

DC 2017



AEI

ALLIANCE

BECK GROUP

CO ARCHITECTS

DIALOG

IDIBRI

JENSEN HUGHES

KPFF

KPS

MGAC (HOST FIRM)

PETRA

PLASTARC

RDG PLANNING & DESIGN

STOK

ZETLIN & DECHIARA

the way forward
politics and practice
in an uncertain future
hosted by MGAC

day 0.0 | 9/11
opening reception
an intimate affaire

Content will be captured live and posted to our private basecamp throughout the conference. Select sessions will be scribed by GDA member, Cathy Hutchison.

Please follow and participate in the conference on social media using #GDAlliance.

MGAC HOSTS, 5:00 - 7:30 PM
730 11TH ST NW, WASHINGTON, DC 20001

MGAC welcomes GDA Member Firms on a culinary tour of DC's historic and dynamic neighborhoods. Please join us in kicking off the week's festivities by raising a glass at our Corporate Headquarters.



day 1.0 | 9/12

politics

MEETING SPACE: THE W HOTEL
515 15TH ST NW, WASHINGTON, DC 20004

- 8:00 AM** BREAKFAST
- 8:30 AM** WELCOME FROM SASKIA AND BROOK
SCHEDULE AND LOGISTICS
- 8:45 AM** RESEARCHING AN UNCERTAIN FUTURE
HEIDI LEARNER, CHIEF ECONOMIST,
SAVILLS STUDLEY NEW YORK
- 10:15 AM** BREAK
- 10:30 AM** PECHAKUCHA PRESENTATIONS BY RDG & STOK
- 11:00 AM** GUEST FIRM PRESENTATION: DAVID RUBIN
LAND COLLECTIVE
- 12:00 PM** LUNCH

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day 1.2 | 9/12

politics

MEETING SPACE: THE W HOTEL
515 15TH ST NW, WASHINGTON, DC 20004

- 1:00 PM:** BEST PRACTICES FOR AN UNCERTAIN FUTURE
A GDA WORKSHOP ON THE FUTURE
- 3:15 PM:** BREAK
- 3:30 PM:** TOUR - GLENSTONE MUSEUM
12002 GLEN RD, POTOMAC, MD 20854



DINNER: OLD ANGLER'S INN
10801 MACARTHUR BLVD, ROCKVILLE, MD 20854

- 6:30 PM:** COCKTAILS
- 7:00 PM:** ALL GDA DINNER

day 2.0 | 9/13

practice

MEETING SPACE: WASH. DC ECONOMIC PARTNERSHIP
1495 F STREET NW, WASHINGTON, DC 20004

- 8:30 AM** BREAKFAST
- 9:00 AM** GUEST FIRM PRESENTATION: LAKE|FLATO
- 10:00 AM** CYBERSECURITY IN THE AGE OF ACCELERATION
DANIEL WEITZNER, MIT
- 11:15 AM** BREAK
- 11:30 AM** EQUITY, DIVERSITY, INCLUSION IN LEADERSHIP
DAMON LEVERETT, AIA, MANAGING DIRECTOR,
DIVERSITY & EMERGING PROFESSIONALS
ENGAGEMENT, AMERICAN INSTITUTE OF
ARCHITECTS
TROY THOMPSON, FAIA, MANAGING PARTNER,
SMITHGROUP JJR
- 12:30 PM** LUNCH

#GDAlliance

day 2.2 | 9/13

practice

MEETING SPACE: WASH. DC ECONOMIC PARTNERSHIP
1495 F STREET NW, WASHINGTON, DC 20004

- 1:15 PM** PECHAKUCHA PRESENTATIONS: ALLIANCE &
PLASTARC
- 1:45 PM** GUEST FIRM PRESENTATION: ENTRO
- 2:30 PM** STRATEGIC PLANNING GDA
- 4:00 PM** BREAK
- 4:15 PM** BOOK CLUB DISCUSSION
ORIGINALS: HOW NON-CONFORMISTS MOVE
THE WORLD BY ADAM GRANT @AdamMGrant
- 5:15 PM** ADJOURN

6:30 PM: SMALL GROUP DINNERS
LOCATIONS TBD PER SIGN-UP SHEET MONDAY NIGHT

9:00 PM: AFTER HOUR PING PONG
COMET PING PONG
5037 CONNECTICUT AVE NW, 20008



day 3.0 | 9/14

the way forward

a look inward

MEETING SPACE: WASH. DC ECONOMIC PARTNERSHIP
1495 F STREET NW, WASHINGTON, DC 20004

8:30 AM BREAKFAST
9:00 AM HR | AC | DIRECTORS BREAK-OUT GROUPS
11:00 AM WRAP UP AND BRAINSTORM TORONTO
12:30 PM ADJOURN

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please welcome

our guest firms

ENTRO, TORONTO, CALGARY, ZÜRICH
DAVID RUBIN LAND COLLECTIVE, PHILADELPHIA
LAKE | FLATO, SAN ANTONIO
SAVILLS STUDLEY, 29 OFFICES US + CANADA

our speakers

HEIDI LEARNER, CHIEF ECONOMIST @heidilearner
SAVILLS STUDLEY

DANIEL WEITZNER, DIRECTOR, INTERNET POLICY
@djweitzner
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

DAMON LEVERETT, AIA, MANAGING DIRECTOR
@AIACenterforEPs
AIA DIVERSITY & EMERGING PROFESSIONALS
ENGAGEMENT

TROY THOMPSON, FAIA, MANAGING PARTNER
@SmithGroupJJR
SMITHGROUP JJR



GDA attendees

<p>AEI</p> <p>Steve Frei, Director Blythe Vogt, Alliance Coordinator</p>	<p>AEI</p> <p>sfrei@aeieng.com bvogt@aeieng.com</p>
<p>ALLIANCE</p> <p>Carey Brendalen, Director Gretchen Koncan, Alliance Coord. Jeff Loesch, Arch. Principal</p>	<p>ALLIANCE</p> <p>cbrendalen@alliance.us gkoncan@alliance.us jloesch@alliance.us</p>
<p>BECK GROUP</p> <p>Kip Daniel, Director John Paul DeFrank, Director Elect Jessica Shipley, Alliance Coordinator</p>	<p>BECK GROUP</p> <p>kipdaniel@beckgroup.com johnpauldefrank@beckgroup.com jessicashipley@beckgroup.com</p>
<p>CO ARCHITECTS</p> <p>Scott Kelsey, Director Jill Capanna, Alliance Coordinator</p>	<p>CO ARCHITECTS</p> <p>skelsey@coarchitects.com jcapanna@coarchitects.com</p>
<p>DIALOG</p> <p>Jeff DiBattista, Director Rod Yeoh, Mech. Eng. Principal Rob Fiorino, Alliance Coordinator Tyler Dixon, Architecture Principal</p>	<p>DIALOG</p> <p>jdibattista@dialogdesign.ca ryeoh@dialogdesign.ca rfiorino@dialogdesign.ca tdixon@dialogdesign.ca</p>
<p>ENTRO</p> <p>Wayne McCutcheon, Guest Andrew Kuzyk, Guest</p>	<p>ENTRO</p> <p>wayne@entro.com andrew@entro.com</p>
<p>GDA</p> <p>Saskia Dennis-van Dijk, Exec. Director Brook Wyntergreen, Assoc. Director Leevi Kiil, Executive Director Emeritus</p>	<p>GDA</p> <p>saskia.dennis@cameronmacallister.com wyntergreen@gdalliance.org lkiilgda@optonline.net</p>
<p>IDIBRI</p> <p>Craig Janssen, Director Cathy Hutchison, Alliance Coordinator</p>	<p>IDIBRI</p> <p>cjanssen@idibri.com chutchison@idibri.com</p>
<p>JENSEN HUGHES</p> <p>Peter Senez, Director Ashley Pitts, Alliance Coordinator</p>	<p>JENSEN HUGHES</p> <p>psenez@jensenhughes.com apitts@jensenhughes.com</p>

GDA attendees

<p>KPFF</p> <p>John Gavan, Director Susie Smith, Alliance Coordinator Lindsay Raphael, Human Resources Matt Dolan, Civil Principal</p>	<p>KPFF</p> <p>john.gavan@kpff.com susie.smith@kpff.com lindsay.rafael@kpff.com matt.dolan@kpff.com</p>
<p>LAKE FLATO</p> <p>Scott LeLieur, Guest Robert Hoang, Guest</p>	<p>LAKE FLATO</p> <p>slelieur@lakeflato.com rhoang@lakeflato.com</p>
<p>DAVID RUBIN LAND COLLECTIVE</p> <p>David Rubin, Guest</p>	<p>LAND COLLECTIVE</p> <p>drubin@land-collective.com</p>
<p>MGAC (HOST FIRM)</p> <p>Nick Butcher, Director John Thornton, Alliance Coordinator</p>	<p>MGAC</p> <p>nbutcher@mgac.com jthornton@mgac.com</p>
<p>PETRA</p> <p>Bill Eveloff, Director Jun Gang, Assistant VP of Planning</p>	<p>PETRA</p> <p>bill.eveloff@petra-ics.com jun.gang@petra-ics.com</p>
<p>PLASTARC</p> <p>Melissa Marshall, Director</p>	<p>PLASTARC</p> <p>melissa@plastarc.com</p>
<p>RDG PLANNING & DESIGN</p> <p>Joe Lang, Director Pat Dunn, Alliance Coordinator</p>	<p>RDG</p> <p>jlang@rdgusa.com pdunn@rdgusa.com</p>
<p>SAVILLS STUDLEY</p> <p>Heidi Learner, Guest</p>	<p>SAVILLS STUDLEY</p> <p>h.learner@savills-studley.com</p>
<p>STOK</p> <p>Burke Pemberton, Director Jolene Goldsmith, Human Resources</p>	<p>STOK</p> <p>burke@stok.com jolene@stok.com</p>
<p>ZETLIN & DECHIARA</p> <p>Patti Harris, Director</p>	<p>ZETLIN & DECHIARA</p> <p>pharris@zdlaw.com</p>

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GDA Tour Glenstone Museum



Located on over 200 acres, Glenstone presents art exhibitions from one of the most prominent private collections of post-World War II artwork. The new museum designed by Thomas Phifer & Partners will add 50,000 SF of galleries; 30,000 SF of art storage; office space; and a unique courtyard water feature. The campus includes a separate café, arrival gallery and support buildings with visitor security gate houses. The landscape, designed by Peter Walker Partners Landscape Architecture, features three treed parking groves, new monumental sculptures, custom carderock stonework and over 7,000 trees. As Owner's Representative and project manager, MGAC has assisted the Owner throughout all project phases and provided the following services: design team procurement and management, design and planning review, budget/schedule creation & management, construction management, contract review, permit facilitation, oversight of legal entitlements, reporting, vendor sourcing and coordination, furniture procurement, and technology integration.

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GDA workshop best practices for an uncertain future

Q1:

“MILLENNIALS WILL COMPRISE MORE THAN ONE OF THREE ADULT AMERICANS BY 2020 AND 75 PERCENT OF THE WORKFORCE BY 2025.”

Workforce 2020: What You Need To Know Now, **FORBES**

How do you see the increasing ratio of millennials (and younger) in the workplace affecting how things are done in your practice?



Q2:

“THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT YOU DO.”

2005 Stanford Commencement Address, **STEVE JOBS**

Employees increasingly demand an experience that covers engagement, happiness, and well-being, how do we adapt our cultures and policies?

Q3:

“MAKE YOUR OWN TOOLS. HYBRIDIZE YOUR TOOLS IN ORDER TO BUILD UNIQUE THINGS. EVEN SIMPLE TOOLS THAT ARE YOUR OWN CAN YIELD ENTIRELY NEW AVENUES OF EXPLORATION. REMEMBER, TOOLS AMPLIFY OUR CAPACITIES, SO EVEN A SMALL TOOL CAN MAKE A BIG DIFFERENCE.”

An Incomplete Manifesto For Growth, **BRUCE MAU**

What tools do you want to make for the next 10 years?

Q4:

“RECENT DEVELOPMENTS IN ROBOTICS, ARTIFICIAL INTELLIGENCE, AND MACHINE LEARNING HAVE PUT US ON THE CUSP OF A NEW AUTOMATION AGE. ROBOTS AND COMPUTERS CAN NOT ONLY PERFORM A RANGE OF ROUTINE PHYSICAL WORK ACTIVITIES BETTER AND MORE CHEAPLY THAN HUMANS, BUT THEY ARE ALSO INCREASINGLY CAPABLE OF ACCOMPLISHING ACTIVITIES THAT INCLUDE COGNITIVE CAPABILITIES ONCE CONSIDERED TOO DIFFICULT TO AUTOMATE SUCCESSFULLY, SUCH AS MAKING TACIT JUDGMENTS, SENSING EMOTION, OR EVEN DRIVING.”

Harnessing Automation For A Future That Works, **MCKINSEY**

What will the top 10 skills be that we need to be successful in our industry in 2025?

Q5:

“ PEER-TO-PEER ONLINE PLATFORMS LIKE AIRBNB, AS WELL AS SHARED WORKSPACES AND DRIVERLESS CARS ARE PAVING THE WAY TOWARDS A FUTURE IN WHICH INFRASTRUCTURE IS THE DOMINANT ASPECT OF THE BUILT ENVIRONMENT. ”

Five Emerging Trends That Will Shape The Future Of Architecture,
LIDIJA GROZDANIC

What might this mean for the future of your organization?

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notes

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THANK YOU, WE LOOK FORWARD TO TORONTO 2018