

THE CONSTRUCTION OWNERS ASSOCIATION OF AMERICA PRESENTS:

COAA-WI 2022 FALL WORKSHOP

SEPT 21

10:00 AM - 3:00 PM CT

EXACT SCIENCES

1 Exact Lane, Madison, WI 53719

PRELIMINARY AGENDA

- 10:00 - 10:20 AM **REGISTRATION & NETWORKING**
- 10:20 - 10:30 AM **WELCOME & OPENING REMARKS**
- 10:30 - 11:45 AM **THE VALUE OF ARCHITECTURE**
- 11:45 - 12:30 PM **LUNCH & COAA OVERVIEW**
- 12:30 - 1:00 PM **COAA CARES**
- 1:00 - 2:00 PM **FLEXIBLE DESIGN**
- 2:00 - 3:00 PM **EXACT SCIENCES TOUR**
- 3:00 PM - TBD **HAPPY HOUR AT**



COAA-WI will apply for AIA approved learning units for this event.



REGISTER

PRICING

Owner Member	\$50
Owner Non-Member	\$75
Associate Member	\$100
Associate Non-Member	\$150

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SESSION ONE

WHAT IS THE VALUE OF ARCHITECTURE?

Intriguing question, but even more interesting when you learn who's asking it ... the American Institute of Architects (AIA). AIA's Strategic Council has undertaken a study centered on "the value of architecture" and is seeking input from the sort of serial builder Owners that belong to COAA.

This won't be a presentation, but a facilitated discussion that aims to maximize audience participation and gather constructive feedback ... with the ultimate goal of helping improve the quality of professional design services. Attendees will help:

- identify common perceptions about architects and the architecture profession
- quantify the most valuable traits & characteristics of successful designers
- itemize gaps and opportunities in process, service offerings, or delivery

Don't miss your chance to provide constructive feedback on a topic of critical importance to both the industry and your projects.

Facilitators:

Bill Hercules | *WJH Health* | *AIA Strategic Council*

Neal Angrisano | *TreanorHL* | *AIA Strategic Council*

John Horky | *Ripple By Intent* | *AIA Strategic Council*

SESSION TWO

FLEXIBLE DESIGN: THE ULTIMATE FORM OF SUSTAINABILITY

Most Owners crave flexibility when building or renovating space, but how much is enough, what's realistic ... and how do you build for the future when the crystal ball is cloudy? Hear how Exact Sciences incorporated sensible flexibility into their ever-changing built environment and what lessons you might take from their experience.

Presented by:

Jared Zurbichen | *Exact Sciences*

Austin Schoenherr | *Exact Sciences*

SEPT
21

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support COAA's mission to help Owners
improve their planning and leadership
of capital improvement projects

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HAPPY HOUR \$1,000

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