

## Industry Experts Comment on *Silver Bullets*:

“This book shows Jack’s great passion about and insight into the design community. It not only identifies a multitude of different attributes of design professionals and their working systems, but it is able to name and categorize these issues into an understandable series of topics.

These issues are almost always complex and intertwined, but the book brings a focus and a realistic discussion to each topic. *Silver Bullets* allows the reader to consider some basic issues, look at alternative ideas and sort out possible strategies and courses of action. It challenges the reader, in a straightforward way, to identify their own strengths and weaknesses and to address comprehensive strategies for the future. While the book is serious and direct, it uses humor from Jack’s experiences to keep matters in perspective.

This is a very valuable and thorough discussion and evaluation of our professional world.”

*Donald Kann, AIA  
President  
Kann Partners  
Baltimore, MD*

“*Silver Bullets* is a great practical guide for any firm. Jack Reigle clearly outlines key strategic decisions that are a vital part of creating a dynamic organization. He makes suggestions that are easy to understand and implement. I really enjoyed the way Jack uses stories and comparisons to help the reader understand his time-tested concepts. This book will help firm leaders transform their practice in a way that is liberating and infuses a deeper sense of purpose to their practice of architecture.”

*Neil Dawson, AIA  
Chief Operating Officer  
Dawson Wissmach Architects  
Savannah, GA*

“A must-read for design professionals who own or work in a multi-person firm. The book clearly details, with spot-on anecdotes, the pitfalls common in design firm management and leadership, and then offers clear and eminently sensible solutions on how to avoid them, or crawl out of them. With an engaging style and liberal sprinkling of humor, the author has provided the A/E/C industry with a pragmatic guide to successfully lead and manage design firms. Design professionals at all stages of their careers will find the advice in this book a worthy resource. From personal career planning to corporate strategic planning, Jack nails the shibboleths of the design profession and the solutions to counteract them.”

*Deborah Rhea, PhD.  
Chief Operating & Financial Officer  
Ashley McGraw Architects  
Syracuse, NY*

Just as the Lone Ranger used silver bullets as agents of justice, architects use silver bullets—their ideas, ambitions and dreams—as agents of change. Jack Reigle provides the strong medicine and encouragement needed to harness this remarkable resource. *Silver Bullets* provides proven approaches for using architects' creative ammunition to transform tenuous practice into sustainable practice.

Far beyond its significance to today's and tomorrow's leaders, *Silver Bullets* should be required reading for architectural students who aspire to become transcendent professionals. Every school's curriculum should emphasize strategic thinking.

*Robert Rosenfeld*

*Career Coach and Former Director of Intern Services, National Council of Architectural  
Registration Boards*

“*Silver Bullets* is a must-read for anyone who is looking to give their firm direction and meaning in the marketplace. It should also be required reading for all students in professional practice classes. Jack Reigle presents information that needs to be known and understood early in our professional careers.”

*Bob Hughes, ASLA*

*President*

*HGOR Planners and Landscape Architects*

*Atlanta, GA*