
Building Transparency: Straight Talk in the A/E/C Community

Monday, January 9, 2017 | The Mountaineers Seattle Program Center, 7770 Sand Point Way Ne, Seattle | 98115

** all sessions/speakers subject to change*

During this full-day forum, AIA Seattle pulls back the curtain on the unique perspectives, internal pressures, and decision-making frameworks of building professionals, their clients and their partners – owners, developers, architects, contractors, financier, and others. Through candid conversations, it focuses on the myths compromising collaboration between project members and explore forward-thinking partnerships, non-traditional strategies for building teams, and innovative contractual models emerging in the field.

8:00 – 8:30 REGISTRATION + LIGHT BREAKFAST

8:30 – 8:45 PROGRAM: WELCOME + INTRODUCTIONS
Tony Stewart | Vice President, Howard S. Wright Construction

BUILDING TRANSPARENCY PLANNING TASK FORCE

CHAIR: Tony Stewart | Howard S. Wright Construction

Anastasia Krasnoslobodtseva | TCA

David Kunselman | City of Seattle

Trevor Lunde | GLY Construction

Bill Parks | William Parks Inc

Tien Peng | NRMCA

Lynn Perkins | The Bill and Melinda Gates Foundation

Elaine Wine | Seneca Group

8:45 – 9:45 KEYNOTE PRESENTATION

Dr. Michael Johnson | Associate Professor, Foster School of Business, University of Washington

9:45 – 10:00 BREAK

10:00 – 11:30 MYTHBUSTERS A/E/C EDITION

This panel features respected speakers from across the A/E/C community to expose industry myths and the barriers to success. In an honest conversation, panelists dig into their Professional “WHY” and the industry processes and practices that help or hinder project teams' best work. Through key questions on what drives our decision-making and how to cultivate trust in project teams, this panel will pull back the curtain on team members' motivations for the work they do and the common threads of each role that affect project team performance.

Moderator: Tony Stewart | Vice President of Business Acquisition, Howard S. Wright Construction

Mark Kane | Chief Operating Officer, GLY Construction

Jon Magnusson | Senior Principal, Magnusson Klemencic Associates

Walter Schacht | Principal, Schacht Aslani Associates

11:30 – 12:00 MYTHBUSTERS BREAK ROOM CONVERSATIONS

During this interactive session, forum participants have the opportunity to dig into myths and misconceptions they encounter on projects and the impact they have on the team's work.

12:00-1:00 LUNCH

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1:00-2:00 **SHOW ME THE MONEY!**

A candid conversation speaking to the misconceptions related to contracts, profitability, and transparency of each other's business models. Panelists will dig into the why of their business models and discuss key ingredients for profitability through trust and collaboration.

Moderator: TBD

Jay Halleran | Executive Vice President, Lease Crutcher Lewis (formerly Managing Partner, NBBJ)

Dan Peyovich | President, Northwest Division, Howard S. Wright Construction

2:00-3:15 **NOT THE USUAL SUSPECTS**

To deliver high-powered project team members, where do firms turn for cutting-edge talent? This panel explores non-traditional strategies taken by firms to build strong and successful project team members that change the game. Panelists discuss what spurred them to take risks and where do they see the market it trending in coming years. With new ways of working – for example, on-demand teams and spider networks – they consider what challenges and opportunities exist for firms to contribute to high-powered project teams.

Moderator: Ted Sive | Principal, Ted Sive Consulting

Craig Curtis | President, Katterra Architecture

Dave Harrison | Senior Vice President, Skanska

3:15-3:30 **BREAK**

3:30-5:00 **FROM THE OWNER'S PERSPECTIVE**

A deeper understanding of owners' practices, goals and challenges helps designers and consultants better serve client needs and makes it easier to land the contract in the first place. This panel of private and public owners examines **processes**, **delivery tools**, and **project initiation** and focuses on project elements that inform the owner's world view. Panelist will discuss emerging, innovative contractual models and the impact of changing economics on the industry.

Moderator: David Kunselman | Fire Levy Program Manager, City of Seattle

Janet Donelson | Senior Vice President, Trammell Crow Company

Steve Tatge | Executive Director, Major Capital Projects, University of Washington

5:00-5:15 **QUESTIONS + CLOSING REMARKS**