



Fall 2019  
Minneapolis

SEPTEMBER 10<sup>th</sup> - 13<sup>th</sup>

AEI

**ALLIANCE** (HOST FIRM)

BECK GROUP

CO ARCHITECTS

DIALOG

DPR

ECO AMMO

ENTRO

JENSEN HUGHES

KPFF

LAKE FLATO

LMN

MGAC

PETRA

PLASTARC

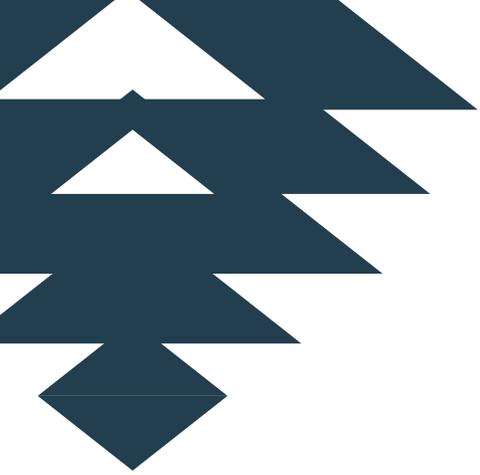
RDG PLANNING & DESIGN

SHOP

STOK

ZETLIN & DECHIARA





# GDA

# symposium

MINNEAPOLIS, FALL 2019

The 2019 fall symposium promises to be an intimate gathering where firm leaders collaborate to seize opportunities and tackle challenges related to the design and construction industry and the strategic practice of their firms.

The agenda features presentations from invited industry thought leaders, member case studies and best practices, as well as open conversations on the most relevant topics at the time, carefully curated by the membership leading up to the event.

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

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#### **GDA HOST FIRM: ALLIANCE**

400 CLIFTON AVE, MINNEAPOLIS, MN 55403

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1:00 – 5:00 PM

CREATIVITY +

facilitated by Amber Sausen,  
Alliance

Creativity + presents a diverse group of artists, designers, creative thinkers who bring together different practices, ideas, media in new and unexpected ways. We're reaching to the farthest corners of design to spark unexpected connections and leaps of logic within your own practices. We'll hear from an environmental memoirist and landscape architect; a font designer and historian; and a behavioral artist and sidewalk dancer. Prepare to consider the ways in which your varying interests can inform each other and multiply your impact. How can you encourage your staff to bring their whole creative selves to the work you do? How can you personally feel more creatively integrated in all aspects of your lives?

**Adam Regn Arvidson**, Landscape Architect and Writer

**Marcus Young**, Public Artist

**Carolyn Porter**, Graphic Design and Branding

5:00 – 7:00 PM

OPENING GATHERING @ ALLIANCE

#GDAlliance



# day 1.0 | 9/11

## industry focus

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**MEETING SPACE: CENTRAL LIBRARY**  
300 NICOLLET MALL, MINNEAPOLIS, MN 55401

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- 8:00 AM** BREAKFAST
- 8:30 AM** WELCOME, SCHEDULE AND LOGISTICS  
from Saskia and Brook
- MINNEAPOLIS PERSPECTIVE, ALLIANCE
- 9:00 AM** VISIONARY PROVOCATION  
Janet Brown, Associate Director at Climate  
Generation: A Will Steger Legacy
- 10:15 AM** BREAK
- 10:30 AM** A DEBATE ON INTEGRATION  
moderated by Rod Yeoh, DIALOG
- How should the AEC industry respond to increasing  
competition fueled by integration-driven  
optimization? Where are the opportunities? Where  
are the threats? What joys will emerge, and what  
sorrows? As owners and business leaders, how should  
we steer our firms into the future? And how can we  
engage other leaders in our firms to move the tiller  
with us?
- 12:00 PM** KNOWLEDGE SHARING #1: GDA  
COLLABORATIONS & SUCCESSES X2  
John Gavan, KPFF; Derek White and Moriel Kaplan,  
Jensen Hughes

# day 1.2 | 9/11

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**MEETING SPACE: CENTRAL LIBRARY**  
300 NICOLLET MALL, MINNEAPOLIS, MN 55401

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- 12:30 PM** LUNCH
- 1:15 PM** TOUR OF CENTRAL LIBRARY  
designed by Pelli Clarke Pelli with Alliance
- 2:00 PM** TRENDS IN CONSTRUCTION LAW, a Q&A  
hosted by Tom Hysell, Alliance, and Patti Harris,  
Zetlin & DeChiara
- 3:15 PM** BREAK
- 3:30 PM** KNOWLEDGE SHARING #2: GDA  
COLLABORATIONS & SUCCESSES X2  
Joe Lang, RDG, and John Paul DeFrank, Beck
- 4:00 PM** SUMMARY & OPEN DISCUSSION
- 4:30 PM** ADJOURN
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- DINNER** **BACHELOR FARMER**  
50 N 2<sup>ND</sup> AVENUE, MINNEAPOLIS, MN 55401
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- 6:30 PM** COCKTAILS
- 7:00 PM** SUTHERLAND AWARD
- 7:30 PM** ALL GDA DINNER
- 9:00 PM** PING PONG



# day 2.0 | 9/12

## firm focus

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**MEETING SPACE: DAY BLOCK BREWING**  
1105 S WASHINGTON AVENUE, MINNEAPOLIS, MN 55415

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- 8:30 AM** BREAKFAST
- 9:00 AM** GDA POSTER SESSION ON DIVERSITY, EQUITY AND INCLUSION  
facilitated by Jill Robertson, DIALOG and Emily George, KPFF
- 10:45 AM** BREAK
- 11:00 AM** THE CLIMATE CHANGE EMERGENCY - A SEARCH FOR SOLUTIONS  
Shafraaz Kaba, EcoAmmo; Jake Arlein, stok; Heather Holdridge, Lake Flato; Betsy del Monte, Cameron MacAllister Group
- 12:30 PM** LUNCH
- 1:30 PM:** PLANNING FOR THE FUTURE: STRATEGIC PLANNING & BEYOND  
facilitated by Steve Frei, AEI  
panelists: Jenna Knudsen, CO; Wayne McCutcheon, Entro; Stephen Terni, DPR

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# day 2.2 | 9/12

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**MEETING SPACE: DAY BLOCK BREWING**  
1105 S WASHINGTON AVENUE, MINNEAPOLIS, MN 55415

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- 2:45 PM:** LEVIEN & COMPANY PRESENTATION
- 3:30 PM:** SUMMARY
- 3:45 PM:** ADJOURN
- 4:00 PM:** OPTIONAL TOUR OF THE GUTHRIE THEATER  
818 S 2ND STREET, MINNEAPOLIS, MN 55415
- 
- 4:00 PM:** DIRECTORS' MEETING
- 6:00 PM:** ADJOURN
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- DINNER:** VARIOUS LOCATIONS - SEE SIGN-UP SHEETS
- 6:30 PM:** SMALL GROUP DINNERS | AIA WOMEN'S LEADERSHIP SUMMIT
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- 9:00 PM:** PING PONG

# day 3.0 | 9/13

## GDA focus

# notes

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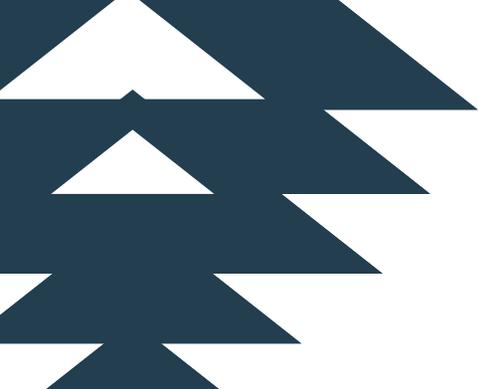
**MEETING SPACE: FLOUR EXCHANGE**  
310 S 4TH AVE #1200, MINNEAPOLIS, MN 55415

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- 8:30 AM** BREAKFAST
- 9:00 AM** WELCOME
- 9:15 AM** WORKSHOP 1: MARKETING & BD COLLABORATIONS
- 9:15 AM** WORKSHOP 2: DIRECTORS' WORKSHOP ON LEADERSHIP BEHAVIORS AND CORE VALUES  
lead by John Gavan, KPFF
- 11:00 AM** PLUS / DELTA, BRAINSTORM NYC
- 12:00 PM** ADJOURN MSP

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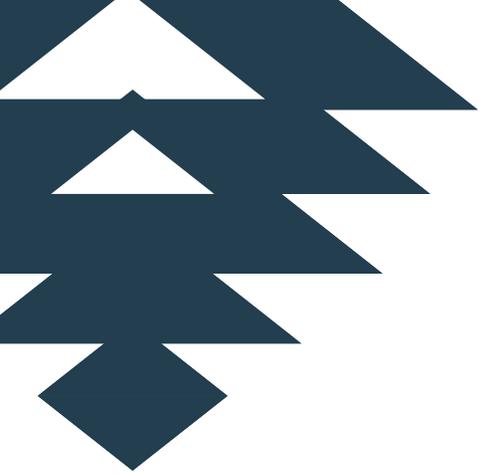
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# GDA

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# GDA

# presenters

**JANET BROWN, ASSOCIATE  
DIRECTOR**  
CLIMATE GENERATION: A WILL  
STEGER LEGACY

Janet Brown is Associate Director at Climate Generation: A Will Steger Legacy, which empowers individuals and their communities to engage in solutions to climate change. Janet holds a bachelor's degree in Marketing and Business Administration and worked in marketing and sales for six years with Northwest Airlines. Since 2007, Janet has provided visioning for the organization while managing operations, communications, and a diverse development plan. Coming from the corporate world, Janet has a passion for working with business leaders and Climate Generation's green STEM career initiative. Janet is a Climate Leader with the Climate Reality Project. She currently serves on the board of the Minnesota Zen Meditation Center and previously served as board President for the Minnesota Environmental Fund. Prior to Climate Generation, Janet has worked on environmental and social justice issues for the past 20 years.



**CAROLYN PORTER, GRAPHIC DESIGNER, TYPE  
DESIGNER & AUTHOR**  
PORTERFOLIO, INC.

Carolyn Porter is a Minnesota-based graphic designer, type designer, and author. Her first font, P22 Marcel Script, which is based on the handwritten letters of WWII French forced

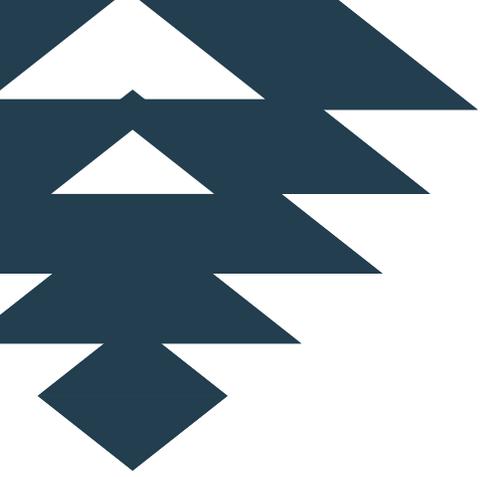
laborer Marcel Heuzé, garnered four international honors including a Certificate for Typographic Excellence from the New York Type Director's Club, typeface competitions by Communication Arts and Print magazines, and was a selection for the 2015 Project Passion exhibition. Her non-fiction book "Marcel's Letters: A Font and the Search for One Man's Fate" was a finalist for a Minnesota Book Award, was a Paris Book Festival winner, and won gold medals from IPPY and the Military Writer's Society of America. Through her company, Porterfolio, Inc. she provides graphic design services to clients in the medical and financial industries.



**MARCUS YOUNG, MFA**  
BEHAVIORAL ARTIST

Marcus Young makes participatory work at the intersection of art, spirit, and social movement. His work challenges paradigms of who is an artist, how to live mindfully, and what is social action. He is founder of *Don't You Feel It Too?*—an ongoing street dance practice of social healing and inner-life liberation. From 2006 to 2015, he was City Artist in St. Paul, Minnesota, where he redefined the role of the artist as daily collaborator in government. He is currently lead faculty and program director for Art for





# GDA presenters

Social Change at HECUA (Higher Education Consortium for Urban Affairs) and stage director for Ananya Dance Theatre. In August, he was named artist in residence for the Minnesota Department of Transportation, a half-time, one-year fellowship, one of two of its kind in the nation. He is a recipient of awards from the McKnight, Bush, and Jerome Foundations.



**ADAM REGN ARVIDSON,**  
PLA, FASLA, DIRECTOR OF  
STRATEGIC PLANNING,  
MINNEAPOLIS PARK AND  
RECREATION BOARD, WRITER

Adam Regn Arvidson is a landscape architect and nonfiction writer who has practiced in Minneapolis for more than 20 years. His work has appeared in publications ranging from *Landscape Architecture Magazine* to the *Michigan Quarterly Review* to *Metropolis*. In 2009 he was awarded the Bradford Williams Medal for excellence in writing about landscape architecture. His design work has won numerous local awards. He has served as an editor for several publications, including *Landscape Architecture Magazine*, and is the author of *Wild and Rare: Tracking Endangered Species in the Upper Midwest*.





Thank you!  
We hope to see you in New York City for our

GDA SPRING SYMPOSIUM 2020  
MARCH 31<sup>ST</sup> - APRIL 3<sup>RD</sup>

For more information about GDA  
visit [www.globalda.com](http://www.globalda.com).

