

JOHN RUTLEDGE ARCHITECT

406 Queen Street , Box 393 , Blyth, Ontario N0M 1H0 519-523-9000

Over Twenty-Five Years Of Professional Architectural Service Since 1990

8 August 2016

NEIL and COUNCILLORS

re: use of the word, "LOCAL"

As the building projects for the renovation of Blyth Memorial Hall and the new Cowbell Brewery in Blyth get underway; press releases, newspaper articles, radio reports, etc. about these projects have been stating; a "local architect", without the architect's name, or a "local architect", followed by the architects actual name, have been engaged to do these projects.

It has been brought to my attention that the term "local" means different things to different people.

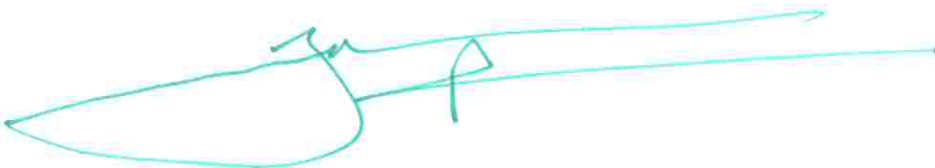
Apparently many people are retaining the term, "local architect", with the assumption, that because my firm is located in a storefront on the Main Street of Blyth, it is my architectural firm that is doing these two projects, which is not the case.

It has also been brought to my attention that people have unintentionally perceived that my firm is currently too busy and therefore are not contacting my firm about their architectural projects.

There has been a decrease in the architectural work load at my firm at this time. Although not the only factor, the perception of the word "local" is probably one of the contributing factors.

In future press releases, newspaper articles, radio reports, etc., it would be appreciated if reference to a "local architect", *or any other businesses for that matter*, also include the person's, firm's, or businesses' actual name after the use of the word "local" in order to clarify how the word "local" is being used.

Yours truly,

A handwritten signature in blue ink, appearing to read 'John Rutledge', with a long horizontal line extending to the right.

John Rutledge Architect, B. Arch., D. A. T., O A A