



By **Ruben Quesada, Associate AIA | ZGF Architects & Amy Daniels, AIA, NCARB, LEED AP+C | Newman Architects**  
February 1, 2019

# Closing The Deal

SESSION #5

@ AIA National  
1735 New York Ave, NW, Washington DC , 20006

CHRISTOPHER  
KELLEY   
**LEADERSHIP  
DEVELOPMENT  
PROGRAM**

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# Session Title

## **PROGRAM SUMMARY:**

The session will highlight best practices of Marketing and Business Development, focusing on storytelling and crafting a pitch as methods for closing a deal. Participants will gain insight on the practice of Marketing, particularly highlighting the future of the AEC industry. Teams will take on an interview simulation in which they are tasked to tackle a hypothetical design problem. A jury made up of a diverse professionals in the AEC industry will provide feedback and observations. This exercise will provide participants an opportunity to practice crafting a pitch, professional communication skills, and deliver a concise story.

## **LEARNING OBJECTIVES:**

Participants will:

1. Collaborate as teams to develop and present concise ideas.
2. Gain insight into marketing strategies for the future of the service-based AEC industry.
3. Develop skills required to be successful in the client interview process through active preparation and application.
4. Improve upon professional communication skills and understand measures of success in the interview process through specific feedback from a diverse panel of professionals.

## **PROGRAM ABSTRACT:**

Acknowledging that Closing the Deal requires both personal professional development skills and practice-based development strategies, this session will balance information and activities with the intent of developing both professional and personal skills required to pursue and win work. Beginning with a group icebreaker requiring participants to work as a team to quickly craft “a pitch”, the session will start to examine the techniques required to convey a value proposition. The first presentation of the session will explore marketing strategies with a focus on the future of the industry, trends, and generating sustained value within a brand.

The second part of the session will center around Scholars, in teams of four, participating in a simulation interview in front of a Panel comprised of professionals from within the field. The Panel will include representatives from the Architecture profession, Client groups, as well as the Business Development profession. The scholars will receive an RFP a month in advance to prepare a response to prior to the session. The intent of the Interview Simulation is not to be a design competition but to encourage scholars to craft a creative response that tells a story and closes the deal. Responses shall be comprised of a maximum of 8 slides and shall respond to specific criteria of the RFP. To begin the Interview Simulation, Presentation #2 will demonstrate concrete strategies for client interview success. Scholars will learn how to set themselves apart by crafting a pitch through storytelling, as well as how to be an effective communicator in an interview setting. Each group will have 20 minutes in front of the panel of judges to make their pitch, after which the panel will discuss feedback for all teams in a round table format. The Panelists will also answer questions relating to the RFP, proposal, and interview process based on their experience in the industry.

# Session Title

**Date:** 01, February, 2019

**Location:** AIA National, 1735 New York Ave, NW, Washington DC , 20006

**Time:** 12:00 pm – 5:30pm

## AGENDA

<b>12:00 – 12:15</b>	<b>Lunch Reception</b>
<b>12:15 – 1:45</b>	<b>Ice Breaker: “The Pitch” and Presentation #1 “Brand and Beyond: The new world of marketing in AEC”</b> by Laura Ewan
<b>1:45 – 1:50</b>	Break
<b>1:50 – 2:30</b>	<b>Presentation #2: The Interview</b> by Melanie Vracas
<b>2:30 – 2:45</b>	<b>Break Out Discussion: Interview Preparation</b>
<b>2:45 – 4:25</b>	<b>Team Interviews</b> by CKLDP Scholars
<b>4:25 – 4:30</b>	Break
<b>4:30 – 5:25</b>	<b>Roundtable Discussion</b> Panelists: Melanie Vracas, Stephen Kitterman, George, Hayward, Tim Williams Moderated by: Amy Daniels, Ruben Quesada
<b>5:25</b>	<b>Conclusion &amp; Housekeeping</b> Amy Daniels, Ruben Quesada & the CKLDP Executive Committee
<b>5:30 – 6:30</b>	<b>Happy Hour @ The Hive Bar</b> The Hive Hotel 2224 F ST NW, Washington DC 20037

#### **Presentation #1:**

##### **Brand and Beyond: The new world of marketing in AEC**

The role of branding in the AEC industry goes beyond graphics and identity, it embodies the mission, culture, projects, and people of a firm. Evolving values within the industry including specialization, visible expertise, and online presence now shape the way firms market themselves to clients, and also the way that employees market themselves to firms.



Laura Ewan, CPSM

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##### **Laura Ewan, CPSM**

Laura Ewan, CPSM, is the Director of Marketing and Communications at Hickok Cole, a forward-focused design practice based in Washington, DC. Over the course of her 10+ year career, Laura has led three corporate rebrand initiatives for large and international design practices—helping each of her firms identify, launch and maintain an authentic brand and voice that resonates with clients and employees alike. She is an active member and past president of the Society for Marketing Professional Services' Washington, DC Chapter and a Certified Professional Services Marketer. In her spare time, she enjoys playing volleyball, lazy weekends, and binge-watching Bob's Burgers on repeat.

#### **Presentation #2:**

##### **The Interview**

Focusing on concrete strategies, this presentation will emphasize what it takes to be successful in client interviews. The presentation will occur prior to the team interviews, allowing scholars an opportunity to ask questions and discuss presentation techniques in an informal format.

##### **Melanie Vracas, Strategic Consultant**

With more than twenty (20) years of AEC expertise, Melanie works with firms to understand their selling proposition. She then creates a strong strategic plan on which they can grow, either as a whole or in a specific sector. She provides clients with practical knowledge and ideas for best positioning their firms in the marketplace. Most of this insight is based on client and sector spending. Which evaluates what clients are spending, the dollars and when they will have work that aligns with the firm's expertise and who are their preferred consultants.

Messaging is key when responding to clients. With a history of technical writing, Melanie is able to convey the key information in a precise manner. She is able to write in both traditional technical writing and business styles.



Melanie Vracas

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**Presentation #3:**  
**Interview Panel + Round Table Discussion**



Tim Williams, AIA, LEED AP  
 tim.williams@zgf.com  
<https://www.zgf.com/>

**Tim Williams, AIA, LEED AP**

Tim Williams has built his career managing the design of complex and flexible facilities that have advanced innovation, collaboration, historic restoration, and sustainability. As a Managing Partner of ZGF’s Washington, DC office, Tim has provided project oversight for the development of landmark projects for cities, universities, healthcare providers, developers, and corporations across the country. Tim has led ongoing projects for clients including the National Institute of Standards and Technology, U.S. Department of Agriculture, University of Virginia, Virginia Tech, Virginia Commonwealth University Health System, JBG Smith, and Wexford Science & Technology.

Tim earned his Master of Architecture from the University of Washington and his Bachelor of Arts in History from Kenyon College. His varied speaking engagements have included presentations at Tradeline, Society for College and University Planning, Rail-Volution, International Living Future Institute, and the APA National Planning Conference. Tim is also a Board Member of the National Building Museum.



Stephen Kitterman, PE, LEED AP  
 stephen.kitterman@aoc.gov  
<https://www.aoc.gov/>

**Stephen Kitterman, PE, LEED AP**

Mr. Kitterman is a construction project manager for the Architect of the Capitol assigned to the Cannon House Office Building Renewal project, a 10-year \$750m modernization of the oldest Congressional office building outside of the Capitol Building.

A structural engineer and construction and program manager he has worked on a wide variety of projects all over the U.S. including higher education, public/civic buildings, sports facilities, airports, mid-rise and high-rise office buildings, hotels, retail, healthcare facilities, and parking garages. Most recently he spent over a decade as a senior leader overseeing the modernization, capital projects, and facilities management of the District of Columbia Public Schools, a sizable portfolio of over 120 historic and contemporary buildings spread across 15 million square feet. Mr. Kitterman monitors every phase of the process from contract award to producing the final project deliverable and works hands-on with project managers and field operations to ensure that all projects are delivered on time and consistent with customer expectations.



George Hayward  
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**George Hayward, Vice President**

As Vice President for JBG Smith, George Hayward has overseen multiple developments and acquisitions throughout the DMV including the underwriting and valuation process of several potential new development deals. In addition, he currently oversees consultant management, acquisition of additional project debt, equity partner relationship management, and full project budget oversight for several developments. Prior to JBG Smith, George worked for KFBSF Real Estate Funds, USAA Real Estate Company, and U.S. Green Building Council.

George earned his Masters in Business Administration from the Kenan-Flagler Business School at University of North Carolina and his Bachelor of the Arts in Economics from Emory University. Outside of work, George is a Founding Member of the Keystone Society for the National Building Museum and is a Board Member of the 1916 Foundation.

## Sponsors

We want to thank all of our sponsors for generously helping us develop CKLDP for the future success of our emerging leaders of the Washington, DC metropolitan area.

### SESSION / VENUE SPONSORS



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Thank you to the AIA for their support in the use of the Boardroom for today's session.



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#### Acknowledgements

We would like to thank the CKLDP program committee for their help in putting together today's session. We would also like to thank ZGF and Newman Architects for supporting our efforts in the program.

Thank you to our fellow scholars for your hard work in coordinating your team presentations for today's interview simulation.

# RFK PROPOSAL | WASHINGTON DC

EXECUTIVE OFFICE OF THE MAYOR

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## REQUEST FOR PROPOSAL FEB. 1ST 2019





# RFK PROPOSAL | WASHINGTON DC

EXECUTIVE OFFICE OF THE MAYOR

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Design Teams,

Representatives of the District of Columbia are looking for a Visioning partner for the redevelopment of RFK stadium and its adjacent properties. Four architecture design teams have been shortlisted and are asked to present a "Vision Proposal."

Due to the construction of DC United's newest stadium, RFK is officially vacant. The city needs assistance envisioning potential solutions on what to do with the site. We ask you, shall we renovate, repurpose, or demolish the stadium? What will be the new use for the site? The board members are open to any potential innovative solutions and encourage creativity on all aspects of the selection criteria.

Although this brief is open ended, your response should consider the city's **primary goals** for the project: to improve the identity of the Southeast DC community, to enhance the economic development in the neighborhood, and to become a landmark for the city.

## *Interview/ Selection Criteria*

Fees, rates, or any other means of compensation will not be addressed in this phase.

- A. Firm should bring four (4) total key members of their staff and/or key consultant team members who will be directly responsible for this Project. Each team member is expected to present and answer potential questions.
- B. Interviews will last a maximum of 20 minutes. Once all presentations have been concluded, the panel will ask further questions and discuss any observations.
- C. Firms should use PowerPoint/PDF as part of their presentation. Firms must upload their interview presentation by the end of day on Thursday, January 30th. A projector and screen will be provided at the interview.
- D. Firms should provide a one page Proposal Summary for all four jurors and other design teams (24 copies).

The following items should be addressed during the interview:

- 1. Firm Background: Brief explanation of design philosophy and/or innovative design strategies used in the past.
- 2. Team Qualifications: The individual qualifications of the proposed personnel to be assigned to the Project and their demonstrated experience working together successfully.
- 3. Project Approach: The methodology proposed for the Project formulation (from Pre-Design to Design Development).
- 4. Project Observations: Initial thoughts on the challenges and opportunities for this Project. Presentations should include a brief explanation of the vision. It may only contain **Conceptual** level imagery (sketch, rendering, or diagram).



Robert Thompson  
DC Mayor

# RFK PROPOSAL | WASHINGTON DC

EXECUTIVE OFFICE OF THE MAYOR

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## TEAM #1

DANIEL BLAIR  
FRANK D'ANDREA  
AMY DANIELS  
KATHRYN DREITZLER

## TEAM #2

ASHLEY GRYZWA  
DEVON HOGAN  
DESIREE' HOLLAR  
NICOLE KEROACK

## TEAM #3

JAVIER MAYMI  
RYAN PETYAK  
RUBEN QUESADA  
KATIE SELIS

## TEAM #4

CHARLES THOMPSON III  
GINA VOLPICELLI  
SARAH WAHLGREN  
AMBER WIRTH