

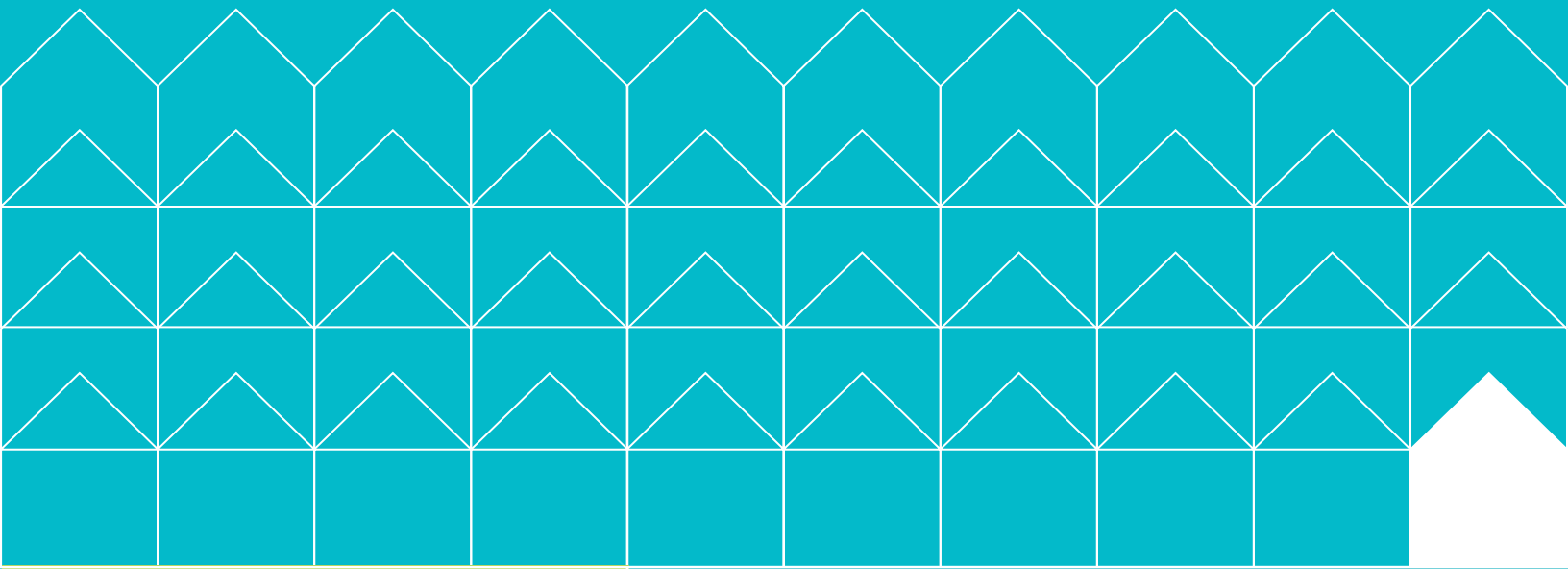
December 7-9, 2011
Arizona Biltmore | Phoenix, AZ



hanley wood

MORE IS MORE

Expanding your practice through collaboration, diversification, and ingenuity



REGISTRATION | \$375 Before November 7 | \$450 After



register today—reinventionconf.com



BONUS: Earn up to 18 Continuing Education Hours. (pending approval)

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December 7–9, 2011
Arizona Biltmore | Phoenix, AZ



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MORE IS MORE

Expanding your practice through collaboration, diversification, and ingenuity

The economic downturn has imposed a downward pressure on the remuneration residential architects can claim for their typical menu of services. With fewer projects available, you must claim more of the opportunities each project entails. The **eighth annual Reinvention Symposium** will examine new practice models innovative architects can use to survive these tough times and to position themselves to thrive in the upturn.



KEYNOTE SPEAKER

Rick Joy, AIA
Rick Joy Architects Ltd.

Informed by his past as both a carpenter and a musician, architect Rick Joy designs buildings that are emotionally moving and quietly transcendent while remaining solidly grounded in their place. After working in and around Tucson, AZ, for years, Joy now travels far afield applying his small practice sensibilities and attention to complex and often collaborative projects throughout the United States and abroad.



CONTINUING EDUCATION CENTER

Stop by our continuing education center to pick up some additional coursework opportunities provided by the Reinvention 2011 sponsors.

Get an Entire Year's Worth of AIA/CES Hours at Reinvention!

Earn up to 18 Continuing Education Hours from AIA. Hanley Wood is an AIA/CES registered provider offering Continuing Education Hours for selected seminars included in the program. AIA/CES Health, Safety and Welfare (HSW Registered Seminars) and Sustainable Design (SD) are identified with an asterisk (*). Hours will be reported on your behalf. AIA Membership numbers are required to report hours. Non-AIA members may request a certificate of completion. (pending approval)

SPEAKERS

Bill Aylor, AIA
LakelFlato

Marlon Blackwell, FAIA
Marlon Blackwell Architect

Will Bruder
Will Bruder + Partners Ltd.

Wendell Burnette, AIA
Wendell Burnette Architects

Andy Byrnes, AIA
Construction Zone

John DeForest, AIA
DeForest Architects

Jared Della Valle, AIA
Alloy

Lise de Vito, Assoc. AIA
Zack I de Vito Architecture Construction

Duo Dickinson, AIA
Duo Dickinson Architect

David Dowell, AIA
El Dorado Inc.

Kevin Eckert, LEED AP
Build LLC

Ted Flato, FAIA
LakelFlato

Elizabeth P. Gray, AIA
Gray Organschi Architecture

Eddie Jones, AIA
Jones Studio

Neal Jones, AIA, LEED AP
Jones Studio

Rick Joy, AIA
Rick Joy Architects Ltd.

Andrew van Leeuwen, Assoc. AIA
Build LLC

Alan Organschi
Gray Organschi Architecture

Douglas Stockman
El Dorado Inc.

Jim Zack, AIA
Zack I de Vito Architecture Construction

ACCOMMODATIONS

Hotel accommodations have been reserved at the Arizona Biltmore in Phoenix at a discounted group rate of \$179 per night. Attendees are responsible for booking their own hotel and travel accommodations. Make your reservations early, as space is limited. This special rate is only available until November 16, 2011, or until Hanley Wood's block sells out—whichever occurs first. After that time, availability and rates are at the hotel's discretion.

To make reservations, please call the hotel directly at 800.950.0086. Attendees should identify themselves with the Reinvention Conference 2011 to receive the discounted conference room rate. Cancellations must be received 48 hours prior to the date of arrival. Attendees will be responsible for the full cost of the reservation if cancellations are made after that point.

If you have any difficulty booking your room reservation at the Arizona Biltmore, please e-mail reinvention@hanleywood.com.

ATTENDANCE POLICY

Attendance at this event is reserved exclusively for architects and service providers who have paid a fee as official sponsors and/or exhibitors of this event. Hanley Wood, LLC reserves the right to review, accept, and/or reject all registrations. If you plan to bring a guest, please note that they will be charged as an additional registrant if they attend the conference or activities.

Press attendance is allowed only with the written permission of Hanley Wood editors. Press must register through Hanley Wood in Washington, D.C.

REGISTRATION/CANCELLATION POLICY

A cancellation must be made in writing and submitted to the Hanley Wood registration company via mail, fax, or email. Cancellation requests received 31 days prior to the first day of the conference will receive a full refund minus a \$75 handling fee. Cancellation requests received on or within 30–22 days of the first day of the conference will be subject to a loss of 50% of the entire registration fee.

Cancellation requests received within 21 days of the first day of the conference will be subject to a loss of 100% of the total registration fee. Attendees who cancel their hotel reservations are responsible for any applicable charges. A confirmation of your registration will be sent in writing within two weeks of registering. Name changes are permitted at any time.

For cancellations or modifications, please e-mail reinvention@hanleywood.com.

The early conference registration rate of \$375 ends November 7 at 5:00 pm EST. Registration after this date will be \$450. **Please note: Attendance is limited, and this conference will sell out. Please register early to ensure a space at the conference.**

for more information and to register, visit—reinventionconf.com



CONFERENCE PROGRAM

WEDNESDAY, DECEMBER 7

8:00 – 9:00 AM

Coffee and Pastries To-Go Breakfast

SPONSORED BY:



9:00 AM – 4:00 PM

Housing Tour—Visit Phoenix's finest residential architecture* 6.5 CES hours

Buses will begin leaving at 9:00 AM from the Biltmore. Lunch will be provided.

A separate registration is required for this bonus program—\$60 per conference attendee; \$80 if registering for housing tour only.

[NOTE: No self-driving is permitted. All tour participants must use provided transportation.]

SPONSORED BY:



5:00 – 6:30 PM

AIA Custom Residential Architects Network (AIA-CRAN) Forum

A newly minted Knowledge Community of the AIA, this group addresses the concerns of the custom residential architect.

6:30 – 8:00 PM

Welcome Reception

Join us for a meet and greet with your fellow architects. Appetizers and drinks provided.

THURSDAY, DECEMBER 8

7:30 – 8:00 AM

Breakfast

SPONSORED BY:



8:00 – 9:30 AM

Keynote Address: "Progress Report: Adapting and Evolving" 1.5 CES hours

Every architecture firm has streamlined during this recession, but lean doesn't mean you can't still go for those big firm commissions. Learn how Rick Joy, known for his jewel-like single-family commissions, has stretched his small practice to

tackle complex and sometimes far-flung master planning and design projects.

PRESENTER:

Rick Joy, AIA, Rick Joy Architects Ltd.

9:30 – 9:45 AM

Coffee Break

SPONSORED BY:



9:45 AM – 12:15 PM

Thinking and Making* 2.5 CES hours

When design stops at the contractor or developer's feet, architects shed control and commissions. No wonder more entrepreneurial young firms are embracing the whole project—from start to finish. Learn how design-led design/build practices and design-led development teams are making their own luck in residential architecture.

PANELISTS

David Dowell, AIA, and Douglas Stockman, El Dorado Inc.

Andrew van Leeuwen, Assoc. AIA, and Kevin Eckert, LEED AP, Build LLC

Jared Della Valle, AIA, Alloy

Lise de Vito, Assoc. AIA, and Jim Zack, AIA, Zack I de Vito Architecture Construction

12:15 – 12:30 PM

Coffee Break

SPONSORED BY:

Panasonic ideas for life

12:30 – 2:45 PM

The 2011 residential architect Leadership Awards Luncheon* 1.5 CES hours

HALL OF FAME:

Will Bruder, Will Bruder + Partners Ltd.

Trained as an artist, Will Bruder draws deeply from light, form, and place for his inspired portfolio of work. While Phoenix's Burton Barr Central Library is considered his iconic achievement to date and he has built a rich collection of other civic structures, Bruder elevates every building type he touches—from a humble car wash to a white water rafting company headquarters. But had he chosen to specialize only in residential work, he would still rank in the top rung of

practitioners in the United States. Additionally, his generous mentorship has created its own legacy of accomplished architects, all of whom travel seamlessly between award-winning residential work and a breadth of other building types.

TOP FIRM

Marlon Blackwell, FAIA and Meryati Johari Blackwell, Assoc. AIA and LEED AP, Marlon Blackwell Architect

It's a feat of architectural magic to design buildings that are of the world and of their place at the same time. Marlon Blackwell Architect achieves both with an unassuming grace that belies the effort and rigor behind the work. The firm delights in meager budgets and humble programs, and then weaves its wand to create muscular buildings that still, somehow, are light on their feet. A practitioner and pedagogue, Marlon Blackwell is also the head of the architecture department at the University of Arkansas' Fay Jones School of Architecture.

RISING STAR

Elizabeth P. Gray, AIA, and Alan Organschi, Gray Organschi Architecture

A truly renaissance collection of talents resides in the firm of Gray Organschi. Here, expertise in architecture, interior design, cabinet making and other fabrications, and construction come to bear on every project. From the keenly observed small design detail to a meticulously resolved new house, the firm applies its eye for excellence to every commission, often achieving award-winning results. Organschi also shares his time with the partners' alma mater, the Yale School of Architecture, where he teaches a housing studio and is an instructor in building technology.

SPECIAL AWARD-WINNERS PANEL DISCUSSION: "The Future of Residential Practice"

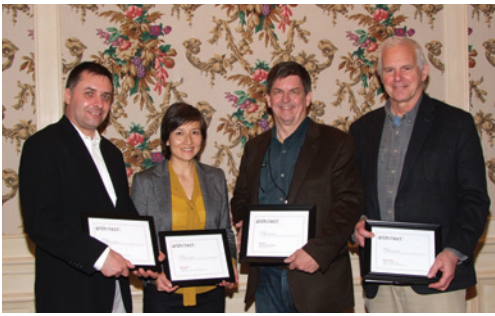
Winners of *residential architect* magazine's annual Hall of Fame, Top Firm, and Rising Star Leadership Awards discuss what they think the future of residential practice will bring.

3:00 – 4:00 PM

Breakout Sessions 1 CES hour

1. ARCHITECT-LED DESIGN/BUILD*

Leaders: **Lise de Vito, Assoc. AIA, and Jim Zack, AIA, Zack I de Vito Architecture Construction**



2. ARCHITECT-LED DEVELOPMENT

Leader: **Jared Della Valle, AIA**, Alloy

3. ARCHITECT-LED INTERIOR DESIGN*

Leaders: **Elizabeth P. Gray, AIA**, and **Alan Organschi**, Gray Organschi Architecture

4. PERFECTING THE CLIENT PROCESS

Leaders: **John DeForest, AIA**, DeForest Architects, and **Duo Dickinson, AIA**, Duo Dickinson Architect

5. THE FINE ART OF BLOGGING AND OTHER NEW MEDIA MARKETING STRATEGIES

Leaders: **Andrew van Leeuwen, Assoc. AIA**, and **Kevin Eckert, LEED AP**, Build LLC

4:00 – 4:15 PM

Coffee Break

4:15 – 5:15 PM

Case Study: What a High-Design Firm Learned From Prefab* 1 CES hour

If you've ever dreamed of expanding your influence on American housing, you'll learn from the inspiring and perspiring journey one top-ranking firm took to reinvent the mass market formula. LakelFlato's Porch House combines the indoor/outdoor living and vernacular architecture the firm is famous for, along with a set of modules for maximum flexibility in siting and adaptability to myriad program needs.

PANELISTS

Ted Flato, FAIA, LakelFlato

Bill Aylor, AIA, LakelFlato

5:30 – 7:00 PM

Cocktail Reception

SPONSORED BY:



FRIDAY, DECEMBER 9

7:30 – 8:00 AM

Breakfast

SPONSORED BY:



8:00 – 9:30 AM

Special Participatory Event—"You On View" Slide Presentation by Attendees and Speakers

1.5 CES hours

It's been a tough year for everyone in the profession. But slow times are when architects

reignite their inventive sides. Here's your chance to share your built or conceptual work, your thoughts about housing and residential practice, or any other creative enterprise that inspires you. Take two minutes and show everyone what's on your mind.

SPONSORED BY:



9:30 – 9:45 AM

Coffee Break

SPONSORED BY:



9:45 AM – 12:15 PM

Getting It Right: The Architect/Builder Collaboration*

2.5 CES hours

Beautiful, successful houses require a meeting of the minds among important members of the project team. Hear from accomplished architects and custom builders about how they keep communication, invention, and problem-solving flowing as they execute their one-of-a-kind collaborations.

PANELISTS

Andy Byrnes, AIA, Construction Zone

Wendell Burnette, AIA, Wendell Burnette Architects

Eddie Jones, AIA, Jones Studio

Neal Jones, AIA, LEED AP, Jones Studio

12:15 PM

Reinvention Symposium Adjourns

SPECIAL EVENTS

12:30 – 1:30 PM

A CORA/AIA-CRAN Luncheon Meeting

The Congress of Residential Architecture and AIA-CRAN working lunch.

SPONSORED BY:



1:30 – 2:30 PM

The Annual Meeting of the Congress of Residential Architecture: CORA: 10 Years After

CORA founders Duo Dickinson, AIA, Jeremiah Eck, FAIA, and Dennis Wedlick, AIA, offer their review of topics discussed over the past decade at CORA gatherings—what has changed, what remains the same, and what the future may hold.

Separate registration is required. Registration is FREE. For more information about CORA and to register, please email info@corarchitecture.org or visit corarchitecture.org.





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AGENDA-AT-A-GLANCE

REGISTRATION

\$375 Before November 7 | \$450 After
REGISTER EARLY—Reinvention Sells Out Every Year!

WEDNESDAY, DECEMBER 7

Housing Tour

AIA Custom Residential Architects Network (AIA-CRAN) Forum

Welcome Reception

THURSDAY, DECEMBER 8

Keynote Conversation—"Progress Report: Adapting and Evolving" **Rick Joy, AIA**, Rick Joy Architects Ltd.

Panel Discussion—Thinking and Making

Leadership Awards Luncheon

- Hall of Fame:
Will Bruder, Will Bruder + Partners Ltd.
- Top Firm:
Marlon Blackwell, FAIA, and Meryati Johari Blackwell, Assoc. AIA and LEED AP, Marlon Blackwell Architect

- Rising Star:
Elizabeth P. Gray, AIA, and Alan Organschi, Gray Organschi Architecture

Special Award-Winners Panel Discussion: "The Future of Residential Practice"

Breakout Sessions

- Architect-Led Design/Build
- Architect-Led Development
- Architect-Led Interior Design
- Perfecting the Client Process
- The Fine Art of Blogging

Case Study—What a High-Design Firm Learned From Prefab

Cocktail Reception

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Special Participatory Event

"You On View" Slide Presentations

Panel Discussion—Getting It Right: The Architect/Builder Collaboration

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