

*\* all sessions/speakers subject to change*

#### MODERATOR



#### **Ted Sive, FSMPS, Honorary AIA Seattle | Principal | Ted Sive Consulting**

A 20-year A/E/C marketing professional, Ted has worked as a strategic facilitator, analyst, and planner where he has developed, presented, and trained others in written, graphic, and spoken communications. He has designed, implemented and managed day-to-day marketing programs. Before becoming a consultant, Ted was a Partner and Director of Marketing for Lease Crutcher Lewis, a leading Northwest general contractor. Prior to that he served as Director of Marketing and Associate at Meng Associates, a Northwest architectural and value analysis firm. Ted is active in a number of professional and non-profit organizations, including past board positions with the Seattle Architectural Foundation and SMPS (on the national board, as President of the Seattle chapter, and recently as trustee of the national Foundation). A New Yorker by birth, Ted had

childhood visits to the architectural melting pot of the East Coast that kindled the excitement for design and construction that guided his career. He attended Hamilton College, before obtaining a Bachelor's Degree in English and Writing from the University of Washington. Ted also completed Masters-level study in architectural design, theory, and history.

#### SPEAKER BIOS:



#### **Brodie Bain FAIA | Principal | Perkins + Will**

Brodie Bain, FAIA, has transformed the breadth of architectural practice through leadership in mission-focused, strategically-driven planning. Her work helps educational institutions, using integrated methods for place-based, user-centered and sustainable solutions. With a passion for creating and preserving people places, our environment and institutions that serve society, Brodie focuses on design strategies for mission-centered clients responsible for creating and stewarding places. By supporting institutions charged with making important contributions, Brodie has expanded architectural practice to a strategic role helping clients make decisions that serve to carry out their mission while improving the environments that support them. Having worked with over 30 campuses and hundreds of campus and community stakeholders, Brodie's

comprehensive understanding of colleges and universities offers a rare comparative perspective. Her service to professional associations, civic organizations and academics, along with many speaking engagements has given audiences around the country a new perspective on the range of possibilities for architectural practice.



#### **Karleen Belmont, FSMPS | Director of Business Development | PACE Engineers**

Karleen is the Business Development Director and an owner at PACE Engineers. She has been a marketing professional with an emphasis on business development and strategic planning since 1980 and a member of SMPS since 1986. She has served at both the chapter and national levels of the organization. During her career she has taught marketing basics to engineering and architecture students at Oregon State University and Portland State University. She has presented workshops on business development and strategic planning to SMPS and other industry associations across the United States. I'm passionate about the designed environment, and about working with creative people and organizations.



#### **Susan Jones FAIA | Partner | atelierjones**

Susan Jones's design work creates delight and wonder in leftover, dirty, forgotten places and spaces. For her students and with her buildings, she instills beauty and power through rendering space concrete through detail and materials. Susan earned her BA from Stanford in Philosophy, and her March from the Harvard GSD in 1988. Originally from Bellingham, she has traveled extensively, and lived in San Francisco, Boston, Vienna, Berlin, Catania, Sicily, and Colombo, Sri Lanka. She began working in Seattle with NBBJ, where she became a Design Partner in 1999. She founded atelierjones in 2003. Notable projects located in Seattle include Marion Chapel at St. James Cathedral, Seafirst Gallery which received an AIA national Honor Award in 1994; and more recently the renovation of St. Paul's Episcopal Church. In 1995 she took part in the founding of space.city, which regularly brings notable designers to address Seattle audiences. Her elevation

to the College of Fellows in 2010 recognized her design achievements.



**Bill Strong, FSMPS, Assoc. AIA | Principal | Bill Strong Consulting**

Bill helps architecture, engineering and construction firms with strategic planning, marketing and business development, communication training, client perception surveys, and client care programs. Bill has over 44 years of experience in the AEC industry. He received his Bachelor of Architecture from Kansas State University and his Masters in Public Relations and Marketing from the University of Missouri. Bill has been a member of AIA since 1973, SMPS since 1982 and an SMPS Fellow since 1999. Prior to consulting, Bill retired as a Principal and Director of Marketing for a Pacific Northwest architecture firm.



**Carla Thompson FSMPS, CPSM | Senior Director of Marketing | Core States Group**

Carla Thompson, FSMPS, CPSM is the new Senior Director of Marketing for Core States Group, an A/E/C firm with 300 employees and 14 offices across the U.S. Previously she served as the CMO for NAC Architecture and Global Marketing Director for MG2 Architecture. She has been involved in SMPS for 36 years, and has over 100 seminars and workshops to her credit, numerous articles published, and more than a dozen marketing communication awards. Carla was named a SMPS Fellow in 1999 and has served three two-year terms on the SMPS National Board of Directors. She's the founder of the popular SMPS Fellows Forum program, currently in its 8<sup>th</sup> year.



**Ron van der Veen FAIA | Principal | NAC Architecture**

Ron van der Veen, FAIA, LEED AP has dedicated his career to designing sustainable live/learn communities in higher education. His work is driven by the connection between students' academic performance and their personal sense of wellbeing. Ron's leadership and reputation for creating responsive student living environments for institutions around the country demonstrates the power of architecture to profoundly influence the welfare and educational achievement of students. Often challenging the status quo in student residential design, Ron has created a series of innovative projects that have gained international attention. At the same time he has been a tireless champion for environmentally-conscious design in higher education. Introducing the concept of sustainability to a number of institutions, his projects have been among the first LEED-Certified residence halls in the nation. Throughout his career, Ron has been a passionate advocate for collaborative design and mentorship. In an effort to dissolve traditional boundaries, he continues to explore the confluence of planning, landscape architecture, architecture, interior design, and fine art.