
2018 Small Firm Management Series

Best Laid Plans: Business Planning for Small Firm Architects

Wednesday, April 18, 2018 | MG2, Townsquare, 1101 Second Ave, Ste 100, Seattle, WA 98101

** all sessions/speakers subject to change*

SESSION SPEAKERS:



Emily Hall | VP of Marketing, Charrette Venture Group

Emily brings over 16 years of architectural marketing experience to Charrette Venture Group, with a focus on communicating the unique value that design firms have to offer. Prior to joining CVG, Emily served for six years as a senior associate and the director of marketing and new business development at Union Studio Architecture & Community Design in Providence, RI and for nine years at Durkee, Brown, Viveiros & Werenfels Architects also in Providence, RI. Emily received a Master in Business Administration from the University of Rhode Island, a Master of Industrial Design from Rhode Island School of Design, and a Bachelor of Arts from Colorado College with a double major in art history and studio art.



Rena M. Klein FAIA | VP of Investment Partnerships, Charrette Venture Group

Rena M. Klein FAIA is a nationally recognized expert in small firm practice and author of *The Architect's Guide to Small Firm Management* (Wiley, 2010). With 20 years of experience as the owner of a small architecture firm, and over 10 years as a consultant and educator, Rena brings a special understanding of design firms managed by entrepreneurial architects. Rena served as executive editor of AIA's *The Architect's Handbook of Professional Practice*, 15th edition (Wiley 2013) and is past-chair of the national Advisory Group for the AIA Practice Management Knowledge Community.