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IAMFA Museum Conference Tour Gift Receives Multiple Awards

Mueller Associates, Quinn Evans Architects Team Up for “Go Wild” Campaign at Fall 2013 Zoo Day in Washington, DC

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A creative giveaway item for attendees at the International Association of Museum Facility Administrators (IAMFA) 2013 Conference in Washington, D.C. has won multiple awards from the Society for Marketing Professional Services (SMPS). The brightly colored snack bag was given to participants who toured the National Zoological Park as part of the conference’s “Zoo Day” event. The bags were created and donated by IAMFA sponsors Mueller Associates and Quinn Evans Architects.

The giveaway included a bright orange cooler bag, custom-designed snack packages, a branded water bottle, and a promotional card with a “Wild Expectations/Go Wild” theme. The theme was developed by Mueller Associates and Quinn Evans Architects to underscore their experience with challenging design projects. In addition to numerous museum and library projects throughout the East Coast, the team has several projects underway at the zoo.

At the SMPS National Conference in San Antonio in July, the project was awarded second place in the Tradeshow Marketing category. The snack bag was a winner among 210 entries submitted to the SMPS Marketing Communications Award program nationwide.

Regionally, the Washington, D.C. chapter of SMPS awarded the campaign its “People’s Choice” award along with an Honorable Mention in Tradeshow Marketing. The awards have been presented to Jessica Reid, director of business development for Mueller Associates, and Jeanine Quaglia, principal and director of marketing for Quinn Evans Architects. Both Reid and Quaglia are members of SMPS.

Smithsonian Institution representatives, who served as hosts for the “Zoo Day” event, noted that “the orange cooler bags were a huge hit. Not only were the cooler bags practical, but it made it very easy to see the members and guests as they walked around the National Zoological Park.”

About Mueller Associates

Established in 1966, Mueller Associates delivers mechanical, electrical, plumbing, and fire protection engineering services for cultural facilities, museums, higher education institutions, libraries, performing and fine arts centers, historic preservation, government facilities, and other institutional and corporate facilities. Mueller specializes in engineering solutions for complex and stringent environmental control and energy conservation. The firm is a leader and innovator in sustainability and resilience.

Current and recent projects include the renovation of the historic Hirshhorn Museum and Sculpture Garden; the new Capital One Hall in Tysons, Virginia; George Mason University’s new Fuse at Mason

Square in Arlington, Va.; the Fernandez Family Center for Innovation and Collaborative Learning at Loyola University in Baltimore; the renovation of Carrington Hall at the University of North Carolina's Nursing School in Chapel Hill, N.C, and numerous projects for Northrop Grumman Corporation throughout the Baltimore-Washington University. For more information, visit www.muellerassoc.com.