

ADVOCACY & DESIGN

***Underlined [names](#) link to bios

7:30 - 8:00 **BREAKFAST**

8:00 - 8:15 **WiA - Why, How, & What**

Pooja Bhagat, AIA

Principal, Pooja Bhagat Architects & Planners

Patricia Rhee, AIA, DBIA

Partner, Ehrlich Yanai Rhee Chaney Architects

Jenna Knudsen, AIA

Principal, CO Architects

Melanie Freeland, AIA

Associate, Gensler

8:15 - 8:50 **Making a Difference**

Amy Elaine Wakeland

Public Policy Expert, Political Strategist,
Advocate for Women, Children & Families
First Lady of Los Angeles.

Architecture and Design is a powerful avenue and catalyst for change. Women will continue to make a difference to our communities by shaping the built environment. An equal opportunity platform advocates for support, encouragement and innovation.

8:50 - 9:35 **Advocacy in the Community: Collective Design**

Jia Gu

Partner, Spinagu

Tanya Paz

Senior Designer, CAMA

Jayna Zweiman

Co-Founder, Pussyhat Project

MODERATOR: **Melanie Freeland, AIA**
Associate, Gensler

Whether it be rethinking health access for an underserved area or knitting a hat as an icon for women's empowerment, the power of design to transform not just the space around us but also advance dialogue and inspire a community is undeniable. How might we work together to continue to affect change in a city that goes beyond the physical environment?

9:35 - 9:45 **Symbiosis**

Whitney Wyatt, AIA

Principal, Ehrlich Yanai Rhee Chaney Architects

Architectural Practice + Parenthood—a mutually beneficial relationship. Whitney shares how becoming a parent has been valuable to her as an architect and how being an architect has been advantageous to her as a parent.

9:45 - 10:00 **BREAK
Networking**

10:00 - 10:35 **Architecture as a Catalyst for Change**

Marsha Maytum, FAIA

Founding Principal, Leddy Maytum Stacy Architects

Marsha Maytum will discuss how architecture can promote a regenerative future and be a catalyst for positive social change. The firm has focused on mission driven projects that advance the integration of environmental sustainability and design excellence, support social equity and make positive contributions to their community. They believe in the transformative power of architecture to reach beyond the property lines to help address challenges in our communities—affordable housing, innovative education, aging with dignity, homelessness, disability rights, and climate change.

10:35 - 11:15 **Creating Great Places**

Amanda Daflos

Director, Innovation Team, Mayor's Office of
Budget and Innovation City of Los Angeles

Susan Bartley, AIA

Associate Director, Skidmore Owings & Merrill

Clare De Briere

C & C Ventures, ULI District Council Chair

MODERATOR: **S. Gail Goldberg**
Executive Director, Urban Land Institute, LA

Development in Los Angeles is complicated—how do we work together to create places that are rooted in great design? This panel discussion explores collaboration among Architects, the City and Developers in the making of successful—and failed—places and projects.

11:15 - 11:25 **“Practitioners”**

Nina Briggs

Founding Principal, The FABRIC,
Adjunct Faculty, Woodbury University

Architecture community cannot exist without allied professions and practitioners. Women have had significant influence in the creation of the built environment and an increasingly aware public discourse acknowledging the vital roles women occupy sparks a perceptual shift toward a more inclusive culture.

11:25 - 12:00 **Diverse Practice | Diverse Practitioners**

Sarah Lorenzen, AIA

Professor & Chair of Architecture, Cal Poly Pomona

Renee Dake Wilson, AIA

Principal, Dake Wilson Architects

Jenna Didier

Artist, Founder, Materials & Applications

MODERATOR: **Nina Briggs**
Founding Principal, The FABRIC,
Adjunct Faculty, Woodbury University

Acknowledging allied practitioners enhances the current discourse on inequity in the profession(s), fills a void in the incomplete body of material knowledge of women in architecture and design, and reconstructs the female legacy through a compellingly intimate lens.

12:00 - 1:15 **LUNCH DISCUSSION CIRCLES**

Topics and Champions

Negotiation Strategies

Claudia Carol, AIA

Lani Lee, AIA

Deborah Weintraub, AIA

Charting your Career Path

Kate Diamond, FAIA

Entrepreneurship

Christina Monti

Emmanuelle Bourlier

Talent Retention/
Retaining Bright Young Women

Nikki Kerry

Aaron Reynolds, DBIA

Implementing Equitable Practices

Jennifer Knudsen, AIA

Douglas Teiger, AIA

Work/Life Balance (not only for parents!)

Isabelle Duvivier, FAIA

Interviewing and Networking Tips

Tara Bauer, AIA

Melanie Freeland, AIA

Mentorship

Gina Chang, AIA

Board Membership: Where to Start?

Carissa Oyedele, AIA

Architecture Firm Roles

Carol S. Lanham, AIA

Alternate Career Paths

Heidi Creighton, AIA

How to Handle Sexual Harassment
and Gender Discrimination

Tania Van Herle, AIA

Building a Flexible Practice

Nina Briggs

Elissa Scrafano, AIA

Talking to Your (Future) Client

Mathew Chaney, AIA, DBIA

Phyllis Dubinsky, Affiliate AIA|LA

Advocating for Diversity

Ingaliil Wahlroos-Ritter, AIA

Redefine Your Tribe

Simone Barth-Auster, Assoc. AIA

Assertiveness as a Tool for Negotiations

Dr. Judith Segal

Advocacy—Finding Your Voice and
Taking Action

Marisa Kurtzman

Creating Great Places

S. Gail Goldberg

Morning Session Recap

Dana Cuff, Ph.D.

EMPOWERMENT & DESIGN

1:15 - 1:50 **Design Process**

Gabriela Carrillo

Co-Founder, Taller Mauricio Rocha + Gabriela Carrillo

The process of organizing program into a curated space around a sculpted form is a result of interpretation of context and understanding that is unique to each designer. This analysis gives birth to a journey of conception to development that celebrates the diversity in the built environment and reflects the work of Taller Mauricio Rocha + Gabriela Carrillo.

1:50 - 2:50 **How to Stand Up for yourself**

Dr. Judith Segal

Management Consultant and Executive Coach,
J Segal Company

This is an assertiveness training workshop that helps provide interpersonal skills and tools to help facilitate strong comebacks from negative situations.

2:50 - 3:05 **BREAK
Networking**

3:05 - 3:15 **Best Practices**

Erin Besler and Ian Besler

Principals, Besler & Sons

Erin and Ian are cofounders of Besler & Sons, LLC, a Los Angeles based practice that works to expand the definition of architecture through active participation with amateur creators, construction trades, and design software.

3:15 - 3:55 **Agents of Change:
Architecture-As-Urbanism**

Dana Cuff, Ph.D.

Director, cityLAB-UCLA
Professor, Architecture and Urban Design, UCLA

Architects and planners can shape the world around us, which places ethics and activism at the heart of our practices. Now more than ever is the time to embrace the potential of our profession, by creatively and humanely remaking the metropolis. Los Angeles, the outlier among urban models, is primed to host radical architectural increments that will add up to a city we want to inhabit in the future.

3:55 - 4:00 **Takeaways & Closing**

Pooja Bhagat, AIA

Principal, Pooja Bhagat Architects & Planners

Patricia Rhee, AIA, DBIA

Partner, Ehrlich Yanai Rhee Chaney Architects

4:00 **HAPPY HOUR**

At Kendall's Brasserie

A no-host, relaxing way to end the day.