

1. GUEST OF HONOUR – DATUK TAN KIT SHER, MINISTER OF TOURISM
2. MEMBERS OF ALLIED PROFESSIONS
3. FELLOW ARCHITECTS &
4. GUESTS

On behalf of PAM Council, I extend our heartiest congratulations to the incoming Committee and to the new Chapter chairman, Chua Soon Teck. We also extend our hand of cooperation and continued support from the Federal Council, to the outgoing Committee and in particular to the Immediate Past Chairman, Jerry Tsen and our heartfelt appreciation and thank you for a job well-done. It is customary for PAM's representative to say a few words. Architecture is a warfare.

Warfare

- Prepared;
- Strategy –weakness
- Cover all possible eventualities;
- Stamina – to do battle;
- Out to win.

Therefore, essential to continuously promote and protect the Image of the Profession.

Any vehicle which could be used to
Promote and
Advance the profession must be
Encouraged.

PROMOTE PROFESSION

Indirect promotion of oneself – inevitable as each one of us makes up the profession.

Architects judged by their performance. Always keep public and government informed – PR.

Our main vehicle is M.A.
Promotion BY MEMBERS' WORK

- Gone Public;
- Sold at Hotels & Airports;
- Some issues – 1000 copies.

PROBLEMS – HOW TO SOLVE THEM

1. MORE FLEXIBLE/IMAGINATIVE IN APPROACH
Client wants them – so what do you do?
e.g. overcoming F.A. by
NEUTRALISING THEM
Employing them to work for you.
2. COOPERATION AMONG YOURSELF
 - DO NOT FIGHT
 - DO NOT UNDERCUT FEES
 - Lose respect and dignity
3. ACCEPT THAT THERE WILL ALWAYS BE THOSE who will try to take your business away e.g. shopowner; hawkers outside
Co-exist and adjust your life to that which is around you.
Must get off the ivory tower.

Touch on the Institute. You guys are very far away.
Communications can be quite bad and poor. Correct it.
Members play active role.

Hopefully Next Council will;

- Improve dialogue
Chairmen and office bearers to discuss important matters.
- KL & Chapters to alleviate any miscommunications e.g. the special issue of M.A. for Sabah Chapter publicly extend our regrets and apology to members due to the miscommunication.
All's fine, the issue is in print and should do Sabah proud.

Provide more facilities at H.Qs. e.g.

- Members lounge
- Expand library
- Some accommodation facilities – outstation members.
- Seek some corporate rates with various commercial outlets.
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To welcome you all and to make you feel at home when you are in K.L. Let PAM HQ become a Home away from Home.