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WEDNESDAY, DECEMBER 4

GENERAL SESSION: 8:00-9:30 AM

Combining Youth and Design to Build the Future

Room 214A-C



Speaker: Alex Gilliam
Founder Public Workshop

Sponsored by:



THE AMERICAN INSTITUTE OF ARCHITECTS
Committee on Architecture for Education

Discover how engaging youth in positively influencing their schools and communities can stimulate civic innovation and broader social change from keynote speaker, Alex Gilliam. A cheerleader of possibility, Alex Gilliam is the founder of Public Workshop, an organization dedicated to helping individuals, schools, and communities achieve great things through design. Public Workshop creates projects, tools and events that help people positively change the places they live, work and play.

Alex has worked with such organizations as the Cooper Hewitt National Design Museum, the Rural Studio, the Chicago Architecture Foundation, and the University of Pennsylvania. Helping start the Charter High School for Architecture and Design in Philadelphia and numerous other architecture programs for youth, he is a national expert on K-12 design education.



CONCURRENT EDUCATION SESSIONS
9:45 - 10:45 AM

Understanding the Totality of a Classroom Environment

Room 217B

9:45-10:45 AM



Speaker: Amy Kiefer
Vice President, Education Market,
Krueger International, Inc.

Knowledge Partner:



THE AMERICAN INSTITUTE OF ARCHITECTS
Committee on Architecture for Education

More and more studies are coming out with information that architects, designers, and school facility planners have known for years: the space of a classroom is not just a desk and blackboard. Everything from the walls and flooring, to the temperature and air quality can have an effect on a learning space. Students' moods, their behavior, even the amount of information they can retain can be changed with the right materials. This session will look at all design elements and will focus on how these elements can encourage positive learning.

Amy leads Krueger's largest strategic business unit, serving the higher education and K-12 markets. Since her start in 2010, Amy has earned the company record earnings for its Higher Education business unit, launched a new student "learning station" (Learn2™) that secured a Neocon Gold Award, and formed an Educational Advisory Board to help shift the educational paradigm and drive it forward.



The Necessity of Advanced Technology in Learning Spaces (The Power of A/V in Education)

Room 217D

9:45-10:45 AM



Speaker: L. William Nattress III,
CTS-D, CTS-I, Principal, Shen Milsom & Wilke LLC

Knowledge Partner: infoComm INTERNATIONAL

As education policy looks to prepare students for a society with advanced technology, many school districts are finding it a challenge to not only integrate the technology of today into classrooms but also throughout school buildings that were not built with technology in mind. Bill will discuss the technology that should be placed in schools to match the education policy and the plans that school officials, architects, and designers should make to allow for ever-changing technology needs.

L. William Nattress III, CTS-D, CTS-I, worked in the audiovisual industry for 15 years before joining Shen Milsom & Wilke in 1999. Bill began his career as an electrician while studying electrical engineering at Northern Illinois University. He is well known throughout the professional audiovisual industry, and has over 30 years of project management experience in the design, engineering, installation and integration of audio, video, conferencing and control systems. His experience in control system design and programming was used as the foundation for his authoring of the chapter on remote controls systems in the book Basics of Audio and Visual Systems Design: Revised Edition.



Combining Design and Security to Produce a Complete Environment

Room 217A

9:45–10:45 AM



Speaker: Dr. Richard H. Bauscher, Superintendent of Schools, Middleton School District #134

Knowledge Partner:



It is common to assume there is a fight between security and design flow when dealing with a school or campus build. However, happy compromises can be made to produce a secure, innovative learning environment. Planners of educational facilities have to consider the security of hallways, bathrooms, common areas, and more when designing a learning space. During this session, Dr. Bauscher will focus on how to meld a creative design that enhances a positive learning environment with security requirements. Examples of good design that incorporates security elements into a facility in an appropriate manner will be showcased.

Richard was served as the Superintendent of Middleton School District for the past 12 years. He had the opportunity to rebuild one school due to a fire that consumed 75 percent of the facility, and construct a new high school that included the addition of many safety features that have now been tried and tested.



Using Green Spaces as a Learning Tool

Room 217C

9:45–10:45 AM



Speaker: Leann Andrew, Lab and Grants Manager, Green Futures Lab

Knowledge Partner:



Green Spaces throughout a learning space can enhance a facility's aesthetics and improve the quality of the air, but more importantly a green space can become a learning tool for students. Through green spaces, students can learn about horticulture, the life cycle, and a wealth of other topics. This session will feature schools that use green spaces to educate students. A special focus will be on the building of living walls in classrooms and on interior and exterior walls.

Leann is a registered landscape architect with projects spanning across the Midwest, Great Lakes, and Pacific Northwest regions. Leann was formerly the Lab Manager for the Green Futures Research and Design Lab and is currently pursuing her PhD at the University of Washington in Seattle. Her research explores interdisciplinary methods of improving human and ecological health in local and global communities, and promoting environmental education and communication through creative design strategies.



Presenting Proposals to School Boards

Room 214D

9:45–10:45 AM



Speaker: Thomas J. Gentzel, Executive Director, National School Boards Association

The start of a new school building project often begins with a proposal to the school board that explains your vision for the site and how it will meet the needs of the student and educator population. A well-constructed proposal can do wonders for bringing the proper attention to your firm's capabilities and expertise. National School Board Association Executive Director Tom Gentzel will provide advice on what architects and designers can do to set themselves apart from their competition and avoid costly mistakes.

NSBA's mission is to work with and through state school boards associations to advocate for equity and excellence in public education. Prior to leading NSBA, Thomas J. Gentzel was the Executive Director of the Pennsylvania School Boards Association (PSBA).



CONCURRENT EDUCATION SESSIONS 11:00 AM – 12 NOON

Building Spaces that Allow for Changes in the Digital Age

Room 217B

11:00 AM – 12 Noon



Speaker: David A. Stubbs II, Director Facilities Planning & Construction, Clarke County School District

Knowledge Partner:



Technology is a changing area and technology in education is changing rapidly. It is not uncommon to build or remodel a structure with current technology trends only to see the technology dramatically changed by the time the project is done. Join this session to hear what designers and facility managers should take into account to allow spaces to last through the current trends and into the future.



When Technology and Security Come Together (The Power of A/V in Education)

Room 217D

11:00 AM – 12 Noon



Speaker: Alain Durocher, Manager of LE Strategy, Planning and Development Information Technology Service, University of Southern California

Knowledge Partner: infoComm INTERNATIONAL

Creating safe learning spaces is an ongoing challenge for schools and campuses. Whether schools are trying to prevent vandalism, student harassment, or major violent tragedies, security technology can help architects, designers, and school planners put tools in place to reduce the likelihood of school violence. Those attending this session will hear case studies of schools that have incorporated advanced technology on their campus.

Alain has been in the audiovisual industry for over 25 years, and with the University of Southern California (USC) since 2001. He is currently the Manager of Strategy, Planning and Development with his primary function being the design, development and technical support of the more than 250 technology-enhanced learning environments at USC.



Designing for a Career-Orientated Future

Room 217A

11:00 AM – 12 NOON



Speaker: Alex Pitkin, Senior Vice President, Director of Institutional Practice, Symmes Maini & McKee Associates

Knowledge Partner:  **IIDA**
INTERNATIONAL INTERIOR DESIGN ASSOCIATION

Throughout America the unemployment rate for young people has been rising. To combat this, schools are being asked to prepare students for careers they can jump into upon graduation. Programs around health care, construction, agriculture, technology, and more have begun changing the way schools look at educating students for the future. This change is causing more and more high schools, community colleges, and vocational schools to shift their facility needs. This session will highlight schools that have built additional facilities for career programs. Hear the considerations that were made in the design process and observe the results these facilities have on the school.

Alex Pitkin, AIA, MCPPO, NCARB is an SMMA Vice President and Director of SMMA's Institutional Practice Group, which encompasses educational and governmental commissions. He is experienced in numerous new construction and renovation/restoration projects, and brings a wealth of design knowledge to both higher education and primary and secondary projects.



Navigating the World of Sustainable Products

Room 217C

11:00 AM – 12 NOON



Speaker: Elaine Aye, Principal, Green Building Services

Knowledge Partner:  **THE CENTER FOR GREEN SCHOOLS**

The market in the last few years has become full of green products with different standards and classifications causing confusion to purchasers. This session will deepen attendee understanding of the evolving sustainability landscape. Serving as a roadmap through the world of green

products, this session will present case studies to illustrate effective strategies for product attribute disclosure and how they contribute to sustainable design goals.

As a Principal and President of Green Building Services, Inc., Elaine brings a unique perspective to green building and sustainability initiatives. She represents, in her work and approach, the successful merger of the best of the interior design and architectural disciplines, materials specifications, and green building. Her multidisciplinary background and diverse project experience, which ranges from residential and commercial development to state of the art convention centers, distinguishes her in the green building industry.



Dissecting Sales Compensation Plans

Room 214D

11:00 AM – 12 NOON



Speaker: David Solomon, Solomon Coyle, LLC

In this interactive session, David Solomon will help you better understand sales compensation issues and evaluate whether your plan is in alignment with your company's overall objectives. Review how to determine the affordability of your compensation plan based on an understanding of dealer economics, and discuss how your company's compensation philosophy impacts your plan. Dive into a review of types of compensation plans and key elements before wrapping up with insights as to how to implement a sales compensation package that enables your company to focus its sales activities on desired results, tie the rewards directly to achievement level, and be sufficiently flexible to handle future market shifts.

In his role at Solomon Coyle, Dave manages a team of consultants, and oversees the firm's research and benchmarking initiatives, peer group management services, staff development programs, and consulting solutions.

THURSDAY, DECEMBER 5

GENERAL SESSION: 8:00 – 9:30 AM

The Power of Green Spaces in Education

Room 214A-C



Speaker: Stephen Ritz, Founder of The Green Bronx Machine

Sponsored by:  **THE CENTER FOR GREEN SCHOOLS**

Dynamic sustainable design and architecture can start one classroom at a time and can spread throughout a school, a community, a country, and even the world.

Stephen Ritz is a South Bronx teacher/administrator, and founder of The Green Bronx Machine, an organization that teaches children about growing produce by creating green spaces in New York City. This program, which started with a living wall in the basement of a school building, has grown to produce living walls in Rockefeller Center, greenhouses in Harlem, koi ponds for the affluent and pumpkin patches above train stations, and enough locally grown food to feed whole communities. Stephen's extended student and community have grown over 30,000 pounds of vegetables in the Bronx while generating extraordinary academic performance.



CONCURRENT EDUCATION SESSIONS
9:45 – 10:45 AM

LEED for Schools Certification in a 21st Century Learning Environment

Room 217B

9:45 – 10:45 AM



Speaker: Nadja Turek, PE, LEED AP, Director, Sustainable Design Services, Woolpert

Knowledge Partner:  **THE AMERICAN INSTITUTE OF ARCHITECTS**
Committee on Architecture for Education

Building sustainable schools creates a healthy environment in which students can learn. Many schools utilize the LEED for Schools rating system as a goal-setting and performance metric for sustainable schools. School designers will describe the challenging yet engaging

process of LEED certification. Nadja will clarify the certification process, which requires involvement from and heightened collaboration between designers, constructors, faculty and building owners/operators. Using a case study – one of the Department of Defense Education Activity's (DoDEA's) most recent 21st Century School designs, Barkley Elementary School, located at Ft. Campbell, KY – the presenter will examine what building features and management practices aid certification. Nadja will highlight LEED challenges and opportunities presented by traditional schools and this "21st Century School," which features include nine adaptable learning neighborhoods which will allow for new pedagogies and multiple modalities of learning.

At Woolpert, Nadja provides sustainable design training, consulting, and leadership support to the 600-member firm. She consults on sustainable design and planning efforts, provides client education, provides LEED-accredited professional services on projects, and guides Woolpert's internal green design programs. Nadja has extensive project experience with the design and construction of high-performance green buildings, sustainability in master planning, and leveraging geospatial data for sustainable solutions at the community or ecosystem level.



Engaging All Learners: Integrating Technology, Space and Pedagogy (The Power of A/V in Education)

Room 217D

9:45 – 10:45 AM



Speaker: Dr. Tim Springer, President and Founder, Human Environmental Research Organization – HERO, inc.

Knowledge Partner: infoComm INTERNATIONAL

The technology of today has taken learning far past the lecture style of old. Schools have the ability to incorporate technology that allows students to learn through various modalities. Whether teachers are trying to reach visual learners, tactile learners, or learners with special needs, there are many new types of equipment that allow for that. Attendees of this session will see built-in classroom technology that assists teachers in reaching the different learning types and styles of every student.

Tim is a researcher, educator, author, entrepreneur and consultant, and is a recognized expert in ergonomics, performance measurement, and environment and behavior. For over 30 years Tim has advised a wide variety of client organizations on how to make the built environment a better place to be.



Using Yesterday's Buildings to Make Tomorrow's Schools

Room 217A

9:45 – 10:45 AM



Speakers: Paul C. Hutton, Principal, Cuningham Group Architecture, Inc.



John Dale, Principal, Harley Ellis Devereaux

Knowledge Partner:



Take a journey through the renovation of an outdated building as it becomes a learning environment with the future in mind. In cities across the country, as old buildings face remodel, not having the right design and plan in place in the beginning can lead to more work down the road. This session focuses on how to rejuvenate an old building to produce a school that can stand the test of time.

An architect that works with daylighting and sustainable design, Paul has specialized in educational facilities for many years. He is currently serving as the Vice President of the American Institute of Architects – CAE Advisory Group.

John has been involved in the master planning, programming and design of public and private projects for almost 30 years. He has created high-performance environments from preschools through secondary schools. By defining small learning communities which boost student achievement, promote sustainability and galvanize community involvement, he has established model of regional and national significance.



New Sources of Energy and Its Impact on Schools

9:45 – 10:45 AM



Speaker: Chris O'Brien, Director, Office of Sustainability, American University

Knowledge Partner:



Between solar, wind, and thermal technology advances, learning facilities are incorporating new sources of energy into their building plans. These new energy sources allow schools and campuses to save money on energy costs while providing additional learning opportunities to students. Yet adding these energy sources requires additional material and understanding. This session will showcase schools that have effectively incorporated solar, wind, or thermal into their building's energy systems, and what would be needed to bring them to more facilities.

In 2009 Chris became American University's first Director of Sustainability. He is responsible for sustainability policy, planning, outreach and implementation. His work includes leading the university's commitment to achieving climate-neutrality by the year 2020, as well as building and operation green buildings, eliminating waste sent to landfill, and greening the university's procurement. Previously, he directed the Responsible Purchasing Network at the Center for a New American Dream, and earlier served as Managing Director of the Green Business Network and the Fair Trade Federation.



Content Development, Deployment and Management for the Digital Marketplace (For manufacturers, dealers and reps)

Room 214D

9:45 – 10:45 AM



Speaker: Jeff Reddick, Managing Director, Incomar Services

Sponsored by: The NSSEA Rep Committee

Receive insight, tips and best practices for developing information and rich content in today's marketplace. Discover how properly developed content can act as a sales tool. If you're struggling with how to deploy, manage and create your brand content across multiple selling platforms,

then this informative presentation will provide answers. Jeff will teach you how alternative marketing deliverables can advance your business. You will learn how to increase your brand's awareness, distributor acceptance and customer conversions through written optimized content, enhanced images (a step above pictures), video strategies and social marketing.

Jeff has over 20 years of multi-industry experience in leading employee and team development. He has driven to increase sales through marketing, process improvements, and automation with a focus on profit and loss management. A strong leader who works to improve overall operation at all levels through complete understanding of the entire end-to-end business process, Jeff has succeeded in assimilating both technical and complex business issues by utilizing an entrepreneurial and process-driven approach.

CONCURRENT EDUCATION SESSIONS
11:00 AM – 12 NOON

A More Mature Early Childhood Learning Space

Room 217B

11:00 AM – 12 NOON



Speaker: **Jim Stelter, CEO, Vanerum Stelter**

Knowledge Partner: THE AMERICAN INSTITUTE OF ARCHITECTS
Committee on Architecture for Education

States have pledged to expand their early childhood programs to prepare students for lifelong learning, so existing pre-K spaces will need to be transformed, and new spaces will need to be built, to create an emphasis on more mature learning environments. Jim will explain what these new spaces need, and how their design can facilitate learning.

Jim is the founder of Vanerum Stelter, a Grand Rapids, Michigan-based furniture company. He is an engaged learner with fervor for creating inspiring environments that promote the exchange of knowledge and lifelong learning. With almost 40 years in designing, developing, marketing and manufacturing furniture he has experienced the vast potential and delight of our planet.



Technology's Future in Schools: A Forward look at Technology and its Impact on Schools (The Power of A/V in Education)

Room 217D

11:00 AM – 12 NOON

Speaker: **Dr. Tim Springer, President and Founder, Human Environmental Research Organization – HERO, inc.**

Knowledge Partner: infoComm INTERNATIONAL

The growth of "ed-tech" is changing the look and feel of classrooms and buildings. This session will look at school districts that have recently renovated schools and built new school buildings. These schools have planned, designed, and integrated technology into these new buildings. Tim will discuss what technology was chosen and will assess the students' overall learning success since the renovation and occupying the building.



Creating a STEM Learning Environment

Room 217A

11:00 AM – 12 NOON



Speaker: **Daniel Curry, AIA, LEED AP, Associate Architect, Quinn Evans Architects**

Knowledge Partner: IIDA INTERNATIONAL INTERIOR DESIGN ASSOCIATION

In the past decade, educational policy has promoted the expansion of Science, Technology, Engineering, and Mathematics (STEM), changing the space and technology requirements to accommodate STEM learning. In this session learn about the "must-haves" for a STEM-focused learning environment. Speakers will discuss the importance of creating space dedicated to STEM learning, how to develop a strategic flow that allows students to go from classroom to lab setting, and how to incorporate STEM equipment into a given space.

An Associate at Quinn Evans Architects, Daniel specializes in modernizing aging school facilities in urban environments. He brings to his projects a dedication to creating inspired teaching and learning environments that foster a passion for lifelong learning.



Creating Healthy Outdoor Learning Environments

Room 217C

11:00 AM – 12 NOON



Speaker: **Julie Rose, Educational Services Director, Nature Explore**



James R. Wike, ASLA, CLARB, Classroom Design Director, Nature Explore

Knowledge Partner: THE CENTER FOR GREEN SCHOOLS

An emerging trend in educational theory uses outdoors spaces to teach students. Moving beyond a garden, outdoor classrooms provide a deeper appreciation of nature while providing the same skills that one finds indoors. These spaces not only provide students with hands-on learning opportunities, they also increase physical activity and encourage healthy lifestyles. This session features examples of outdoor classrooms from around the country while touching on common design characteristics that are found in outdoor classrooms.

In her role as Educational Services Director, Julie works with groups throughout the United States to meet their requests and needs for Nature Explore educator workshops and outdoor classroom design consultations.

With more than 30 years of professional practice and licensed in eight states, Jim has assembled a wide variety of land planning and site design experience throughout his career. Formerly, Jim was president of Kersey/Wike Associates, P.C., a Memphis, Tennessee-based landscape architectural firm.



Competing in Turbulent Times: Dealer Sales Models for the Future

Room 214D

11:00 AM – 12 NOON

Speaker: David Solomon, Solomon Coyle, LLC

The educational furniture industry is positioned at a crossroads, which presents a number of challenges as well as opportunities for growth for dealers who can "seize the moment." This informative session focuses on the future of the independent and contract furniture dealer, and addresses how dealers can successfully adjust to the internal and external pressures. Come to this session to discuss the role of dealer services and product offerings, developing a solution provider relationship with key manufacturers, the impact of Integrated Project Delivery (IPD) and other responses to changing buying patterns. Explore future dealer business model alternatives, and learn how to select a model with the greatest strategic future benefits. You will leave with thought-starters on your own future planning process.

Be among the first to see what's truly cutting-edge for the coming year. The International Interior Design Association (IIDA) will be judging the 2013 EdSpaces Innovation Award, a competition crafted to highlight the most innovative, best-designed products in the education market. Product designs for the Innovation



Award are being reviewed by a distinguished panel of jurors in San Antonio and announced at the Wednesday General Session at 8:00 am. The EdSpaces Innovation Award will recognize manufacturers for excellence in product design and encourage new ideas and techniques in the design and furnishing of education interior spaces.

FRIDAY, DECEMBER 6

GENERAL SESSION: 7:30 – 9:00 AM

Design for Learning: Case Study Review

Room 214A-C

Breakfast: 7:30 – 8:00 AM / Presentations: 8:00 – 9:00 AM

Sponsored by:

In cooperation with:



Every school that requires a new or extensively redesigned building needs its designers and educational leaders to work together to create a space that responds directly to that school's specific vision, goals, physical environment, and community.

The American Architectural Foundation (AAF) has chosen EdSpaces as one of its inaugural locations to launch the new Design for Learning program, an initiative to develop, advance, and promote innovative modes of teaching and learning through architecture and design. Design for Learning builds on the eight-year legacy of Great Schools by Design, which engaged hundreds of local government officials, superintendents, design professionals, parents, educators, students, and the community in a timely and comprehensive conversation about the environments where our students learn.

During EdSpaces, teams of school officials from select districts across the country will be teamed up with some of the country's best architects and designers to dialog and solve challenges with their schools' physical learning environment. Join your fellow colleagues and thought-leaders as they present the results of two days of meetings and hear how they formulate a plan for improvement to their facilities.

All attendees are welcome at this Closing General Session, where the school leaders and architects will present their solutions and next steps. Come be inspired with new ideas before exploring the exhibit hall on the last day of the show.



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