
Small Firm Essentials: Four Ways to Maximize Profits

AIA Seattle | Center for Architecture & Design | 1010 Western Ave | Seattle, WA | 98104

** all sessions/speakers subject to change*

PROGRAM: JULY 18, 2017 | 8:00 am - 12:30 pm

8:00 – 8:30	REGISTRATION + MORNING REFRESHMENTS
8.30 – 8.35	WELCOME Cassie Blair Professional Program Manager, AIA Seattle
8.35 – 8.45	INTRODUCTION Rena Klein FAIA RM Consulting
8.45 – 9.45	MACRO INFLUENCES on BUSINESS SUCCESS <i>including organizational design exercise</i>
9.45 – 10.15	HOW DO YOU KNOW IF YOUR FIRM IS PROFITABLE?
10.15 – 10.30	BREAK
10.30 – 11.30	HOW TO INCREASE PROFITABILITY
11.30 – 12.15	UNDERSTANDING KEY FINANCIAL INDICATORS <i>including billing rates exercise</i>
12.15 – 12.30	CONCLUSION + Q&A
12.30-12.35	WRAP UP Cassie Blair Program Manager, AIA Seattle

SPEAKER BIO



Rena M. Klein FAIA is a nationally recognized expert in small firm practice and author of *The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm* (Wiley, 2010). As principal of RM Klein Consulting, Rena offers a variety of services to small design firms, including assessment, strategic planning, and management coaching. Specializing in financial and operations management, Rena helps design firms prosper.

Rena regularly presents seminars and workshops on small firm practice at AIA Conventions and to various AIA Knowledge Communities. Rena is a past-chair of the national Advisory Group for the AIA Practice Management Knowledge Community and was executive editor of AIA's *The Architect's Handbook of Professional Practice*, 15th edition (Wiley 2013).