



By Scholar Sasha Petersen, AIA | StudioMB Architects &
Scholar Joanna Yu, RA, LEED AP | Hickok Cole
March 15, 2024

Firm Resilience & Understanding Trends

SESSION 02

@ Southwest Library
900 Wesley Pl. SW, Washington, DC 20024
&
Tour @ 80 M
80 M ST SE, Washington, DC 20003

* IDENTITY

* AUTHENTICITY

AI

QUALITY OF MATERIALS
+
BUILDING LIFESPAAN

ADAPTIVE RE-USE

Navigating supply chain disturbances

HOW ARE FIRMS RESPONDING TO CHANGE?
HYBRID, BENEFITS, ETC.

HOW TO STAY RELEVANT?

Current economy
↳ recession

generation specialist approach for firms & individuals

WHAT FACTORS GOES INTO "FIRM RESILIENCE"

Navigating workforce shortage.

What kind of data is/should be collected and referenced?

Global vs. local design + manufacturers/providers

BEST METHODS TO RETAIN TALENT + PREVENT RAPID TURNOVER

HOW ARE YOUNG ARCH. BEING DEVELOPED?

CURRENT TRENDS? RESOURCES TO DETERMINE FAD VS TREND.

NAVIGATING REAL ESTATE TRENDS

what does the future of architecture look like? what role do architects play?

How can firms

SOURCES OF INDUSTRY ECONOMIC DATA

CLIENTS' EXPECTATIONS AS THEIR INDUSTRY

practice flexibility and future proofing an architectural practice.

USE OF AI TEST WITHOUT LOSING KNOWLEDGE GAIN.

PRICE IN WORKPLACE

preferred actions
one or two colleagues should be taking to maintain job security? skills/ services to offer?
Generating work?

Firm Resilience & Understanding Trends

PROGRAM SUMMARY:

This session will focus on how understanding various trends such as in construction, economy, technology, and culture/ demographics can inform the strategies for firm resilience. The speakers will identify and evaluate sources of data from the perspective of a developer as well as the perspective of a designer. The session will go on to explore specific strategies for business management and marketing based on this data that can be utilized proactively for a resilient practice. A tour of the 80 M office building extension will be conducted to observe the features of an emerging trend in the region, mass timber, and the risks and opportunities of executing this construction type will be evaluated.

LEARNING OBJECTIVES:

1. Identify reliable sources of industry data regarding construction, technology, and demographics, and analyze how data can be applied towards firm management and design decisions.
2. Summarize major industry trends such as prefab modular construction, mass timber, artificial intelligence, and hybrid work, and identify the challenges and opportunities associated with each.
3. Explore proactive strategies for firm resilience including diversification, marketing, and team building and examine their effectiveness through case studies of firms
4. Observe an example of mass timber construction and evaluate potential benefits for end users and the project delivery process.

PROGRAM ABSTRACT:

In this Session 02, Firm Resilience and Understanding Trends, scholars will explore how understanding various trends that impact the real estate industry can empower leaders with the knowledge for managing future opportunities and risks. Participants will hear from three speakers with different backgrounds, who will be sharing their own process in understanding the trends that matter when it comes to leading change.

First, we will hear from a developer's perspective and delve into how real estate developers process what trends become incorporated into the project program to ensure a building has lasting relevance to the markets it serves.

Next, participants will explore trends beyond the scope of design, such as technology, world events, and culture, that can have far reaching impact on the projects and firms that leaders must manage. Third, scholars will examine the unique challenges and opportunities small firms are faced with when trying to achieve the same goals of financial sustainability on top of practicing great architectural work.

The session will then conclude with a tour of one of the first commercial application of mass timber construction in DC and learn about the challenges and opportunities the design team faced diving into a construction typology that was new to the firm and DC region.

Firm Resilience & Understanding Trends

Date: 15th March.2024
Location: Southwest Library, 900 Wesley Place SW, Washington DC 20024
Time: 12:00 pm – 5:00pm

AGENDA

12:00 – 12:30	Lunch Reception
12:30 – 1:15	Presentation #1 by Martiena Schneller
1:15 – 1:30	Break
1:30 – 2:15	Presentation #2 By Rhea Vaflor
2:15 – 2:30	Break
2:30 – 3:15	Presentation #3 by Marilyn Moedinger
3:15 – 3:25	Break
3:25 - 3:45	Walk to 80 M ST SE
3:45: – 4:45	Tour of 80 M Street by Mark Ramirez
4:45– 5:00	Conclusion & Housekeeping Scholar, Scholar & the CKLDP Executive Committee
5:00 – 6:30	Happy Hour @ The Big Stick 20 M Street SE, Washington, DC 20003

Presentation #1: Understanding Trends for Successful Development

Join us as we delve into the dynamic landscape of real estate development and design resilience. Understanding trends is paramount to crafting spaces that stand the test of time. Let's unravel the intricacies of development and design where innovation meets sustainability, and creativity harmonizes with practicality.



Martiena Schneller, LEED AP
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Martiena Schneller, LEED AP

Martiena Schneller is the SVP of design at Hoffman & Associates. In this role Ms. Schneller works closely with a variety of departments and disciplines across the Hoffman portfolio on development and design, shaping brand ethos, determining design and quality standards while creating distinctive experiences for the greater community.

Over the past few years, Martiena has worked on several notable projects including both phase 1 and 2 of The Wharf which includes the launch of a 6,000-person concert venue, multiple residential units both boutique and affordable, hospitality including a Pendry Hotels & Resorts, as well as several office buildings. Beyond her work on The Wharf, Martiena managed public private partnership with Montgomery County in Bethesda, and continues to oversee the design and development for Seaboard Station in Raleigh, and large mixed use development in West Falls Church Virginia. She is currently focused on planning for a mixed-use high-rise tower in Raleigh and several projects in Charlotte North Carolina.

Martiena is a LEED® Accredited Professional. She earned a Bachelor of Arts in Architecture from Lehigh University and Master of Architecture from the University of Maryland, where she designed and built a solar LEAFhouse to encourage green building and showcase innovative technology and design.

III. Speakers & Presentations

Presentation #2: Trendcasting and Making an Impact

Great leadership requires the ability to both look ahead and take action to adapt to various industry changes. We will discuss a designer's process for evaluating sources and interpreting data from a variety of industries in order to get a clearer picture of important trends. This session will emphasize the importance of looking beyond design and real estate trends to center architecture on shifts in cultural practices and ways of living. We will also evaluate recent changes in design firm culture and their impact on firm resilience



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Rhea Vaflor, IIDA, LEED AP ID+C

Originally from the Philadelphia area, Rhea initially came to DC for a career in international economic development but ultimately realized her true passion was interior design or, world-building, as she likes to think of it. Rhea's endless curiosity and persistence in challenging the status quo make her the ideal Director of Trendcasting. Her previous role, as Director of Lifestyle, focused on delivering hospitality and wellness-inspired, one-of-a-kind designs to her clients across services. Rhea finds inspiration everywhere she goes and often incorporates her travels and global culture (from dance to animation and everything in between) into her designs. Unsurprisingly, her favorite way to unwind is by curling up with a hefty dystopian novel or tending to her Co-Op neighborhood garden.

Presentation #3: Creating Resilience in Small Firms

The vast majority of architecture firms in the US are five people or fewer. Small firms have unique resources, challenges, and advantages, but should all share the same goal: to practice architecture in a way that's financially resilient and grounded in good business fundamentals and sustainable labor practices. In this session, we'll explore strategies for amplifying the good stuff and tackling the challenges of small firm management and ownership.



Marilyn Moedinger, AIA
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Marilyn Moedinger, AIA

Marilyn is the founding principal of Runcible Studios, a full service architectural practice based in Boston, MA and Lancaster, PA. Previously, Marilyn was a project architect at Utile Inc in Boston, MA, and the Director of Practice Instruction at the Boston Architectural College, where she directed the Gateway Initiative, a series of nearly 50 design-based community engagement projects. She was also a building contractor, estimator, and project manager in Charlottesville, VA, and was the 2010 SOM Prize winner, researching and traveling through 4 continents. She has lectured at UVA, Harvard GSD, Boston Architectural College, UC Berkeley, RISD, Savannah College of Art and Design, and Elon School of Law, as well as at firms and conferences nationally and internationally on her work and research, and has been an adjunct professor for over 10 years. Marilyn holds a BS Arch, a BA History, and an M.Arch from the University of Virginia.

Runcible Studios, founded in 2014, is a full service architecture and consulting firm that prides itself on balancing the vision of the client with the nuts-and-bolts reality of construction, and seeks leverage points in things like zoning, codes, structure, and construction methodology to bring value, rigor, and creativity to each project. We see ourselves as stewards: of our clients' goals, of our communities, of our climate, and of a tradition of collaboration between designers and builders. We're equally at home wherever the power of design thinking can effect positive change, and we love nothing better than helping to solve clients' thorniest design challenges and bringing design ideas into the physical world.

III. Speakers & Presentations

80 M Street Tour

Just Getting Started With Mass Timber

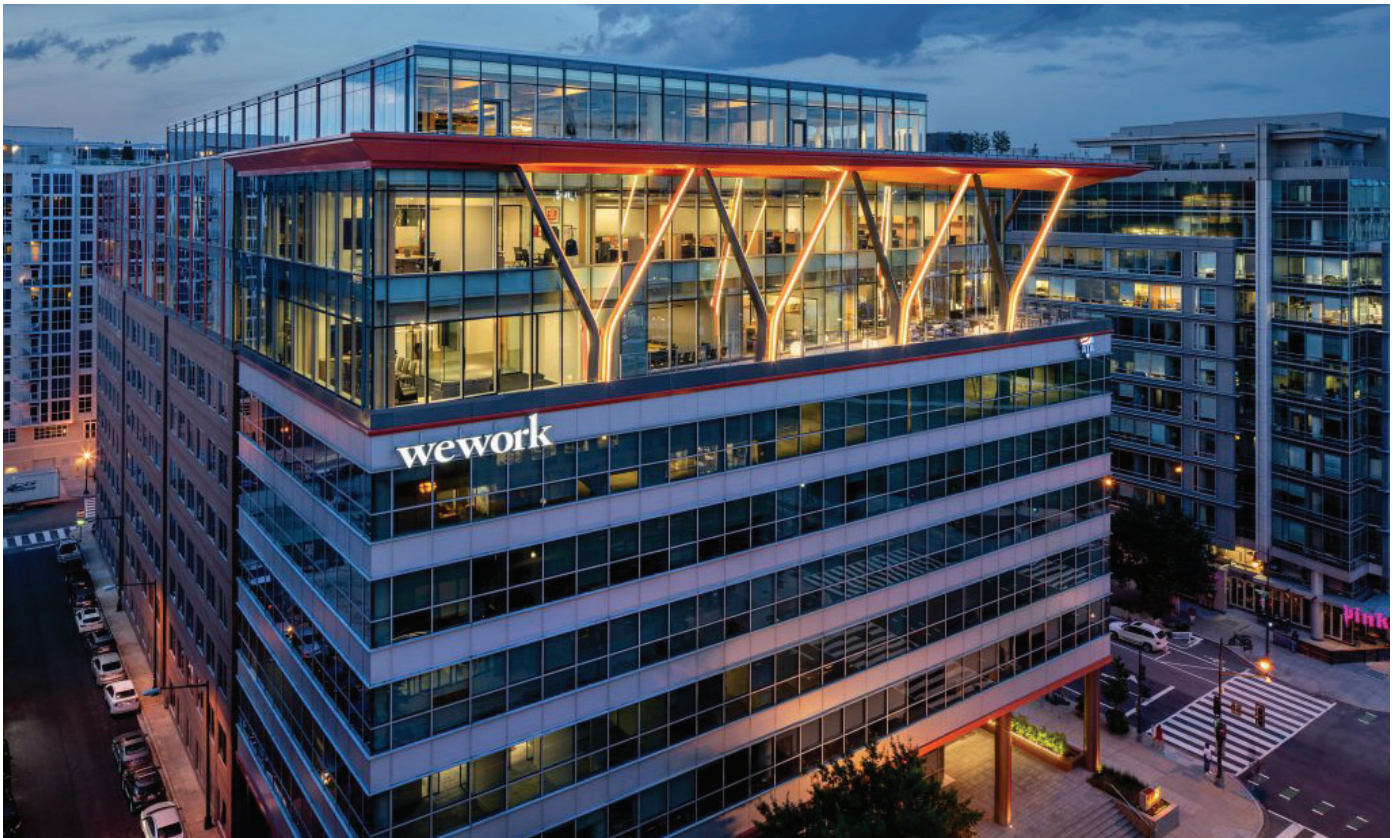
What began as a passion project resulted in the first mass timber addition in the nation's capital by Hickok Cole. Having realized mass timber's potential, the firm is forging a path towards mainstreaming mass timber in the building industry. This guided tour will explore opportunities and challenges of mass timber construction, the lessons learned, and the design process that lead to a successful project delivery by the design team.



Mark Ramirez, AIA
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Mark Ramirez, AIA

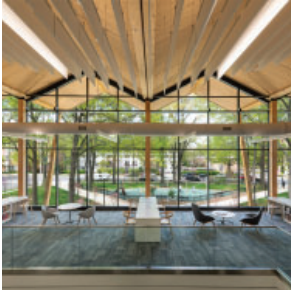
Mark is a Principal and Managing Director at Hickok Cole. A registered architect with over 25 years of experience, he specializes in cultural, commercial office, mixed-use and housing projects. As managing director, he is responsible for overseeing project and staff operations, project profitability and firm wide recruitment. As the former director of the Commercial Office group, Mark serves as the Principal-in-charge of a number of larger scale, high profile and forward looking projects. He is also the executive sponsor for Hickok Cole's internal iLab research program, and champions both firm research initiatives and staff innovations.



Venue Details

Southwest Library

The new Southwest Library, designed by Perkins Will, replaced the existing branch Library in 2021. It is the first public building in DC to utilize dowel laminated timber (DLT) mass timber construction. The library achieved LEED Platinum certification for environmental design, integrating energy and water conservation strategies and environmentally responsive materials, sourced regionally.



Session 02 Organizers

the Scholars

Sasha Petersen, AIA



Speaker Name, Credentials
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Sasha Petersen is an associate and project manager at StudioMB Architects where she has worked for the past 8 years on everything from restaurants to horse barns. She is a graduate of the University of Maryland and began her career at Bennett Frank McCarthy Architects where she honed her skills in residential design. She enjoys being a generalist and continuing to learn about new project types, but in recent years she has specialized in schools and is particularly experienced in design for Montessori programs.

Sasha was recently a speaker at the Association for Learning Environments Virginia conference, providing insight on equitable design principles based on her work across different wards with DC Public Schools. Sasha deeply values her relationships with clients and sees architecture practice as a collaboration with stakeholders to best meet the needs of the end users and the community

Joanna Yu, RA, LEED AP



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Joanna Yu is an architect with over 10 years of experience, with a specialty in large multi-family communities and development. She moved back to DC in 2022 to join Hickok Cole as a Project Architect after six years in Baltimore.

Joanna graduated from University of Maryland with Masters in both Real Estate Development and Architecture, believing that architects can be better leaders for clients and the community by fully understanding the industry that the profession serves. She learned how clients can think about their projects and the different challenges they can face, and incorporated that knowledge to speak better to the clients' languages and needs. Joanna continues to approach projects and the profession with curiosity, multidisciplinary thinking, and collaborative approach in order to find the best solutions for project challenges.

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Acknowledgements

We would also like to thank Columbia Property Trust for providing access to their property on 80 M Street for CKLDP to have a tour of its mass timber addition.

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