The Art of Negotiation

SESSION #3

@ FOX Architects
1240 22nd St NW, Washington, DC 20037
I. Program Summary & Learning Objectives

The Art of Negotiation

PROGRAM SUMMARY:
During Session #3, The Art of Negotiation, scholars will gain a greater understanding of the various aspects of negotiation that become critical through a career progression. The session will focus on four areas of negotiation: Negotiating for Yourself, Negotiating the Proposal, Negotiating a Contract, and Enforcing the Contract. Each area will be presented by an industry leader who will share experiences that will begin building the vocabulary and processes rarely taught or discussed academically or in the profession.

LEARNING OBJECTIVES:
1. Utilize a greater understanding of hiring requirements/process and salary/benefit negotiations in current and future career situations.
2. Demonstrate familiarity of standard AIA contracts, vocabulary, and resources by applying knowledge to proposals and projects.
3. Recognize potential conflicts within contractual language and project trajectory and use knowledge to develop strategies for positive solutions.
4. Interpret legal case studies to identify and avoid potential legal pitfalls that affect architectural contracts.

PROGRAM ABSTRACT:
As scholars progress through careers, from an academic setting to running projects, there are many responsibilities they are prepared to tackle from learned experiences, but one topic rarely discussed and explained in most settings is negotiation. During this session the scholars will look at negotiations on several scales and time lines: personal, proposal, contract, and post-contract. Through a series of three interactive presentations and a round table discussion, scholars will gain a better understanding and familiarity of how to best identify and be proactive during challenging situations both personally and project related. Each presentation will focus on one aspect of negotiation and be presented by an industry professional who has specialized in an area. Presenters will share important lessons learned throughout their careers’ and their own negotiations in order for scholars to develop a working knowledge of various aspects of negotiations during the afternoon.
The Art of Negotiation

Date: 07 December 2018
Location: FOX Architects, 1240 22nd St NW, Washington, DC 20037
Time: 12:00 pm – 5:00pm

AGENDA

12:00 – 12:15 Lunch Reception and Session Introduction
Francis D’Andrea & Kathryn Dreitzler

12:15 – 1:15 Presentation #1: Negotiating a Proposal
Janet Rankin

1:15 – 1:20 Break

1:20 – 2:20 Presentation #2: Negotiating for Yourself
Robert Holzbach

2:20 – 2:25 Break

2:25 – 3:25 Presentation #3: Negotiating a Contract
Mike Koger

3:25 – 3:30 Break

3:30 – 5:00 Presentation #4: Enforcing the Contract
Mike Koger, Derek Warr & Derek Wood

5:00 – 5:15 Conclusion & Housekeeping
Francis D’Andrea, Kathryn Dreitzler & the CKLDP Executive Committee

5:15 – 6:30 Sauf Haus Bier Hall
1216 18th St NW, Washington, DC 20036
Presentation #1:
Negotiating a Proposal

Our first presentation will focus on aspects of architectural project proposals. We will discuss elements included in a proposal and different approaches that can be taken to secure a project. Our Speaker, Janet Rankin, will share the knowledge she has gained by leading her team through the proposal process on various project types.

Janet Rankin, RA

Janet Rankin has over 25 years of experience in the real estate industry, specializing in world-class interiors for corporations, law firms and government institutions. Her expertise includes all facets of the architecture process: strategic planning, real estate analysis, portfolio management, occupancy analysis, project feasibility, planning, design, and management of construction, FF&E and client systems and equipment. An agile strategist, she is known for workplace planning and design, visioning, future workplace research, need analysis and development of corporate standards and implementation of strategies across global platforms. Projects in her portfolio have received the AIA National Excellence Award, the IIDA Global Excellence Award, and awards for Excellence from the General Services Administration.

Presentation #2:
Negotiating for Yourself

Before many of the proposal and contract negotiations begin, the first step is negotiating for yourself. In this session Robert Holzbach will share with scholars his knowledge on negotiating new positions and techniques to assist negotiations in current positions. His experience as Director of Staff Operations will help inform scholars on the hiring process, promotion requirements, and hierarchy of many firms.

Robert Holzbach, AIA, LEED AP

Robert is an Associate Principal and Director of Staff Operations with Hickok Cole Architects, a 100 person firm located in Georgetown. Hickok Cole specializes in commercial office buildings, workplace interiors, multi-family housing, lifestyle interiors, and marketing/branding. Robert is a registered architect with 20 years of experience in both base building architectural design and commercial interior design which has given him a solid foundation for developing design solutions that bring added value to his clients. As the project designer for the NPR Headquarters building, he was able to utilize both his building and interior design experience. He is also greatly interested in the transformative power of design to upgrade a building’s image and brand through building repositioning. Several of his projects have won local and national design awards, and have been published in Interiors Magazine, Interior Design, Architectural Record, and EcoStructure.

In addition to his project roles, Robert is responsible for weekly staffing management for Hickok Cole and for recruiting and hiring at all levels. He greatly enjoys sharing his knowledge and helping others in the profession. Robert has offered resume and job hunting seminars at the AIA National Convention, DesignDC, NeoCon East, Arch Exchange East, the AIA|DC Chapterhouse, as well as seminars at the Catholic University of America, and Harvard University’s Graduate School of Design.

Outside of his firm related responsibilities, he is excited to bring his knowledge and experience to the AIA|DC Board of Directors where he currently serves as the Chapter’s Treasurer. Robert has just been elected to be the 2019 Vice President / President Elect of AIA DC.
Mike Koger, AIA, Esq.

Mike Koger is an attorney on the Contract Documents team at the American Institute of Architects in Washington, DC. At the AIA, Mike works with a group of attorneys and architects to create and revise the AIA contract documents. Mike practiced civil litigation prior to joining the AIA, primarily representing contractors and property owners in construction related disputes.

Mike also worked as an architect and urban planner in San Diego before transitioning to the practice of law. As an architect, Mike has designed a variety of medical laboratories, research and development facilities, and residences in Southern California.

Mike received a Bachelor of Architecture degree from Ball State University and graduated cum laude from Tulane University Law School. He is admitted to practice architecture in Indiana and law in the District of Columbia and California.

Presentation #3: Negotiating a Contract

For many of us, contracts are uncharted territory. There are no road maps and there is a sharp learning curve. In his presentation Mike Koger will help scholars have a better understanding limiting risk and creating ownership through contractual language. His experience at the AIA will also give scholars an inside perspective to how standard contracts originate and are updated.

Presentation #4: Enforcing the Contract

To best learn from our presenters and their experience ‘Enforcing the Contract’ we will hold a roundtable discussion. Derek Warr and Derek Wood’s experience overseeing many projects and working with contracts through various project stages will be paired with Mike Koger’s expertise on contractual language to provide examples of legal pitfalls and lessons they have learned during their careers.

Derek Warr, AIA, LEED AP BD+C

Derek Warr is a practicing architect with more than fifteen years of experience in the design and management of a wide range of project types including hotel, multifamily residential, commercial office, medical, and research buildings as well as large, mixed-use projects in the US, Europe, and the Middle East. He is Studio Director of the Lifestyle 2 Studio at Gensler.
Presentation #4:
Enforcing the Contract

Derek Wood, AIA, LEED AP
A leader in the industry, Derek has designed over five million square feet of built environments including master planning, design build, and built to-suit projects. His experience spans projects such as 440 First Street, 2175 K Street, 1900 N Street and the new 1000 Maine Avenue project at The Wharf which have helped to transform DC’s urban environment. Derek’s portfolio spans a wide variety of projects, from master planning and corporate commercial build-to-suit to extensive work reinventing and/or recycling existing buildings. He is well versed in, and widely published on, the topic of Building Information Modeling (BIM), a process that allows building teams to virtually design, construct, and manage building environments.
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Thank you to Fox Architects for the hospitality in hosting today’s session.

Sauf Haus Bier Hall / Happy Hour Venue
Thank you to Sauf Haus for hosting our happy hour!

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Acknowledgements

We would like to thank all of our presenters for taking time to work with us to create a productive and informative session. Additionally, we would like to thank our CKLPD scholars for providing great feedback and discussion during our planning process.