



Changing Times | Time For Change
Practice, Productivity & Effectiveness

September 24 – 26, 2009
Wyndham Chicago

Thursday, September 24, 2009

Preconference Workshop

8:30a.m. – 12:00p.m.

Design-Build 101

Gain an introduction to a compelling overview of Design-Build! The speakers will introduce you to history, current cutting edge practice ideas, and a how to step by step method you can implement in your own practice. You will leave with a basic understanding of how to set up a Designer Led Architectural Practice.

William Carpenter FAIA PhD

Betsy Downs

Barry Bannett

Opening Plenary

1:30 – 3:00 p.m.

Why Change? Why Now?

If you wonder “why change?” and “why now?” this session is a must. A panel of industry experts will share insights on the technological, cultural, and contractual forces that are driving change in our industry, bring you up-to-speed on where things stand, and shed light on where the industry is going.

Kristine Fallon, FAIA

Suzanne Harness, Esq., AIA

Markku Allison, AIA

CONCURRENT CONFERENCE SESSIONS

3:15 – 4:55 p.m.

O1: How to Differentiate Yourself: A Focus on Quality

In economic downturns firms are competing for fewer opportunities and are also more susceptible to claims. Its time to examine your firms business practices which should include a focus on quality. This program will lead a discussion and provide an outline for ways to improve the quality of services and increase the firm’s efficiencies while doing so.

Micheal J. Lough, AIA

Jonathan L. Fischel, FAIA

T1: BIM beyond documentation: Improving Process and Workflow

This session will focus on understanding when and how to take advantage of available tools and technologies to help manage information in today's architectural workflow maximizing time for design and minimizing information loss between project stakeholders.

Eddy Krygiel, AIA, LEED AP

Phil Read

Anges Otto

D1: Changing the Delivery Process with BIM

Use your Building Information Model (BIM) downstream so the entire project team can leverage the additional benefits. BIMs are typically implemented during the design process, but to gain the most from your BIM, allowing the contractor and its subs to rely on the model, provides significant efficiency and productivity benefits to all stakeholders.

Erleen Hatfield, P.E., LEED AP



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M1: Position/Reposition Your Firm to Succeed, Now and After the Turnaround

Architects are making changes now to survive the current downturn, and planning changes to benefit from the next upward economic swing. You will learn the marketing and operational strategies that you can adopt to improve your position, for now and for when the economy rebounds.

Peter Piven, FAIA

G1: Sustainability + BIM + Integration, a Symbiotic Relationship

Sustainability, Building Information Modeling, and Integrated Project Delivery are complimentary process changes, such that none of these changes can be fully realized without the others. In this presentation, we will describe our practice of merging these three issues to form a truly integrated and sustainable integrated process.

Kelly Cone, LEED AP

Betsy del Monte, AIA, LEED AP

Stewart Carroll

Friday, September 25, 2009

Morning Plenary

8:30 – 10:00 a.m.

CONCURRENT CONFERENCE SESSIONS

10:15 – 11:45 a.m.

O2: The Firm of the Future: Big Picture Trends Shaping the Future of Design Firms

Heeding Yogi Berra's wisdom that "It's tough to make predictions, especially about the future," nothing is more important to the leadership and management of architecture firms in these tumultuous times than being able to scan the horizon and take in the big picture.

Ray Kogan, AIA

T2: BIM Can Do "What Ifs", Can You?

From Bubble Diagrams to Bid, Learn a Simple yet Powerful Way to tap BIM's Internal Database at Every Phase of Your Project.

Chuck Good-Man, AIA

D2: Emerging Trends: Constructability through Design Review & Collaboration

Owners and developers are beginning to request specific services from design firms related to construction and operational/maintenance safety. Many firms are not prepared to accept this challenge. This course will lead designers through the process of accepting and fulfilling these responsibilities while mitigating risk and liability.

Gary J. Cunningham

Jason P. Edic, CSP

M2: Combine & Conquer: Remote Collaboration

This program will offer participants an overview of how one small firm developed and implemented a new and innovative business model that allows all design firms—particularly small firms—to compete aggressively by providing full (and expanded) architectural services, while reducing staff to the absolute minimum; and thus, minimizing overhead costs.

J. Michael Leinback, AIA, NCARB



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G2: Green Materials to Offset Seismic and Other Natural Disaster Events

Green Materials to Offset Seismic and Other Natural Disaster Events – looks into the use of green materials in building design and construction to increase the life expectancy of buildings in areas exposed to a higher frequency of natural disaster events.

Bradford Russell, AIA, P.E., S.E.

CONCURRENT CONFERENCE SESSIONS

1:45 – 3:15 p.m.

O3: Integrated Project Management: Tools and Training

See how architects can develop better tools and training which:

- Enhance client relationships,
- Grow bottom-line profitability,
- Maintain high design results,
- Provide project leaders with critical team-building and goal-setting tools for project success,
- Create stronger project management focus on delivery excellence that supports all the above.

Christopher Martersteck, AIA, LEED AP, DBIA

T3: Beyond Desktop BIM: Unleashing the Information

This program explores the use of interoperable software independent of and in conjunction with desktop BIM to extend the quality and depth of services architects can provide to their clients. Regardless of project scale or complexity, embracing true collaboration can prepare you for success.

Russ Sanders, AIA

D3: BIM Technologies that Inform Concept Design

In the evolving trends of Integrated Project Delivery, increased emphasis is being placed on early concept design. It is rightly recognized that early concept design decisions have an inordinate impact on the overall project's benefits and performance. This session reviews work sponsored by the Chief Architects Office of the General Services Administration (GSA) to bring a automated assessment and feedback to early concept design. It will show the development of an integrated environment that provides for quick and easy assessment of a concept design according to: the space program requirements, circulation assessment, energy analysis and early cost estimate. Methods and an approach for continuous tracking of these aspects over the full design process is also outlined.

Chuck Eastman, Assoc. AIA

M3: The Flexible, Sustainable and Integrated Firm of the Future

Participants will gain insights into innovative management, technology, design and collaboration practices as we design an architectural firm that meets the complex challenges of the 21st century. Attendees will learn new strategies for remaining nimble, leveraging staff, streamlining decision making, capturing and sharing knowledge, repositioning architects as thought leaders, broadening services, integrating design and improving project delivery.

Michael Strogoff, AIA

G3: 30 Years in IPD-Design Excellence, Sustainability & Innovation

Drawing upon 30 years of practice with a total IPD philosophy, Optima shares insights into maximizing productivity through human capital, corporate culture, lean processes, and strategic innovation. These factors contribute to Optima's effectiveness in growing its development business, striving for design excellence, attaining sustainability goals and achieving remarkable construction metrics.



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Calvin Kam, AIA, PE, LEED AP
David Hovey, AIA

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3:30 – 5:00 p.m.

O4: NOMADS AND MONADS: The Virtual Architectural Office as an Alternative Professional Practice

This session presents a case study of alternative architectural practice organized as a virtual office. It explores the utilization of design and construction technology, and the methods of integrated project delivery to provide the client with higher level of service while maintaining the architectural values.

Pavel Getov, AIA

T4: Interoperability: the Opportunities and the Challenges

Surveys the potential benefits of interoperability, why it has not been successful; describes the interoperability challenge; presents an overview of proprietary and public standard exchange methods; reviews the national BIM standards and building SMART efforts; outlines where interoperability is expected to go in the next five years.

Chuck Eastman, Assoc. AIA

D4: The Jackson Courthouse: Changing Project Delivery Methods in the GSA

GHAFARI Associates and the GSA present the implementation of BIM-enabled processes for the design and construction of the US Courthouse in Jackson Mississippi. The presentation will reflect on various aspects of the BIM implementation; from the software tools to affects on team structure and workflow changes. The presentation pays special attention to how interoperability of the 3D data is leveraged for parallel processes in design, coordination and construction, and the resulting process innovations and benefits.

Matthew Jogan, AIA

Brian Kimsey, AIA

Samir Emdanat

M4: The 100% Solution: Retaining and Advancing Woman

The quality of the built environment and the future of the architectural profession demand a full talent pool. Yet the pipeline of architects who don't "look like" traditional architects has been slow, and many women drop out on the path to leadership. Learn what's wrong and ways to fix it.

Beverly Willis, FAIA

Nancy Alexander

G4: Collaborative BIM for Eco-Effective project delivery

Integrated Project Delivery, IPD, utilizes Building Information Modeling, BIM, as the medium for how designer's and constructors communicate design intent through fabrication level information. This session explores lessons learned from collaborative BIM projects in IPD-like arrangements for the architect; demonstrating possible teaming strategies, model usages, information extraction methodologies, and co-location benefits that support our broader agenda for Eco-Effective project delivery.

Zigmund Rubel, AIA, NCARB

Saturday, September 26, 2009

Morning Plenary

8:00 – 9:30 a.m.



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The Competitive Advantage of a Virtual Design Studio

The session will present the latest ideas and applications using collaborate technologies in creating a virtual design studio portal for both clients and back office operations.

Brian Weldy, PE, CEM, DGCP

CONCURRENT CONFERENCE SESSIONS

9:45 – 11:15 a.m.

O5: Beyond IPD: The Integrated Enterprise

The architectural profession is subject to many drivers of change. One which has most profoundly affected our practice is the evolution of the Integrated Project Delivery system. There may be a classic up-market disruption brewing here as defined by Clayton Christensen in his book "The Innovators Dilemma". This is a moment of transformation for our industry and the architectural profession. This talk will explain, with concrete examples, the ramifications of these strong shifts in the expectations for the architectural practice.

Peter Beck

T5: Finding Pearls in the Process: Leveraging the Information Created by BIM

As design and construction moves increasingly to a Building Information Modeling process, architects must realize the benefits of accurate building information as a definitive asset and must expand their skills to leverage this information in new ways. Learn from the best practices of a leading firm, and gain an awareness of the principles behind information creation and reuse.

Bradley C. Horst, AIA

Erin Rae Hoffer, AIA LEED AP CSI

D5: Change Design with Parametric Methods

The increased availability of parametric tools for building design offers new opportunities in the design process, provides designers with high levels of responsiveness to changing project conditions, and lets project teams explore innovative approaches to inter-disciplinary collaboration throughout project design and delivery. This program introduces concepts in theory and exercises, presents case studies, and offers opportunities for discussion.

Volker Mueller, Assoc. AIA

M5: The Slide Show Evolved - Solutions for Visual Presentation Design

As visual communicators, architect's presentations are critical to the successful advancement of building design and technology. This session considers the methods of communication available to architects and analyzes the benefits to concise visual presentations.

Jason A. Silva, AIA, LEED AP

G5: Bioteaming; using lessons from nature to develop a distributed workforce

Biomimicry has been used to create new sustainable products for the building industry. Can it be used to design new ways of team building and managing a distributed workforce? This session will delineate how to utilize successful Bioteaming tools to successfully develop and manage a global design and production workforce.

Cliff Moser, AIA