



THIS YEAR'S LOCATION

This year's Industry Leaders Roundtable is being held at **The Presidio** in the heart of San Francisco, CA.

Learn more about this iconic location at presidio.gov.

The BWAf is delighted to invite you to our seventh annual Industry Leaders Roundtable Retreat. As you know all too well, women have long been marginally represented in the active practice of architecture, engineering, and construction (AEC). By participating in this year's program, *Celebrating the Journey: Champions of Change*, you will glean state-of-the-art research and necessary tools to galvanize a change in culture within your firm to support, retain, and promote high-talent women. In sum, *you* will become a champion of change.

This two-day retreat is structured as a roundtable discussion in the iconic Presidio in San Francisco, CA. Using data, case studies and facilitated workshops, participants will have the opportunity to build on their personal and firm strengths. In sum, you will leave with a strategic, actionable toolkit to enact a cultural change in your firm.



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Industry Leaders ROUNDTABLE

Oct. 18th, 2016 – Oct. 19th, 2016
San Francisco, CA

Celebrating the Journey: *Champions of Change*



Celebrating the Journey: *Champions of Change*

2016 BAAF INDUSTRY LEADERS ROUNDTABLE

Industry Leaders ROUNDTABLE Program

KEYNOTE SPEAKER

- **ARTHUR GENSLER**, FOUNDER OF GENSLER

FEATURED SPEAKERS

- **MARY LOU CASTELLANOS**, REALTOR, SOTHEBY'S INTERNATIONAL REALTY
- **JULIA DONOHO**, PRINCIPAL, PROJECT LEAD, EQUINOX DESIGN AND DEVELOPMENT
- **LISA LARRABEE**, CEO, CHAIR, HARRIS & ASSOCIATES
- **SUZANNE PENNASILICO**, CHIEF HUMAN RESOURCES OFFICER AT SKIDMORE OWINGS & MERRILL LLP
- **ROSA SHENG**, AIA SENIOR ASSOCIATE BOHLIN CYWINSKI JACKSON / FOUNDING CHAIR OF AIASF EQUITY BY DESIGN
- **JENNIFER WOLCH**, DEAN OF THE COLLEGE OF ENVIRONMENTAL DESIGN, THE UNIVERSITY OF CALIFORNIA, BERKELEY

Hear from leaders who have made real advances for women. **Learn from case studies**, life stories, and successes in business about the journey to win iconic awards like the AIA Gold Medal. **Explore programs** that can be implemented in any organization to attract develop and retain high value women. **Gain useful tools** to take back to your firm through strategic planning sessions guided by leaders whose work has enacted positive change for women. **Network** at the cocktail reception and dine-around dinners intended to encourage intimate interaction with speakers.

WHY IT MATTERS

Statistics abound indicating the need for full integration of women into the workplace -- a practice which, executed correctly, produces firm-wide benefits including: increased contracts, expanded markets, improved recruitment, and retention of key talent. This two-day retreat is the only event of its kind, where participants develop targeted plans for their organizations together.

WHO SHOULD ATTEND

- Directors of Human Resources
- Firm Leaders
- Representatives from membership organization leaders, such as CREW, AREW, AIA, ASLA, ASCE

We prefer teams of human resources and firm leadership to encourage concrete organizational planning.



COST OF ATTENDANCE

The cost is \$2,500/person or \$4,500 for two from the same firm. This includes lunches, coffee breaks, and a cocktail reception.



HOTEL ACCOMODATIONS

Attendants are responsible for their own accommodations. We recommend **The Buchanan Hotel**, a short drive away from the Presidio.



APPLY TO ATTEND

Space is limited. Please register ASAP at <http://www.bwaf.org/roundtable2016>.

Registrants will receive an agenda and a suggested bibliography in September.



Changing the culture of the design and construction industry, for women, through education and research.