

## BUILDING LEADERSHIP: WOMEN IN ARCHITECTURE, ENGINEERING & CONSTRUCTION (AEC)

**April 20-21, 2017**  
**Millennium Knickerbocker Hotel**  
**Chicago, IL**

POST-CONFERENCE WORKSHOP

**Economics and Negotiation:  
Strategies for Finding  
Funding for Your Project**

FRIDAY, APRIL 21, 2017



EUCI is authorized by IACET to offer 1.0 CEUs for this conference and 0.4 CEUs for the workshop

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STRUCTURAL ENGINEERS  
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# AGENDA

THURSDAY, APRIL 20, 2017

**7:30 – 8:00 am Registration and Continental Breakfast**

**8:00 – 8:15 am Conference Welcome**

**8:15 – 10:00 am The Economic Case for Inclusiveness, and Exploring Best Practices and Roadblocks for Implementation**

The push towards diversity in most industries has made its way forward, but understanding the economic implications will explain the critical nature of increasing women's involvement within AEC. By growing the number of women succeeding in AEC, we will cover how product quality and ultimate profitability can be improved dramatically.

- The business case for diversity with respect to including women and minorities in the decision-making process
- The effects diversity has on both creativity and innovation
- Variable perspectives rounding out the quality of the overall product created for clients
- Understanding the long-term effects diversity has on the lifecycle of an AEC business
- Stating your opinion: understanding why, regardless of background, your opinion is necessary for creating the best final product possible, and the nuanced challenges of introverts vs. extroverts
- Tactics for being a change agent and stating the economic value of your contributions
- A growing global marketplace and strategically hiring to represent a diverse clientele base

We just heard all the positive effects increasing diversity in AEC has on profitability and product quality, but the problem persists. We will attempt to answer the question as to why these changes haven't been implemented and what is holding some companies back, practices that are hindering diversity and inclusion in AEC, and how these practices might be redirected to create a positive workplace atmosphere for all employees.

***Tracy Young, Co-Founder and CEO, PlanGrid***

***Gloria Shealey, President, CEO, and Chairman, The Daniele Company***

***Barbara Bouza, Managing Director, Principal, Gensler***

***Renita Mollman, Vice President and General Manager, Burns & McDonnell***

**10:00 – 10:30 am Networking Break**

**10:30 – 11:00 am Keynote Presentation: The Beauty and Challenges of the Work-Life Imbalance  
*Kim Wright, CEO, Wright Commissioning***



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THURSDAY, APRIL 20, 2017 (CONTINUED)

- 11:00 am – 12:00 pm**     **Reality Check: How Far Women Have Come, and Lingering Workplace Challenges**
- Uncovering current challenges in transparency on pay and negotiating tactics
  - Understanding the difference between required experience and building confidence
  - The continued problem of caregiving juxtaposed with career advancement: do women need to make the choice?
  - Current best hiring practices, and what top companies are doing now to push for diversity
  - Solving the inconsistency between AEC graduation rates those that stay in the career
  - Finding the right work-life integration and developing time and project management skills to keep women on the AEC track to success
  - Examining how these women have gotten where they are in the industry, and exploring where to go next
  - Understanding implicit bias, and the effect it has on women's career choices, even within AEC
  - Challenges in diversity beyond women: inclusion for LGBT and minorities in AEC, and the effect this has on the workplace
- Moderator: Jacki Warner, HR Manager, Michels Corp.**  
**Gwen Searer, Associate Principal, Wiss, Janney, and Elstner Associates**  
**Stacy Guercia, President, CEO, and Chairman, Triton Builders**  
**Katherine Warzynski, Project Engineer, Kiewit**
- 12:00 – 1:15 pm**     **Group Luncheon**
- 1:15 – 2:45 pm**     **Bringing Men to the Table: Continuing the Gender Conversation, and Effectively Creating Change within Your Organization**
- Men's perspective on women's gender issues in the workplace, and continuing the conversation to make a change
  - Becoming aware of unconscious bias and the effect this has on success within AEC as a whole
  - Techniques for talking about gender equity in a solution-driven way, meaningful to the advancement of both sides
  - Understanding the communication techniques of both men and women, and how to navigate those gaps in reading signals, listening techniques, and natural reactions
  - Looking at what men are doing now to help remove these barriers, and what more could be done to help maintain women in the profession
  - Exploring the process for reverse mentoring and what both sides can bring to the other
  - Discussing the role of employee resource groups and the value they have in the workplace: do these safe spaces encourage inclusiveness, or do they just create further division?
  - The process for creating an employee resource group within your own organization
- Mike Bellaman, CEO, Associated Builders and Contractors**  
**Paul Hewins, Co-Chief Operating Officer, Skanska**  
**Brian Kundert, Senior Vice President of HR, Arcadis**  
**Alfredo Mendez, Senior Director – Talent Management, Diversity and Organization Effectiveness, AECOM**
- 2:45 – 3:15 pm**     **Networking Break**



# AGENDA

THURSDAY, APRIL 20, 2017 (CONTINUED)

**3:15 – 4:30 pm**

**The Move Forward: Sustainability & Resiliency in Infrastructure & Design**

- Discussing the evolution of the project planning process to include new resiliency initiatives – focus on: site selection, licensing, contractors, engineering management, and stakeholder interaction
- Exploring the Raise the Bar initiative, and strategies for how to increase efficiency while enhancing public safety across communities
- Parsing the necessary technical challenges in green infrastructure and updating outdated structures pulling from the grid
- The impact of evolving team relations and accreditation requirements for engineers and architects
- Loading standards and requirements for analysis and design of buildings and infrastructure
- Understanding how these new codes and regulations will impact your design or structure, and how to most effectively merge client needs with compliance
- The response to climate change: what steps firms are proactively taking to protect the integrity of new construction and retrofitting old buildings and infrastructure
- Utilizing these new initiatives and advancements to lead these practices in your own firm

***Fiona Cousins, Fellow, Principal, Mechanical Engineering and Sustainability Consulting, Arup***

***April Hughes, Owner and Managing Principal, HPZS Architects***

***Rachel Minnery, Senior Director of Sustainable Development Policy, AIA***

**4:30 – 5:00 pm**

**Group Introductions and Networking**

**5:00 – 6:00 pm**

**Cocktail Reception sponsored by**



FRIDAY, APRIL 21, 2017

**7:30 – 8:00 am**

**Continental Breakfast**

**8:00 – 9:00 am**

**Keynote Presentation – The Value of Research, Hard Skills, and Emotional Intelligence for Success**  
***Sara Ross, Senior Research Consulting Partner, Institute for Health and Human Potential (IHHP)***

**9:00 – 10:15 am**

**The Generation Gap: Understanding the Changing Perceptions of Gender's Role in the Workplace**

- Strengthening your personal identity to find success within a male-dominated industry
- Casting off roles and responsibilities that have traditionally been assigned to women
- Discussing the perception of weakness and strength across generations in AEC
- The perception of women's resource groups vs. Affirmative Action, and how they could appear as another form of exclusivity compared to a necessary support system
- Celebrating the differences of women and the contributions they make to the workplace as a benefit and an asset
- Cross-generational perceptions of diversity, mentorship, and leadership
- Parsing which programs have been tangibly successful and can be widely implemented
- Exploring the reasons women are leaving the industry, and what can be done to prevent it

***Yolanda Cole, Senior Principal and Owner, Hickok Cole Architects***

***Laura Farthing, Senior Engineer, Eugene Water & Electric Board***

***Gabrielle Bullock, Director of Global Diversity, Perkins & Will***

***Ann-Marie Jennette, Project Manager, Suffolk Construction***

# AGENDA

FRIDAY, APRIL 21, 2017 (CONTINUED)

**10:15 – 10:45 am**

**Networking Break**

**10:45 – 11:30 am**

**A Realistic Look at the Future of AEC in Technology, Equipment, and Instrumentation**

- Exploring new and innovative technologies in the AEC industry, and how each of them are affecting future designs and constructions. Focus on:
  - o 3D rendering, the visualization of future projects and selling it to clients and investors
  - o The economical use of UAV's in site selection and project planning
  - o Understanding how automated vehicles would change infrastructure, traffic engineering and transit systems
  - o Using point clouds, project management software, and laser scanning technology: exploring their applications and limitations within the AEC sector
- Taking a realistic look at each of these technologies and expectations for the future of innovation: which of these can economically be implemented now, and which need more development?
- Strategies for using data analytics, necessary sensors, and error analysis in current projects and advancing these programs and economic benefits within your own firm

***Jen Suerth, Vice President of Technical Services, Pepper Construction***

**11:30 am – 12:30 pm**

**Collaboration between Sectors and Genders for the Best Results**

- Parsing collaboration as a means to achieving new innovation and creativity
- Diversifying contributing views to develop a more well-rounded project and discussion
- The process for supporting women in the AEC fields
- Overcoming the “imposter syndrome” and the challenge of repeatedly proving yourself to belong
- Highlighting professional women in the trades and their contributions to new developments
- Individual challenges in regards to safety standards and gender issues women in the trades face
- Understanding the role of all professionals involved from concept through construction, and how collaboration between sectors and genders affects the ultimate bottom line
- Collaboration between each side of an integrated project delivery (IPD) contract, and the benefits that result from sharing responsibilities and risk
- A look at the opportunities in public-private partnerships and if this is the model for the future

***Mary Brush, Principal, Architect, Brush Architects***

***Barbara Wagner, Senior Vice President, Clark Construction***

***Colleen Layman, Vice President, Resource Business Group Water Principal, HDR***

***Elizabeth Velez, President and Chief Contract Administrator, The Velez Organization***

**12:30 pm**

**Conference Adjourns**



## AGENDA

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### POST-CONFERENCE WORKSHOP

## **Economics and Negotiation:**

## *Strategies for Finding Funding for Your Project*

FRIDAY, APRIL 21, 2017

**1:00 – 1:30 pm**                      **Registration**

**1:30 – 5:00 pm**                      **Workshop Timing**

## AGENDA/LEARNING OUTCOMES

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- Discussing the economic climate: what investors are looking for, and what developments are necessary for current investment
- Outlining typical contracts and potential complications in EPC, public-private partnerships (PPP), and JV agreements
- Defining what is financeable and a breakdown of the appropriate investment types by project, looking at equity vs. debt, contingencies, and acceptable risk levels for both lenders and investors
- Reviewing appropriately priced risk and the expectations for a seat at the table
- Analyzing the financials and representing the necessary details – focus on: cost-benefit analysis, lifecycle overall value, and triple-bottom line (TBL) analysis
- Effectively structuring your product and sell to optimize returns, and delivering it to the market
- Strategies and techniques for selling your project and your expertise to investors
- Developing relationships for continued economic returns and building opportunities in the future
- Assessing negotiation techniques to best represent both yourself and your project
- Breaking down the processes of new construction vs. rehabilitating existing structures
- The interest rate environment and expectations for the second half of 2017, and how this affects potential future project developments and existing contracts
- Reviewing tax benefits, environmental impact bonds, and benefits for renewable construction, and most effectively utilizing them

## INSTRUCTORS

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**Hadley Peer Marshall**, Senior Vice President, Brookfield Asset Management

**Zoe Markwick**, Commercial Director, Skanska

**Anne Selting**, Senior Director of Global Infrastructure, S&P Global Ratings

**Someera Khokhar**, Partner, White & Case LLP

## INSTRUCTIONAL METHODS

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PowerPoint presentations, keynote presentations, and panel discussions will be used in this program.

## REQUIREMENTS FOR SUCCESSFUL COMPLETION

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Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

## IACET CREDITS

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EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 1.0 CEUs for this conference and 0.4 CEUs for the workshop**

## EVENT LOCATION

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A room block has been reserved at the Millennium Knickerbocker Hotel, 163 E Walton Place, Chicago, IL 60611, for the nights of April 19-20, 2017. Room rates are US \$139 plus applicable tax. Call **1-312-751-8100** or [click here](#) for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is March 27, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner.

***Please make your reservations early.***

## REGISTER 3, SEND THE 4TH FREE

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Any organization wishing to send multiple attendees to these conferences may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.





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## PLEASE SELECT

- BUILDING LEADERSHIP: WOMEN IN ARCHITECTURE, ENGINEERING & CONSTRUCTION (AEC) CONFERENCE AND WORKSHOP:**  
APRIL 20-21, 2017: US \$1695,  
**SPECIAL EARLY BIRD on or before FEBRUARY 24, 2017: US \$1295**  
EARLY BIRD on or before MARCH 21, 2017: US \$1595
- BUILDING LEADERSHIP: WOMEN IN ARCHITECTURE, ENGINEERING & CONSTRUCTION (AEC) CONFERENCE ONLY:** APRIL 20-21, 2017: US \$1395,  
**SPECIAL EARLY BIRD on or before FEBRUARY 24, 2017: US \$995**  
EARLY BIRD on or before MARCH 21, 2017: US \$1195
- POST-CONFERENCE WORKSHOP ONLY:** FRIDAY, APRIL 21, 2017: US \$595  
**SPECIAL EARLY BIRD on or before FEBRUARY 24, 2017: US \$395**  
EARLY BIRD on or before MARCH 21, 2017: US \$495
- I'M SORRY I CANNOT ATTEND, BUT PLEASE EMAIL ME A LINK TO THE CONFERENCE PROCEEDINGS FOR US \$295

**REGISTRATION**  
*to register [CLICK HERE](#) or*

**Call: 201 871 0474**  
**fax: 253 663 7224**  
**email: [register@pmaconference.com](mailto:register@pmaconference.com)**  
**web: <http://pmaconference.com/>**  
**Mail: POB 2303 Falls Church Va 22042**

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

What name do you prefer on your name badge?

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State/Province

Zip/Postal Code

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Phone

Email

List any dietary or accessibility needs here

### CREDIT CARD INFORMATION

Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

### Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before March 17, 2017 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCl event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of conference cancellation, EUCl's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.