

# TEACAM22 Program Agenda

Tuesday, November 1

5:00 to 6:00 PM (Local Time)

**Registration**

5:30 to 7 PM

**Opening Reception**

Wednesday, November 2

7:00 to 8:00 AM

**Registration**

8:00 to 8:15 AM

**Mark R. LePage**

Opening Remarks

8:00 to 9:00 AM

**Networking Breakfast**

Topic discussions at round tables

9:00 AM

**Start of Session 1**

9:00 to 9:30 AM

**Bolanle Williams-Olley - Mancini Duffy**

Creating BOLD Possibilities, Empowering Leaders to Build BOLD Firms

Hear from Bolanle Williams-Olley, CFO and Co-Owner of Mancini Duffy speak on how to empower leaders to BUILD BOLD firms. Using the BOLD framework, Bolanle will share how to lead yourself and replicate that skill set for your people and practice.

9:30 AM to 10:00 AM

**Marica McKeel - Studio MM Architect**

Hiring with Heart: Growing a Modern Design/Build Firm from Solo to 17

Marica McKeel, founder and principal of Studio MM Architect will share her story of building a modern residential design/build firm from a solo practice to a team of 17, overcoming the fear of hiring her first employee, and the power of growing your team with intention and hiring with your heart.

10:00 to 10:30 AM

**Antoinette Bunkley - CO Architects**

Business Benefits of Doing the Right Thing (Justice, Equity, Diversity, and Inclusion)

Description TBD

10:30 to 11:00 AM

**Networking Break**

11:00 to 11:30 AM

**Emily Soccorsy and Justin Foster - Root + River**

The Birds + Bees of Post Pandemic Branding

What is a brand? Where does it come from? How do you know you have one? How do you grow it? Why does having a brand matter? Brand is one of those terms everyone uses but few know exactly what it is and what it means! And brand is more essential than ever in terms of attracting and hiring talent, which has grown increasingly more difficult as the pandemic recedes. We are pleased to share this lively and interactive presentation by brand strategists and Root + River co-founders, Emily Soccorsy + Justin Foster. They will update your definitions for branding and

marketing, share their insights on why branding is a priority right now, given all that has changed in the world and in our businesses, and walk participants through a self-assessment of the 5 essentials of modern branding.

11:30 AM to 12:00 PM

**Emily Mottram & Michael Maines**

Pretty Good House

Most homes waste energy and other resources, they aren't always healthy for the residents, and are prone to decay and early failure. As we enter the age of climate change, how can we design and build homes that are efficient, durable, resilient, and comfortable, with good indoor air quality? Various programs exist to address these issues, from building codes setting a low bar to specialty programs such as LEED and Passive House setting higher bars (at least in theory). What kind of house should we really be building? Published by Taunton Press, *Pretty Good House: A Guide for Creating Better Homes* provides a framework and guidelines to focus on the core issues that should be front and center when designing and building a high-quality home or renovation.

12:00 PM

**End of Session 1**

12:00 PM to 1:00 PM

**BS & Beer Lunch**

Interactive Building Science Q&A Session with Emily Mottram & Michael Maines

1:00 PM

**Start of Session 2**

1:00 to 2:00 PM

**Joyce Marter - Joyce Marter, LCPC (Keynote)**

Mental Wealth: How Improving Your Mental Health Can Promote Financial Wealth

Renowned psychotherapist and entrepreneur, Joyce Marter, will share the intrinsic relationship between mental health and financial health. In this dynamic keynote event, Marter will promote your mental health awareness and also teach you how to leverage psychology to welcome greater prosperity. Marter illustrates how self-worth is connected to net-worth and attendees will learn how to promote self-worth, mental well-being, and financial health for themselves and their clients using simple and practical techniques from cognitive behavioral therapy, narrative therapy, and mindfulness practices. Participants will explore how true prosperity is having both financial wellness and personal prosperity such as health, support, work-life balance, and happiness. The session will end with a guided meditation to help you honor the impact of the pandemic on you personally, and refresh and reboot your mind, body, and spirit so you can thrive and prosper!

2:00 to 2:45 PM

**Networking Coffee Break**

Kenia and Matt Forget - Stix + Brix Model Building

2:45 to 3:30 PM

**Mark R. LePage**

EntreArchitect Honor Awards

3:30 to 4 PM

**Networking Break Honoring Awards Recipients**

4 to 5 PM

**Jeff Echols**

Context & Clarity Conversation  
Topic discussion with live audience  
Interaction

5:00 PM

**End of Session 2**

7:00 to 9:00 PM

**V.I.P. Dinner**

Thursday, November 3

8:00 to 9:00 AM

**Networking Breakfast**

Topic discussions at round tables

9:00 AM

**Start of Session 3**

9:00 to 9:30 AM

**Megan Dahle**

Why Financial Statements Are (Mostly) Useless - And What To Do Instead

Accounting was not made for you and your business. It doesn't give you a complete picture of what's happening, what levers to pull to fix potential problems or give you guidance to reach your goals faster. This is why you have that feeling of "missing something" when you review your financials. This session will help you see your business in a whole new light. By mapping your business, goals, and experiments to a simple grid, you are going to gain a whole new perspective on the options and decisions in front of you. You will learn how to see your cash flow months into the future,

build goal achievement directly into your business, identify better solutions for a healthy business, and finally understand what "enough" looks like. Discover how to collect all the moving pieces - all the different opportunities and ideas - and reconnect with the goals that set you on the path to your own firm in the first place.

9:30 to 10 AM

**Shannyn Lee - Win Without Pitching**

Pricing Principles for Small Firm Architects

Description TBD

10 to 10:30 AM

**Break**

10:30 AM to Noon

**Bryon McCartney - Archmark**

Strategic Planning Made Simple (Interactive Workshop)

Get clarity on your firm's next 90 days in just 90 minutes. In this interactive workshop, small firm business and marketing coach, Bryon McCartney, will lead you through a simple exercise to identify the key business priorities for your firm. By the end of this session, you'll have a strategic roadmap to create momentum in your firm. You'll also receive access to our digital workbook and training to help you map your 10-, 3-, and 1-year goals. The skills you learn in this session will give you a scalable and repeatable process that you can use over and over to keep your firm on track with your goals.

12:00 PM

**End of Session 3**

12:00 to 1:00 PM

**Lunch**

1:00 PM

**Start of Session 4**

1:00 to 1:45 PM

**Evelyn Lee and Je'Nen Chastain -  
Practice of Architecture / Practice  
Disrupted Podcast**

Transforming the Practice of Architecture

The way architects practice is changing. Is your design practice ready? Join Evelyn Lee and Je'Nen Chastain, the co-hosts of Practice Disrupted as they discuss industry trends and the evolution of design practice. Discover important ideas firm leaders need to pay attention to, and strategies for managing change. Learn the latest on hybrid practice and workplace best practices.

1:45 to 2:15 PM

**Evan Troxel - TRXL Podcast**

Two Things Architects Hate

The co-evolution of technology and the profession of architecture

2:15 to 2:45 PM

**Randy Wilburn - Encourage, Build, Grow  
/ Zweig Group**

The Role of Routine

What would your life be like if you got just 1% better every day? We look at the routines and habits that make up your day and discuss ways to improve professionally and personally. From Deep Work to your morning and evening routines, we will identify best practices to help you rule your day and be the best version of yourself. If you feel like you are just getting by or need a shot of encouragement and instruction, this is the session for you.

2:45 to 3:15 PM

**Coffee Break**

3:15 to 3:30 PM

**Mark R. LePage**

Closing remarks and introduction of Gene Kohn and Context & Clarity Live

3:30 to 4:00 PM

**Gene Kohn - KPF Architects (Keynote)**

The Business of Architecture

Sharing the story of KPF from a small firm of 3 partners to an international firm of 700+, and the critical importance of focusing on the business of architecture.

4:00 to 5:00 PM

**Jeff Echols & Katharine MacPhail with  
Gene Kohn**

Context & Clarity Live

Interview with Gene Kohn of KPF Architects

5:00 PM

**End of Session 4 / End of Conference**

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*\* We continue to refine the Annual Meeting program to be the best it can be for our community of small firm entrepreneur architects. Speakers and presentations are subject to change.*