



## Information

[Summary](#) | [Invitation](#) | [Fees](#) | [Agenda](#) | [Attendees](#)

# 2006 Desert Practice Conference

## Agenda

show    
 hide descriptions

[Friday, November 3, 2006](#)

[Saturday, November 4, 2006](#)

[Sunday, November 5, 2006](#)

### Friday, November 3, 2006

- |                     |   |
|---------------------|---|
| 8:00 AM - 9:00 AM   | <p><b>HSW Academy: CVIS - ROI: Return of Imagination</b> (HSW 01) <span style="float: right;">Ⓞ</span><br/>           Room: Malta A</p> <p>Are you facing the challenges of building information modeling? This informative session will explore how architects can get their design ready for this new frontier within architectural design</p>  |
| 9:15 AM - 10:15 AM  | <p><b>HSW Academy: Sustainable Environments - Pervious Concrete Pavements - SCRMC</b>A (HSW 02) <span style="float: right;">Ⓞ</span><br/>           Room: Valencia V</p> <p>Pervious concrete is not only for storm water runoff management. It's also a naturally filtering groundwater recharge tool that is an EPA BMP and meets DPDES requirements.</p>   |
| 10:30 AM - 11:30 AM | <p><b>HSW Academy: Getting Started With Architectural Outsourcing - Excelize</b> (HSW 05) <span style="float: right;">Ⓞ</span><br/>           Room: Rhodes A</p> <p>This informational program will help you understand the strategic role architectural outsourcing plays in driving growth and higher profits in your architecture firm.</p>  |
| 10:30 AM - 11:30 AM | <p><b>HSW Academy: Introduction to Life Cycle Costing for Integrated Whole Building Design - SBD</b> (HSW 04) <span style="float: right;">Ⓞ Ⓞ</span><br/>           Room: Malta A</p> <p>An example-based introduction to Life-Cycle Costing, an economic analysis method that helps building designers evaluate the life-cycle benefits of energy-efficient technologies, designs and operations strategies.</p> |
| 11:45 AM - 12:45 PM | <p><b>HSW Academy - Wall Architectronics: Form, Function, Faster - Ecolite Concrete</b> (HSW 10) <span style="float: right;">Ⓞ</span><br/>           Room: Malta B</p> <p>Benefit from recent advances in three technologies - cellular concrete, cold-formed framing, and CAD/CAM - that offer exciting new options for better, greener, and more affordable walls.</p>  |
| 11:45 AM - 12:45 PM | <p><b>HSW Academy: Future Practice: BIM and Integrated Project Delivery - Bentley</b> (HSW 15) <span style="float: right;">Ⓞ</span><br/>           Room: Malta A</p> <p>Learn how Building Information Modeling (BIM) clearly</p>   |

demonstrates growing value throughout the building enterprise as the building industry increasingly turns to integrated project delivery approaches.

11:45 AM - 12:45 PM

**HSW Academy: The 10 Commandments of Risk Management - XL Design Professionals** (HSW 03)  
Room: Valencia V



Participants will learn about key issues driving claims as well as the 10 commandments of risk management to help avoid disputes and costly litigation.

1:00 PM - 1:30 PM

**Welcome Session**  
Room: Emerald 1

John Melcher, AIA, 2006 AIACC President  
Virginia Tanzmann, FAIA, DPC Committee Chair  
Jeff Gill, AIA, AIACC VP of Regulation and Practice

1:30 PM - 3:00 PM

**Concurrent Breakout Sessions**

1. Room: Emerald 6  
***Integrated Design & Construction: Advancing the Profession Through Interoperable Technologies and Collaborative Business Processes*** - Moderator: Steve Jones, McGraw-Hill. Speakers: Stuart Eckblad, AIA, University of San Francisco; Tanner Bechtel, Repromax; David Morris, University Mechanical, an EMCOR company
2. Room: Emerald 7  
***2007 McGraw-Hill Construction Forecast*** - Cliff Brewis, McGraw-Hill
3. Room: Emerald 8  
***Sink or Swim: Important New Laws & Trends to Consider When Negotiating Contracts*** - Sam Muir, Esq. and Michele Gamble, Esq., Collins, Collins, Muir and Stewart, LLP
4. Room: Emerald 1  
***Avoiding Condominium Defect Litigation*** - Michael Murtaugh, Murtaugh, Meyer, Nelson & Treglia; Sherall Gradias, Dealy Renton

3:00 PM - 3:30 PM

**Break/Visit Exhibitors**

3:30 PM - 4:15 PM

**Opening Keynote Speaker**  
Room: Emerald 1  
***Intruding Ethical Design*** - Ray Anderson, Founder and Chairman, Interface, Inc.

4:30 PM - 5:30 PM

**HSW Academy: Cellular PVC and the Changing Face of Trim Products - AZEK Trimboards** (HSW 09)  
Room: Emerald 7  
An in depth study of Cellular PVC, how it is manufactured, the different types of cellular PVS and the uses for each.



4:30 PM - 5:30 PM

**HSW Academy: Creating an Integrated Practice With BIM - ArchVista** (HSW 07)  
Room: Valencia V  
As building information modeling (BIM) becomes more widely integrated into the AEC market it becomes increasingly important that this database information be shared for design, energy analysis, structural review, MEP coordination, code checking and other requirements of the building process. This session will review BIM technologies that enable interoperability for design, collaboration and analysis.



4:30 PM - 5:30 PM

**HSW Academy: Outsourcing 101 - The Secret's Out - CADFORCE** (HSW 06)  
Room: Emerald 1  
The impact of outsourcing has revolutionized the architectural



industry. Come learn the impact, differences, and issues that U.S. architects have come to love and hate.

4:30 PM - 5:30 PM

**HSW Academy: The Building Envelope, Maximizing Form and Function - CMACN (HSW 08)**



Room: Emerald 6

A look at high performing, concrete masonry walls. Discussion includes: Materials, construction practices, inspection, security, durability, fire resistance, moisture and termite resistance, energy and acoustic properties.

5:30 PM - 6:15 PM

**Welcome Reception**

6:15 PM - 7:15 PM

**Evening Keynote Speaker**

Room: Emerald 1

Tom Fisher, Dean of College of Architecture & Landscape Architecture, University of Minnesota

[top](#)

**Saturday, November 4, 2006**

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7:30 AM - 8:30 AM

**Breakfast/General Session**

Room: Emerald Foyer

***Integrated Practice: Seeing the Profession from a Whole New Perspective*** - Norman Strong, FAIA, The Miller/Hull Partnership and Stephan Castellanos, FAIA, Quad Knopf

8:45 AM - 10:15 AM

**Concurrent Breakout Sessions**

1. Room: Emerald 6  
***Integrated Practice: a Client's Perspective*** - Steve Hagen, FAIA - GSA
2. Room: Emerald 7  
***Sink or Swim: Important New Laws & Trends to Consider When Negotiating Contracts*** - Sam Muir, Michele Gamble
3. Room: Emerald 8  
***Professional Failures: The Good News*** - John Peterson, Peterson Architects and founder of the nonprofit Public Architecture
4. Room: Emerald 1  
***Alternative Project Delivery Methods: What Works and What Doesn't*** - Michael Strogoff, AIA, Strogoff Consulting

10:15 AM - 10:45 AM

**Break/Visit Exhibitors**

10:45 AM - 12:15 PM

**Concurrent Breakout Sessions**

1. Room: Emerald 6  
***Size Doesn't Matter: Implementing Integrated Practice For All Firms*** - Moderator: Jonathan Cohen, FAIA, Van Tilburg, Banvard, and Soderberg. Speakers: Krista Becker, AIA, LEED AP, Moore Ruble Yudell; Kimon Onuma, AIA, Onuma Architecture; RK Stewart, FAIA, Gensler
2. Room: Emerald 7  
***Avoiding Condominium Defect Litigation*** - Michael Murtaugh, Murtaugh, Meyer, Nelson & Treglia; Sherall Gradias, Dealy Renton
3. Room: Emerald 8  
***What's Your Exit Strategy? Firms In Transition*** - David Brotman, FAIA, Sunset Consulting; James Cramer, Hon. AIA, Greenway Consulting; Michael Strogoff, AIA, Strogoff Consulting
4. Room: Emerald 1  
***Inside the Next Generation of Architects*** - Stephen

Simon, InsideArch.org - Stephen will discuss strategies for motivating Gen X and Gen Y employees and the skills your managers need to successfully supervise the next generations so that your firm can provide the high-quality entry-level experiences that attract the most talented employees.

12:15 PM - 1:00 PM

#### Lunch/Visit Exhibitors

1:00 PM - 2:00 PM

#### HSW Academy: Acceptable Levels of Seismic Safety and the Role of Seismic Monitoring - Degenkolb (HSW 14)



Room: Emerald 7

Better understanding of seismic life-safety issues. Examine progression of community demands for life-safety. Gain sense of options available to architects, engineers and owners when defining appropriate risk levels.

1:00 PM - 2:00 PM

#### HSW Academy: Bada Bim Bada Bang... How to Smoothly Transition from 2D CAD to 3D BIM - Digital Vision (HSW 13)



Room: Emerald 8

3D Based BIM (Building Information Modeling) is the next wave of technology that will change architecture and the building industry forever. Learn the rewards and challenges in transitioning to BIM. Based on 17 years of helping firms make the transition.

1:00 PM - 2:00 PM

#### HSW Academy: Ice Storage Air Conditioning - Ice Energy (HSW 11)



Room: Emerald 6

This presentation explores Ice Storage Air Conditioning systems that can efficiently reduce the high emissions of peak energy use by more than 90%.

1:00 PM - 2:00 PM

#### HSW Academy: Planning for Technology - Thorburn Associates, Inc. (HSW 12)



Room: Emerald 1

Discover the necessary components of today's technology rich environments that must be accommodated during the design process.

2:15 PM - 3:15 PM

#### Afternoon Keynote Speaker

Room: Emerald 1

***The Next Architect: A New Twist on the Future of Design*** - James Cramer, Hon. AIA, Greenway Consulting

3:45 PM - 5:15 PM

#### Concurrent Breakout Sessions

1. Room: Emerald 6

***Alternate Business Models for Project Delivery*** - Jim Bedrick, AIA, Webcor Technologies & Anthony Rinella, Assoc. AIA, Anshen+Allen Architects

2. Room: Emerald 7

***Business Metrics*** - James Cramer, Hon. AIA, Greenway Consulting

3. Room: Emerald 8

***Promoting the Value of Design*** - Tim Culvahouse, FAIA, Culvahouse Consulting Group

4. Room: Emerald 1

***The Realities of BIM: Case Studies*** - Moderator: Stephan Castellanos, FAIA, Quad Knopf. Speakers - Scott Kelsey, AIA, CO Architects; Pam Tuschner, AIA, WWCOT; Norman Strong, FAIA, The Miller/Hull Partnership

6:00 PM - 7:00 PM

#### Book Signing

Location: Emerald Lawn

Book signing with James Cramer, Hon. AIA, author of *The New Architect*.

[top](#)**Sunday, November 5, 2006**

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8:00 AM - 8:30 AM

**Breakfast**

8:30 AM - 10:00 AM

**Concurrent Breakout Sessions**

1. Room: Emerald 6  
***Retooling Architectural Practice for Collaboration & Technology*** - Phil Bona, AIA, WLC Architects, Inc.; Scott Davis, WLC Architects, Inc.; Leah Rochwarg, Seyfarth Shaw LLP
2. Room: Emerald 7  
***LEED in Context: The Design Professions, Best Practices, Accountability*** - Scott Smith, AIA, Sasaki Associates
3. Room: Emerald 8  
***BIM: A Team Perspective*** - Bryant G. Rice, AIA, Teknion, LLC; Zigmund Rubel, AIA, Anshen+Allen Architects
4. Room: Emerald 5  
***Pro Practice 101: What Employees Never Learned in School*** - Chet Widom, FAIA, WWCOT

10:30 AM - 11:30 AM

**Closing General Session*****Are You Aligned to Face the New World?*** - Norbert Young, FAIA, McGraw-Hill Construction[top](#)[printer friendly](#)

- Closed
- Optional

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