

# ***2008 CONFERENCE AGENDA***

## ***DESIGN FIRM LEADERSHIP CONFERENCE***

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### **SPONSORS:**

EFCG, Greenway Group, Ames & Gough, Autodesk, BST Global, CareerSmith, Deloitte

### **Mon., March 17<sup>th</sup>:**

- 9:00 am            **Pre-Conference Seminar** (Harvard GSD - Stubbins Room, 48 Quincy St.)  
*Integrated Practice and Project Delivery*  
**Leaders:** Prof. Spiro Pollalis, Harvard University Graduate School of Design (GSD); Richard Jennings, (GSD);  
**Speakers:** Andreas Georgoulas, (GSD); Hanif Kara, Adams Kara Taylor; Anna Wu, Univ. North Carolina; Jim O'Hara, Microsoft; Scott Simpson, Kling/Stubbins; Gregg Bundschuh, Ames & Gough; John Tocci, Tocci Group; Michael Schroeder, BIM Jet
- 6:30 pm            **Launch of RMJM Program for Research and Education in Integrated Practice**  
**Speakers:**  
Mohsen Mostafavi, (GSD); Spiro Pollalis (GSD); Peter Morrison (RMJM)
- 8:00 pm            Dinner at Fogg Museum for Conference Registrants (32 Quincy St.)

### **Tues., March 18<sup>th</sup>:**

- 9:00 am            **2008 Design Firm Benchmarking Survey Results and Industry Overview**  
(Radcliffe Gym Conference Center: 10 Garden Street)  
**Speakers:**  
Paul J. Zofnass, EFCG; James P. Cramer, Design Intelligence/Greenway Group
- 10:15 am           **Decision-Making and Negotiation: The Client Perspective**  
**Speaker:**  
Max Bazerman, Harvard Business School (HBS)
- 11:00 am           **Aligning Firm Organization with its Strategy and People**  
**Speaker:**  
Jay Lorsch, (HBS)
- 12:00 pm           *Lunch*
- 1:30 pm            **Hiring Stars: Lessons from Knowledge-Based Industries**  
Introduction by Tony Bollinger, CareerSmith  
**Speaker:**  
Boris Groysberg (HBS)
- 2:30 pm            **Design Firms Respond to HBS Faculty**  
**Speakers:**  
Steve Fiskum, HGA; Joe Buskuhl, HKS; Bob Packard, ZGF; Sid Bowen, Shepley Bulfinch
- 3:30 pm            *Refreshment Break*
- 3:45 pm            **Asian Firm Panel** (Organized by A+U Magazine)  
Moderator: Spiro Pollalis, (GSD)  
  
**Panelists:**  
Aaron Tan, RAD (Hong Kong); Jiaming Cao, Xian Dai (China); Kumaru Kawana, Nihon Sekkei (Japan); Pichai Wongwaisayawan, Architects 49 (Thailand)
- 5:00 pm            *Reception*

6:30 pm **Reconstructing Professional Practice** (Piper Auditorium (GSD) 48 Quincy St.  
Moderator: Spiro Pollalis (GSD)  
**Speakers:**  
Joshua Prince-Ramus, REX; Florian Idenburg, SANAA; Peter Morrison, RMJM;  
Joe Brown, EDAW

8:00 pm *Reception (Porticos, GSD, 48 Quincy St.)*

**Wed., March 19<sup>th</sup>:**

9:00 am **Strategic Design in Healthcare** (Radcliffe Gym Conference Center)  
**Speakers:**  
Marco Steinberg (GSD); Roger Swanson & Jeff Logan, Anshen & Allen;  
John Rich, Intermountain Healthcare

10:00 am **Mergers and Acquisitions**  
**Speakers:**  
Brian Kenet, EFCG; Bryce Pearsall, DLR; Len Cubellis, Cubellis

10:40 am **The Portal Solution for Driving Performance Management**  
**Speaker:** Ron Mitori, Wimberly Allison Tong & Goo

11:10 am *Refreshment Break*

11:30 am **Client/Owner Panel**  
**Panelists:**  
Richard Peiser (GSD); Maureen McDonough, Harvard/Allston Development Group; Jim  
O'Hara, Microsoft; John Rich, Intermountain Healthcare; Ronald Druker, Druker Co.;  
Hans Wamelink, Univ. Delft

12:30 pm *Lunch*

1:30 pm **Get Back to Where You Once Belonged: The Opportunities and Perils of Integrated  
Project Delivery Dissected**  
**Speaker:** Phil Bernstein, Yale School of Architecture & Autodesk

2:30 pm **Risk Management and Integrated Practice**  
**Speaker:** Gregg Bundschuh, Esq., Ames & Gough

3:00 pm **EFCG Sustainability Initiative**  
**Speaker:** Patricia Chin-Sweeney, EFCG

3:15 pm *Reception*

6:30 pm **Integrating Sustainability in Design, Planning and Project Funding**  
(Piper Auditorium (GSD, 48 Quincy St.)  
**Speakers:**  
Bill Browning, Terrapin Bright Green; Bob Fox, Cook + Fox;  
Laurie Kerr, Sr. Policy Advisor on Sustainability, NYC Mayor's Office;  
Dana Bourland, Enterprise Community Partners

8:00 pm *Cocktail Reception (Porticos, GSD, 48 Quincy St.)*

## *2008 Design Firm Leadership Conference*

<i>Attendee Name</i>	<i>Company Name</i>	<i>Title</i>
Ach J. Wickliffe	Hixson	Chief Executive Officer
Arends David S.	Cole + Russell Architects	Chief Executive Officer
Bazerman Max	Harvard Business School	Professor
Bearden James W	Gresham, Smith and Partners	Chief Executive Officer
Beasley John B.	Wakefield Beasley & Associates	President
Bond Edward	Bond Brothers	Chief Executive Officer
Bourland Dana	Enterprise Community Partners	Director
Bowen Sidney R.	Shepley Bulfinch Richardson & Abbott	Managing Principal
Brown Joe	EDAW	President & CEO
Browning Bill	Terrapin Bright Green	Founder
Buskuhl C.Joe	HKS	Principal
Busquets Joan	Harvard Graduate School of Design	Professor
Butler Scott	CUH2A	President
Cao Jiaming	Xian Dai	Executive VP
Clark Douglas	Read Jones Christoffersen Ltd.	Director
Cook Richard A.	Cook + Fox Architects	Partner
Cramer James	Greenway Group	President
Crispino James T.	Francis Cauffman Foley Hoffman Architects	President
Cubellis Lenord G.	Cubellis	Chief Executive Officer
Cummiskey John J.	Granary Associates	President & CEO
DeGarmo Todd	Studios Architecture	Chief Executive Officer
Druker Ronald	Druker Company	President
Edgar Matthew	Future Place	Chief Executive Officer
Fiskum Stephen	Hammel, Green & Abrahamson	Chief Operating Officer
Foley Liam	PM Group	Associate Director
Gensler Douglas	Gensler	Principal & Managing Director
Georgoulas Andreas	Harvard Graduate School of Design	Lecturer
Gerfen Thomas B.	RMW Architecture & Interiors	Chief Executive Officer
Grainger Alan	GGLO, LLC	Principal
Gramann Robert E.	GBBN Architects	President & CEO
Groysberg Boris	Harvard Business School	Assistant Professor
Habel Michael J.	BHDP Architecture	Chief Executive Officer
Haney Roberta F.	Payette Associates	Chief Operating Officer
Hardt John	Karlsberger	Senior Vice President

<i>Attendee Name</i>	<i>Company Name</i>	<i>Title</i>
Harvard Eileen	Perkins Eastman Architects	Chief Development Officer / Principal
Holman William	Davis Brody Bond	Partner
Hummel Harry	Francis Cauffman Foley Hoffman Architects	Principal
Idenburg Florian	SANAA	Senior Associate
Jennings Richard	Harvard Graduate School of Design	Teaching Fellow/Doctoral Candidate
Johnson Lamar	Gensler	Managing Principal
Kamal Hussain	Wilson & Associates	Project Architect
Kara Hanif	Adams Kara Taylor	Director
Kenet Brian	EFCG	Consulting Principal
Kerr Laurie	NYC Mayor's Office on Sustainability	Sr. Policy Advisor
Krebs Carl	Davis Brody Bond	Partner
Kuwana Kanichi	Nihon Sekkei	Managing Executive Officer
Leonardi Dorothy	Granary Associates	Chief Financial Officer
Lincicome Rick A.	Ellerbe Becket	Chief Executive Officer
Logan Jeff	Anshen + Allen Architects	Director of Design
Lorsch Jay W.	Harvard Business School	Professor
Ludden Robert P.	Kaplan McLaughlin Diaz Architects	Chief Operating Officer
Marnier Laurence	Butler Rogers Baskett Architects	Partner
McDonough Maureen	Harvard University	Director, Administration Allston Dev't Group
McKay Steve	DLR Group	Principal
McManus James M.	S/L/A/M Collaborative	Chief Executive Officer
Meis Dan	Meis Architects	Principal
Miller David A.	Architects Hawaii	Chief Executive Officer
Mitori Ron	Wimberly Allison Tong & Goo (WATG)	Chief Financial Officer
Miyauchi Tomohisa	A+U	Senior Editor
Morrison Peter	RMJM	Chief Executive Officer
Mostafavi Mohsen	Harvard Graduate School of Design	Dean
Nutt Jeanne	Gensler	Principal
O'Hara James	Microsoft Corporation	Director, Real Estate Services
Otis Greg	GBBN Architects	Partner
Packard Robert	Zimmer Gunsul Frasca Partnership	Chairman
Pearsall Bryce D.	DLR Group	Managing Principal
Peiser Richard	Harvard Graduate School of Design	Professor
Persichetti Dino	Astorino	Chief Operating Officer
Pollalis Spiro	Harvard Graduate School of Design	Professor
Prince-Ramus Joshua	REX	President
Rich John	Intermountain Health	Vice President

<i>Attendee Name</i>	<i>Company Name</i>	<i>Title</i>
Rossant Tomas	Polshak Partnership Architects	Partner
Ruddy Nancy J.	Cetra/Ruddy Incorporated	Principal
Saba Joan	NBBJ	Partner
Schroeder Michael J.	BIM Jet	Chief Executive Officer
Seeley Joel G.	Symmes Maini and McKee Associates	Chief Operating Officer
Simon Jeffrey A.	Actus Lend Lease	President
Simpson Scott	KlingStubbins	Managing Principal
Skene Mackenzie	NBBJ	Partner
Steinberg Marco	Harvard Graduate School of Design	Associate Professor
Stevens Peter N.	JCJ Architecture	President
Swanson Roger	Anshen + Allen Architects	Chairman & CEO
Tan Aaron	RAD	Principal
Taylor Christopher	HMC Architects	Executive Vice President
Terry Michael B.	Belt Collins	President
Thompson Declan	RMJM	Financial Director
Tocci John L.	Tocci Group	Chief Executive Officer
Vazquez Fermin	b720 Arquitectos	Director
Wamelink Hans	University Delft	Professor
Wedge Carole	Shepley Bulfinch Richardson & Abbott	President
Wickersham Jay	Noble & Wilkersham	Principal
Wongwaisayawan Theeranut	Architects 49 Limited	Vice President
Wongwaisayawan Pichai	Architects 49 Limited	Managing Director
Wu Anna	University of North Carolina Chapel Hill	University Architect
Zewe Joseph	Astorino	Chief Financial Officer
Zofnass Paul	EFCG	President