Twitter](#) and any relevant professional networks or communities in your field. Even adding your name to a directory or commenting on a high profile blog can create new content for a prospect employer to find when searching for information on you. You can create a YouTube video of yourself (but make sure it's industry/job appropriate) or a full website resume.

3. Be an Expert - In addition to looking for job opportunities, you should be looking for opportunities to put your skills into action. Consider starting a blog, or at least, a guest blog to highlight your field of knowledge. Create an online portfolio of your work with a [Flickr](#) account. If you are a marketer, answer questions on LinkedIn pertaining to marketing (this also puts your name and business smarts in front of all of your connections.) Participate in message boards and forums that are frequented by prospective employers and be a helpful presence - answer questions, post articles, start discussions, etc. Focus your 'tweets' on Twitter to build a following in your field. Share your ideas, best practices, relevant articles and other information that 'prove' you are in the know and have up to date skills to share. Post PowerPoint presentations on [SlideShare](#) to show off your handiwork.

4. Join the Group - Groups on LinkedIn, Facebook and other platforms offer more opportunities to connect with potential employers and colleagues. When you join a group on LinkedIn, you are often able to direct message members. This can be a direct line of communication to a hiring manager or executive at the firm of your desire. When appropriate, you can also post a message to the entire

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