

11/04/2016  
900 G St NW #100,  
Washington, DC

# Entrepreneurship & Firm Management

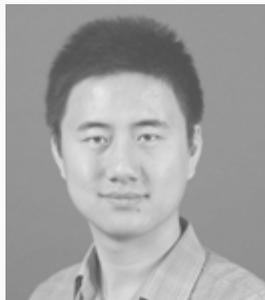
**Date: November 4, 2016**

**Venue: Herman Miller Washington DC (900 G St NW #100)**

**Leaders: Albert Hopper and Yanwen Xiao**

**Health Safety Welfare (HSW): No**

**Continuing Education Unites Requested: 5 hours**



**Albert Hopper, AIA, LEED AP**  
**Yanwen Xiao, AIA, NCARB**

# Entrepreneurship & Firm Management

## **Program Summary**

As purveyors of custom made objects in a world of mass produced ones, is our future less certain, or have new technologies blown life into bespoke objects? Society has evolved at a staggering pace over the last decade. Our cities have become cradles for new modern living and an appetite for unique and creative products has evolved. This program will focus on new entrepreneurial trajectories and managerial opportunities for architects in this ever-changing landscape.

## **Learning Objectives**

1. Through a presentation by a lawyer focusing on the AEC field, participants will recognize and understand the legal and jurisdictional requirements for starting an office.
2. Participants will observe three different approaches to starting and managing an office to evaluate whether they are viable models as compared to their professional experience.
3. Participants will harness the best potential of their coworkers through an activity which will challenge commonly held misconceptions towards firm management and work motivation.
4. Participants will recognize the importance of design innovation as a powerful marketing tool through a detailed presentation.



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12:00-12:30 **Lunch & Opening**

Herman Miller Introduction  
MASS Design Group Video

12:30-1:45 **Panel Presentations & Roundtable**

Greg Kearley (Inscape Publico)  
Carmel Greeer (District Design)  
Mark Lawrence (EL Studio)

1:45-2:00 **Break**

2:00-3:00 **Starting an office and becoming a principal**

Matthew Gaziano (Lee McShane)

3:00-4:00 **Activity: Motivational Misconceptions**

4:00-4:15 **Break**

4:15-5:00 **Keynote: Growing a Practice**

Yolanda Cole (Hickok Cole)

5:00-6:30 **Happy Hour**

Baby Wale, 1124 9th ST NW



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**Matt Gaziano, Attorney,**  
Lee & McShane, PC

Matt counsels design firms across a wide spectrum of transactional matters. Matt drafts and negotiates construction industry design professional contracts, commercial leases, and corporate transactions. Matt also consults on employment matters and defends EEOC claims.

Matt is admitted to the bar in the District of Columbia, Maryland, and Virginia. He has practiced in state and federal court in each of those jurisdictions. Prior to joining Lee & McShane, Matt represented contractors and subcontractors on a variety of construction law and government contracts matters. Matt was recognized as a "Rising Star" in the 2014 edition of SuperLawyers Washington, DC.



**Gregory Kearley,**  
Executive Director,  
Inscape Publico

After receiving his Master of Architecture from Catholic University, Greg began his career in Washington, DC at Ellerbe Becket. While there, he worked on a number of commercial and institutional projects. After leaving Ellerbe Beckett, Greg joined Travis Price Architects where he worked on various residential and commercial projects for this award winning firm.

Greg established Inscape Studio in 1998. In shaping Inscape Studio it was not Greg's intention to create a singular stylistic approach to architecture, but to put into place a framework for a collective design process. It is acknowledged that in describing the work of Inscape Greg speaks with a collective "I".

Greg founded Project 4, a contemporary art gallery, in 2006 with three colleagues. The doors closed at Project 4 in 2015. Project 4 exhibited works of emerging and mid-career artists. The space, designed by Inscape Studio, provided a platform for showcasing a variety of media, including installation, video, painting, sculpture, and site specific works.

In 2010 Greg co-founded Inscape Publico, a nonprofit architecture firm. The mission of Inscape Publico is to provide professional architecture services to other non-profits so that they can further their missions in the spaces created by Inscape Publico.

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**Carmel Greer,**  
Principal, District Design

Carmel Greer founded District Design after graduating from Yale University's School of Architecture in 2010. Since its founding, District Design has completed numerous residential, commercial & multi-family projects in the Washington, DC area. Carmel's work has been exhibited at MOMA's PS1, the Corcoran Gallery of Art, the Yale Architecture Gallery, and the National Building Museum. In 2012, Carmel curated "The Exceptional Everyday" - a collaboration between the Corcoran Gallery of Art and the Norwegian Embassy. Currently, Carmel teaches interior design at George Washington University. Her undergraduate degree is from the University of Virginia, where she majored in Architecture and Art History.



**Mark Lawrence,**  
Principal/Co-Founder,  
E/L Studio

Mark Lawrence is a maker, solving theoretical problems with a material vocabulary and skill set. He approaches architecture just as much with his hands as with his mind, using his intimate understanding of construction to understand how seemingly theoretical decision making affects built work.

He has worked on a range of project types of varying scale with architecture firms in both Washington, DC and Los Angeles, CA, including the US Federal Courthouse in San Diego and the UCLA Broad School Art Center reconstruction and expansion under Richard Meier and Partners. As a board member of the Washington Architecture Foundation, Mark works with Community Design Services to increase access to the organizational value of architecture by optimizing the space occupied by non-profit organizations. Mark is a licensed and registered architect in New York, New Jersey, Maryland, Virginia, and Washington, DC.

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**Yolanda Cole,**  
Principal/Owner,  
Hickok Cole Architects

Yolanda Cole is a Senior Principal and Owner of Hickok Cole Architects, an award-winning, 95-person commercial architecture and interior design firm located in Washington, DC. Ms. Cole has over 30 years of base building and interior design experience in projects ranging from large scale, mixed-use developments to small commercial interiors, around the world and in the region.

Ms. Cole is a frequent speaker at the NeoCon® World's Trade Fair in Chicago and was featured during the 2008 AIA National Convention in Boston. She has presented at AIA Design DC Conferences in recent years, and in 2008, of the 68 seminars offered, attendees ranked her as the #1 speaker. She has also been sought out as a speaker for AIA regional conferences in Georgia and Wisconsin.

Ms. Cole served for many years on the Board of Directors of AIA|DC and is a Past President. She was a Director at the Greater Washington Board of Trade (BOT) for many years and is a member of the Urban Land Institute's Advisory Board. Ms. Cole has also served as Chair of the ULI Technical Assistance Panel (TAP) and was Chair of the 2015 ULI Trends Conference.

She is a registered architect, a member of the American Institute of Architects (AIA), the International Interior Design Association (IIDA), and is a LEED Accredited Professional by the US Green Building Council. Ms. Cole has a Master of Architecture degree from Columbia University and a Bachelor of Music Education degree, summa cum laude, from The Ohio State University.

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