



## Schedule Overview

All SCALE seminars, workshops, and project tours will be hosted at The University of Oklahoma unless otherwise noted.

### THURSDAY, MARCH 30

4:30 – 7:00 p.m.

**[SP01] WELL Designed: Demonstrating the Positive Impact of Interior Design, presented by ASID and IWBI**

Location: The University of Oklahoma Design Center (Oklahoma City, Oklahoma)

*ASID is leading the conversation on integrating health and wellness in the built environment. Learn how to better position the impact of design by attending WELL Designed: Demonstrating the Positive Impact of Interior Design, presented by ASID and IWBI. As we spend 93 percent of our time indoors, our physical surroundings have a significant impact on our behaviors, decisions, and overall health and wellness.*

**Speakers:** Matthew J. DeGeeter, ASID, Vice President, Education and Engagement, ASID; Janna Wandzilak, WELL AP, LEED AP BD+C, Associate, Delos Solutions

**Tag:** Impact of Design, Business of Design

### FRIDAY, MARCH 31

9:30 – 10 a.m.

**Registration Open (Pre-Summit Workshop)**

Location: Gould Hall, Room #345

10 a.m. – 12 p.m.

**[SP02] ASID Student Leadership Training (Chapter Leaders Only)**

Location: Gould Hall, Room #345

*Exclusively for ASID Student Chapter Leaders, this track will build leadership skills, provide an opportunity to discuss chapter goals, and share best practices. Student leaders will participate in a strategic planning workshop where they will learn the process by which leaders of an organization (including successful corporations and businesses) come together to envision the future, establish goals, and empower their membership to make decisions.*

**Speaker:** Tiffany Neumann, Associate, Education and Engagement, ASID



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|                  | <b>Tag:</b> Leadership  |
| 12 – 3:30 p.m.   | <b>Registration Open</b><br>Location: Reynolds Performing Arts Center (lobby)   |
| 1:30 – 2:15 p.m. | <b>Welcome and Kick Off</b><br>Location: Reynolds Performing Arts Center, Holmberg Hall<br><br><i>Kick off your SCALE experience with a welcome by ASID and The University of Oklahoma followed by the opening keynote.</i><br><br><b>Speaker(s):</b> Randy Fiser and Charrisse Johnston, ASID, LEED AP BD+C, Associate AIA, Principal, Steinberg Architects<br><b>Tag:</b> Impact of Design  |
| 2:15 – 3:30 p.m. | <b>[KE01] Community Impact of Design</b><br><b>Location:</b> Reynolds Performing Arts Center, Holmberg Hall<br><br><i>In 1997, Hans and Torrey Butzer’s design for the Oklahoma City National Memorial was selected from a pool of 624 entries in an international design competition. When their design was selected, they were living in Germany but when the memorial was dedicated on April 19, 2000, the Butzers had relocated to Oklahoma City where they remain active in the community and lead their firm, Butzer Architects and Urbanism. In his keynote address, Butzer will situate the Oklahoma City National Memorial within the context of more-recent projects, including the Oklahoma City Skydance Bridge, shifting the lens through which we understand the memorial by focusing on the role resilience plays in Oklahoma City’s identity.</i><br><br><b>Speaker:</b> Hans Butzer, AIA, LEED AP BD+C, Director, Butzer Architects and Urbanism<br><b>Tag:</b> Impact of Design, Practice of Design |
| 3:30 – 4:30 p.m. | <b>Shuttle from Norman to Oklahoma City</b><br>Location: Shuttle buses at Reynolds Performing Arts Center   |
| 4:30 – 5:30 p.m. | <b>[TR01] Tour: Oklahoma City National Memorial</b><br>Location: Oklahoma City National Memorial, Oklahoma City, Oklahoma   |



*Experience a tour of resiliency and beauty. Encounter the Oklahoma City National Memorial with fellow SCALE attendees and keynote speaker, Hans Butzer.*

*The Outdoor Symbolic Memorial is a place of quiet reflection to honor the victims, survivors, rescuers, and all who were changed forever on April 19, 1995.*

*The 168 chairs represent the lives taken. They stand in nine rows to represent each floor of the building, and each chair bears the name of someone killed on that floor. Nineteen smaller chairs stand for the children. The field is located on the footprint of the Murrah Building.*

**Speaker:** Hans Butzer, AIA, LEED AP BD+C, Director, Butzer Architects and Urbanism

**Tag:** Impact of Design, Practice of Design

5:30 – 6 p.m.

**Shuttle to Reception**

6 – 8 p.m.

**[SP04] SCALE Welcoming Party hosted by the ASID Oklahoma Chapter**

Location: Devon Boathouse (Oklahoma City, Oklahoma)

*Get your dancing shoes on and grab a mocktail! It's time to connect with fellow SCALE attendees, speakers, and local professionals during the opening reception. Designed by Rand Elliot & Associates Architects, the Devon Boathouse is one of a series of iconic boathouses in the Boathouse District at the Oklahoma River in Oklahoma City. Enjoy appetizers while networking under the glass and polycarbonate walls that parallel the Oklahoma River.*

8 – 8:30 p.m.

**Shuttle from Oklahoma City to Norman**

## SATURDAY, APRIL 1

7 – 8:30 a.m.

**Breakfast on Own**

*Provided at Embassy Suites for hotel guests.*

8:30 – 9 a.m.

**Shuttle from Embassy Suites to Oklahoma Memorial Union**

Location: Shuttle buses at Embassy Suites

# SCALE

The ASID National Student Summit

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8:30 a.m. – 6 p.m.

**Registration Open**

Location: Oklahoma Memorial Union, Stuart Landing (2nd floor)

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9 a.m. – 1:50 p.m.

3:40 – 5:50 p.m.

**[SP03] Learning Lounge**

Location: Oklahoma Memorial Union, Beaird Lounge

*Take a break...but keep networking. During breakouts and assigned times, the ASID Learning Lounge will create a welcoming environment for SCALE attendees to grab refreshments, rest their feet, and more importantly, to connect with speakers, peers, and professionals. The lounge will provide a space for attendees to interact socially and engage in conversations about SCALE content and their career paths.*

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9 a.m. – 12:20 p.m.

**ASID Student Portfolio Competition: Finalist Interviews (Group 1)**

Location: Oklahoma Memorial Union, Classrooms

*Exclusive for ASID Student Portfolio Competition finalists.*

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9 a.m. – 12:20 p.m.

**Morning Breakouts**

Location: Gould Hall, Classrooms

*Attendees select one session per time slot from the following content themes which cross-cut all practice areas of interior design. Attendees have the option to go to all sessions within one content area or build their own curriculum.*

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9 – 10 a.m.

**[WS01] Sketching Your Way Through the Design Process**

Location: Gould Hall, Room #390

*Your brain is faster than a computer but not your hand. In this 90-minute workshop, learn how to sketch your way through the design process while keeping your brain engaged. Use hand drawing to problem solve, communicate, and design ideas that can be used in the development of design projects and presentations.*

*It is recommended, but not required to bring the following:*

- Sketch book, paper
  - Black felt tip pen (Flair or Pilot)
  - Drafting Pencil
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- *Colored Pencils*

**Speaker:** Farooq Karim, AIA, RID, LEED AP, Architecture Planning Interior Design, REES

**Tag:** Practice of Design

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9 – 10:30 a.m.

**[TR02] Tour: Bizzell Library**

Location: Meet at Oklahoma Memorial Union, Stuart Landing (2nd floor)

*The Bizzell Library is a three-story brick structure located at The University of Oklahoma (OU) in Norman, Oklahoma. It is an elaborate Cherokee Gothic building, designed by the architecture firm Layton Hicks & Forsyth and constructed in 1928 during the administration of OU's fifth president, William Bennett Bizzell.*

**Speaker:** Farooq Karim, AIA, RID, LEED AP, Architecture Planning Interior Design, REES

**Tag:** Practice of Design

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9 – 10:30 a.m.

**[TR03] Tour: Ledbetter House**

Location: Meet at Oklahoma Memorial Union, Stuart Landing (2nd floor)

*Designed by architect Bruce Goff, the H. E. Ledbetter House was built in 1947. It contrasts natural forms and materials with prismatic geometry and modern manufactured materials. The split-level house is distinguished by its red suspended carport and patio canopies, its passive solar design, and an indoor lily pool and ramp. The house was placed on the National Register of Historic Places in 2001.*

**Speaker:** Mary Price, AIA, IDEC, Assistant Professor, The University of Oklahoma

**Tag:** Practice of Design

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9 – 10 a.m.

**[SE01] Gradients of Green: Designing a LEED Platinum Home**

Location: Gould Hall, Room #120

*How sustainable can you be when designing your home? What started as a simple remodeling project in central Austin, Texas evolved into a new build, high performance sustainable home that achieved LEED Platinum*

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*certification. Learn how the 1951 house was moved to a new site in order to make way for a functional, beautiful, and healthy environment with a mindful approach and sensitivity to the end user's needs. Interior designer Laura Britt will share the process of documenting the team's decision making approach to sustainable design – the "Gradients of Green" – which can be achieved while balancing multiple constraints along the way.*

**Speaker:** Laura Britt, ASID, Assoc. AIA, Owner and Principal, Laura Britt Design  
**Tag:** Practice of Design

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9 – 10 a.m.

**[SE02] Converting an Abandoned Mid-Century Building to Modern Use**

Location: Gould Hall, Room #155

*Explore the detailed design process used to convert an abandoned Dallas signature piece of architecture to modern use. Understand the various design aspects, the lessons learned, and the interior design components of this \$220 million-dollar renovation that has resulted in a luxury hotel component, luxury residential units, seven major entertainment/F&B venues, and historical common areas. We will discuss the design process and the coordination with the City of Dallas, the Texas Historical Commission, and the National Park Service.*

**Speaker:** Jerry Merriman, AIA, President, Merriman Anderson/Architects, Inc.; and Gale Nall, Director of Interior Design, Merriman Anderson/Architects, Inc.  
**Tag:** Business of Design

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9 – 10 a.m.

**[SE03] Creating Health Living Environments with Paint and Technology**

Location: Gould Hall, Room #150

*Overview of sustainable design and the creation of healthier environments with architectural paints. Discussions on components of paint; testing and standards; LEED®; and paint specification.*

**Speaker:** Kali Sipes-Pleasant, Architectural and Design Representative, Benjamin Moore  
**Tag:** Impact of Design, Practice of Design

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9 – 10 a.m.

**[SE04] Wicked Smart: Applications from Neuroscience to Workplace Strategy**

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Location: Gould Hall, Room #160

*The Steelcase/SCAD Forward Fellowship brought 12 design leaders together to tackle wicked problems in workplace design. Through neuroscience fundamentals, we built the case for re-centering our study of client needs to identify the design priorities that will add the most value for a particular project. This session will summarize the fellowship conclusions and present exciting ongoing developments in practical tools and resources to apply to the design of effective, human-centered workplaces.*

**Speaker:** Jamie Flatt, Principal, Strategic Consultant, Page

**Tag:** Impact of Design, Practice of Design

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10:10 – 11:10 a.m.

**[SE06] The Impact of Healthcare Design on Patients and their Caregivers**

Location: Gould Hall, Room #155

*The role of a healthcare interior designer involves creative solutions to the complex issues encountered in a variety of specialized environments. The impact of these solutions enrich the lives of not only the patient, but the caregiver and delivery teams. This presentation will explore the different types of healthcare settings and their respective design solutions. We will discuss the collaborative process of the healthcare design team and the opportunities available for healthcare interior designers in the market today.*

**Speaker:** Margi Kaminski, ASID, NCIDQ, CSSGB, Vice President, CallisonRTKL

**Tag:** Practice of Design, Impact of Design

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10:10 – 11:10 a.m.

**[SE08] Culture (in)Forms Design (in)Forms Culture**

Location: Gould Hall, Room #160

*The presentation will employ case studies from the speaker's work as well as from the broader work of the firm in foreign countries such as China, India, West African nations, United Arab Emirates and Saudi Arabia, as well as work for foreign companies establishing businesses in the United States. Case studies will illustrate the importance of sensitivity to cultural parameters and how cultural influences shaped the design response.*

**Speaker:** David Euscher, ASID, Associate Principal, Page

**Tag:** Practice of Design

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10:10 – 11:10 a.m.

## **[SE09] Expectations vs Reality: What to Expect your First Year**

Location: Gould Hall, Room #395

*You've graduated. You got the job. Now what? Speaking as a recent graduate and someone new to the industry, Leigh Ann Soistmann will share several stories from her first year on the job after graduating from Virginia Tech and starting a job at Gensler in Washington, D.C. In this moderated interview by Susan Wiggins, attendees will have the opportunity to ask questions about expectations versus reality.*

**Speaker:** Leigh Ann Soistmann, Designer, Gensler

**Tag:** Business of Design, Leadership

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10:50 a.m. – 12:20 p.m.

## **[WS02] Sketching Your Way Through the Design Process**

Location: Gould Hall, Room #390

*Your brain is faster than a computer but not your hand. In this 90-minute workshop, learn how to sketch your way through the design process while keeping your brain engaged. Use hand drawing to problem solve, communicate, and design ideas that can be used in the development of design projects and presentations.*

**Speaker:** Farooq Karim, AIA, RID, LEED AP, Architecture Planning Interior Design, REES

**Tag:** Practice of Design

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10:50 a.m. – 12:20 p.m.

## **[TR04] Tour: Bizzell Library**

Location: Meet at Oklahoma Memorial Union, Stuart Landing (2nd floor)

*The Bizzell Library is a three-story brick structure located at The University of Oklahoma (OU) in Norman, Oklahoma. It is an elaborate Cherokee Gothic building, designed by the architecture firm Layton Hicks & Forsyth and constructed in 1928 during the administration of OU's fifth president, William Bennett Bizzell.*

**Speaker:** Farooq Karim, AIA, RID, LEED AP, Architecture Planning Interior Design, REES

**Tag:** Practice of Design

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10:50 a.m. – 12:20 p.m.

## **TR [05] Tour: Ledbetter House**

Location: Meet at Oklahoma Memorial Union, Stuart Landing (2nd floor)

*Designed by architect Bruce Goff, the H. E. Ledbetter House was built in 1947. It contrasts natural forms and materials with prismatic geometry and modern manufactured materials. The split-level house is distinguished by its red suspended carport and patio canopies, its passive solar design, and an indoor lily pool and ramp. The house was placed on the National Register of Historic Places in 2001.*

**Speaker:** Mary Price, AIA, IDEC, Assistant Professor, The University of Oklahoma

**Tag:** Practice of Design

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11:20 a.m. – 12:20 p.m.

## **[SE10] Core Value - Designing P+W LEED, WEEL and Fitwell Platinum**

Location: Gould Hall, Room #120

This presentation will walk through the practical application of designing the new Perkins+Will Dallas office for the WELL Building Standard, as well as the Fitwell, and in connection with striving for LEED Platinum. It will include the basic 'need-to-know' information and post-occupancy feedback that supports these design strategies in making a difference. You will learn how Perkins+Will is pushing our cultural comfort zone in applying new design strategies and advancing our corporate policies to achieve a people-centric workplace environment. Should these rating systems come up in your future, whether researching projects or during interviews with prospective employers, we want you to be prepared to understand the information. By the way, do you know which one P+W helped develop? You will find out in this presentation!

**Speaker:** Nicki Estes, RID, ASID, LEED AP ID+C; and Courtney Johnston, LEED AP

**Tag:** Impact of Design; Practice of Design

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11:20 a.m. – 12:20 p.m.

## **[SE11] Designing for Choice - Exploring Equity and Equality in Education Design**

Location: Gould Hall, Room #155




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*Design can be a powerful driver for school choice. We will explore several examples of K-12 public and charter schools and will take a close look at how one school district is overcoming community and financial challenges to build their first high school in 30 years.*

**Speaker:** Toni Gocke-Wyre, Sr. Associate, Polk Stanley Wilcox Architects  
**Tag:** Practice of Design, Impact of Design

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11:20 a.m. – 12:20 p.m

**[SE12] It's a Thirsty World**  
 Location: Gould Hall, Room #150

*The world's endless thirst for water has put great strains on the earth's fresh water sources, restricting the natural water cycle from replenishing them. Thirsty World will explore how agriculture, industry, human demands, and this country's aging infrastructure have created these strains. We will discuss new government regulations that preserve water, observe design and product solutions to save both water and energy, and discover the technology that is driving performance in water saving products.*

**Speaker:** Jason McNeely, Sales Training Manager, Hansgrohe  
**Tag:** Impact of Design

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11:20 a.m. – 12:20 p.m

**[SE13] Workplace Strategy: Approaching the Workplace Through Human Centered Design.**  
 Location: Gould Hall, Room #160

*What is the major difference between school and the professional practice of interior design? Clients. Emily Strain will unpack how to use human-centered design to draw out your clients' visions and understand their unique corporate cultures. Unlocking your clients' hidden potential and gaining their trust is the key to designing a successful project and career.*

**Speaker:** Emily Strain, Interior Designer, Associate, Corgan  
**Tag:** Impact of Design, Practice of Design

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11:20 a.m. – 12:20 p.m.

**[SE14] Get Ahead: Build Your Career with ASID Leadership**

Location: Gould Hall, Room #395

*Your career started the moment you decided to study interior design. Learn how volunteer leadership can help you get ahead and differentiate yourself from your peers. Matthew will share his personal career journey from ASID student member to the National Board of Directors to show how volunteer leadership helped him make his mark.*

**Speaker:** Matt DeGeeter, Vice President, Education + Engagement, ASID

**Tag:** Leadership

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12:20 – 1:50 p.m.

**Lunch**

Location: Oklahoma Memorial Union, Gould Hall

*Engage with peers and speakers.*

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1:50 – 2:20 p.m.

**Afternoon Kick Off**

Location: OU, Fred Jones Jr. Museum of Art, Sandy Bell Gallery (1st floor)

*Come together to be inspired and discuss the impact of design followed by the second and final keynote.*

**Speaker(s):** Randy Fiser, CEO, ASID; Charrisse Johnston, ASID, LEED AP BD+C, Associate AIA, Principal, Steinberg Architects

**Tag:** Impact of Design

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2:20 – 3:20 p.m.

**[KE02] Working Well: Being Well**

Location: Fred Jones Jr. Museum of Art, Sandy Bell Gallery

*Throughout the 21<sup>st</sup> century, design professionals have made huge progress in adopting sustainable building principles as common practice. While promoting physical sustainability continues to be one of our most important challenges, our community also has an opportunity to impact personal sustainability among occupants. In order to maintain optimal health and engagement, we need to expand the focus from traditional wellness initiatives to well-being, which encompasses physical, emotional, financial, career, and community aspects. WELL is a performance-based system for measuring, certifying, and monitoring features that impact human health and well-being*

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*in the built environment. It marries best practices in design and construction with evidence-based medical and scientific research. HOK has partnered with Delos to apply WELL concepts and guidance to help people flourish. Learn how to create environments that support holistic health by promoting the ability to connect, bond, refresh, and incorporate movement.*

**Speaker:** Kay Sargent, ASID, LEED AP, Senior Principal/Director of WorkPlace, HOK

**Tag:** Impact of Design; Business of Design

3:20 – 3:40 p.m.

**Break**

3:40 – 5:50 p.m.

**Afternoon Breakouts**

Location: Gould Hall, Classrooms

*Attendees select one session per time slot from the following content themes which cross-cut all practice areas of interior design. Attendees have the option to go to all sessions within one content area or build their own curriculum.*

3:40 – 5:10 p.m.

**[TR06] Tour: OU Residence Hall**

Location: Meet at Oklahoma Memorial Union, Stuart Landing (2nd floor)

*With construction underway and move-in set for fall 2017, OU will become one of the first public universities in the country to build residential colleges for upperclassmen and women, patterned on those at Yale, Harvard, Oxford, and Cambridge. The living/learning communities will become the cornerstone of the undergraduate experience. Residential Colleges provide an intimate and supportive community designed to promote the social, intellectual, and personal growth of OU undergraduates. Imagine a home in the heart of campus, where students live among their classmates and friends in a large, comfortable, technology-enabled house nestled within an inviting and beautiful quad. The college is self-governed through student-led hall and college councils, while Senior Faculty Fellows will live in the college and will be responsible for leading its academic life. The OU Residential Colleges will create traditions meant to provoke thought and stimulate creativity. In addition, the colleges are interesting, fun, and interactive places to bring people together in fellowship, competition, and recreation. Take a tour of these two residential colleges, currently in the construction phase, and get a behind the scenes look at the construction process.*




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REQUIRED: Closed toe shoes are required to be worn during tour. Hard hats, vests, and safety glasses will be provided.

**Speaker:** Malcom Cote, Project Manager, JE Dunn Construction

**Tag:** Practice of Design

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3:40 – 5:10 p.m.

**[TR07] Tour: Gaylord Family – Oklahoma Memorial Stadium**

Location: Meet at OU Memorial Union, Stuart Landing (2nd floor)

*Gaylord Family - Oklahoma Memorial Stadium, also known as Owen Field or The Palace on the Prairie, is the on-campus football facility of The University of Oklahoma. The official seating capacity of the stadium, following renovations in 2015, is 84,389, making it the 15th largest college stadium in the United States and the second largest in the Big 12 Conference.*

*The stadium is a bowl-shaped facility with its long axis oriented north/south, with both the north and south ends enclosed. The south end has only been enclosed since the 2015-2016 off-season, when it was renovated as part of a \$160 million project. Visitor seating is in the south end zone and the southern sections of the east side. The student seating sections are in the east stands, surrounding the 350-member Pride of Oklahoma band which sits in section 29, between the 20- and 35-yard lines. The Sooners' bench was once located on the east side with the students, but the home bench was moved to the west side in the mid-1990s.*

**Speaker:** Hillary Fulton, NCIDQ, LEED AP BD+C, Designer, Adjunct Professor, The University of Oklahoma

**Tag:** Practice of Design

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3:40 – 4:40 p.m.

**[SE16] Converting an Abandoned Mid-Century Building to Modern Use**

Location: Gould Hall, Room #155

*Explore the detailed design process used to convert an abandoned Dallas signature piece of architecture to modern use. Understand the various design aspects, the lessons learned, and the interior design components of this \$220 million-dollar renovation that has resulted in a luxury hotel component, luxury residential units, seven major entertainment/F&B venues, and historical common areas. We will discuss the design process and the coordination with*

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*the City of Dallas, the Texas Historical Commission, and the National Park Service.*

**Speaker:** Jerry Merriman, AIA, President, Merriman Anderson/Architects, Inc.; and Gale Nall, Director of Interior Design, Merriman Anderson/Architects, Inc.

**Tag:** Business of Design

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3:40 – 4:40 p.m.

**[SE17] Man Made Natural: How Fake Can Save the World**

Location: Gould Hall, Room #150

*Design today embraces the principal of "truth to materials" and considers man made materials an aberration - but is this accurate? Is it useful? Back in the 1880s the African elephant was nearing extinction because its ivory was used for various means, such as billiard balls, combs and toothbrush handles. The British billiards industry offered a \$10,000 reward for the invention of a man-made material as a substitution for the genuine ivory used for billiard balls and modern plastics were born.*

*Today engineered materials can come to the rescue again, to help preserve the world's teak, mahogany, and other diminishing natural resources. For that to happen we need a new way to look at the real and the man-made. Now, synthetic is sneered at as impure and unaesthetic while the natural is adored as beautiful and genuine. The truth is far more complex. Come to lecture and walk away with a different view of the material world.*

**Speaker:** Grace, Jeffers, Materials Specialist, Wilsonart

**Tag:** Practice of Design

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3:40 – 4:40 p.m.

**[SE18] Introduction to the WELL Building Standard™**

Location: Gould Hall, Room #160

*The Introduction to the WELL Building Standard™ presentation provides an overview of the WELL Building Standard™ ideology, structure, and certification process. The medical basis for the concept categories is introduced along with design and construction strategies to create healthy buildings. The time has come to elevate human health and comfort to the forefront of building practices and to reinvent buildings that are not only better for the planet—but also better for people. This presentation will introduce how to reach this goal using the WELL Building Standard as the framework.*

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**Speaker:** Janna Wandzilak, WELL AP, LEED AP BD+C  
**Tag:** Impact of Design

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3:40 – 4:40 p.m.      **Invite Only: ASID Student Focus Group**  
 Location: Gould Hall, Room #395

*Invite only*

**Speaker:**  
**Tag:** Leadership

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4:50 – 5:50 p.m.      **Invite Only: Hansgrohe Curated Forum**  
 Location: Gould Hall, Room #395

*Invite only*

**Speaker:**  
**Tag:** Leadership

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4:50 – 5:50 p.m.      **[SE10] Core Value - Designing P+W LEED, WELL and Fitwell Platinum**  
 Location: Gould Hall, Room #120

*This presentation will walk through the practical application of designing the new Perkins+Will Dallas office for the WELL Building Standard, as well as the Fitwell, and in connection with striving for LEED Platinum. It will include the basic 'need-to-know' information and post-occupancy feedback that supports these design strategies in making a difference. You will learn how Perkins+Will is pushing our cultural comfort zone in applying new design strategies and advancing our corporate policies to achieve a people-centric workplace environment. Should these rating systems come up in your future, whether researching projects or during interviews with prospective employers, we want you to be prepared to understand the information. By the way, do you know which one P+W helped develop? You will find out in this presentation!*

**Speaker:** Nicki Estes, RID, ASID, LEED AP ID+C; and Courtney Johnston, LEED AP  
**Tag:** Impact of Design; Practice of Design

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4:50 – 5:50 p.m.

## **[SE21] Global Forestry 101**

Location: Gould Hall, Room #150

*New legislation worldwide is cracking down on the purchase and export of threatened or endangered species of trees and illegally sourced wood. Not knowing the legal ins and outs could have negative impacts not only on your practice but for your clients as well. Learn to navigate these issues and empower yourself with the tools to do the right (and legal) thing. This lecture will help you clearly understand the relationship between wood products and the forests they come from, and introduce resources that identify threatened and endangered species and at-risk global environments. We will discuss best practices, and consider alternatives to traditional timber products. Humans have destroyed an eighth of the planet's diverse forests in just the past few decades. The problem can feel overwhelming but this lecture will suggest practical solutions that enable us all to make a difference.*

**Speaker:** Grace, Jeffers, Materials Specialist

**Tag:** Practice of Design

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4:50 – 5:50 p.m.

## **[SE22] Experiential Interiors: Sensory Strategies**

Location: Gould Hall, Room #160

*Besides providing shelter from the elements, the built environment has the ability to inspire, to heal, and to restore. Spaces that engage users' senses can improve and enhance their condition and shape their mood and emotional state. This presentation explores and examines buildings, interior spaces, and installations through the lens of one of the traditional senses of hearing, touch, and smell as originally classified by Aristotle. Previous studies of sensory design have investigated theoretical and philosophical backgrounds and concepts; and although critical to understanding the context of this complex subject, they often reveal little about their actual real-world application in the realm of contemporary design. Case studies will offer inspiration on how the senses can serve as an integral design element when creating evocative spaces.*

**Speaker:** Tamie Glass, ASID, RID, Interior Design Director, The University of Texas at Austin

**Tag:** Practice of Design

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5:50 – 6:00 p.m.

**Break**

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6 – 8 p.m.

**[SP05] Sooner Soiree**

Location: Fred Jones Jr. Museum of Art, Sandy Bell Gallery (1st floor)

*It's time to let loose and jump on the band wagon at the Sooners Soirée. Enjoy live beats, tasty treats, and a photo booth with fellow SCALE attendees and speakers. The night will be jam packed with raffle prizes and the first ever ASID SCALE T-shirt exchange. That's right, bring a new or used college tee to toss on over your outfit and get ready to trade the night away.*

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8 p.m.

**Evening on Own**

Check out the **Travel** section to learn all that Oklahoma has to offer.

## SUNDAY, APRIL 2

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7 – 9 a.m.

**Breakfast on Own**

Provided at hotel for Embassy Suites guests.

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8:30 – 9 a.m.

**Shuttle from Embassy Suites to Oklahoma Memorial Union**

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9 a.m. – 12:20 p.m.

**Learning Lounge**

Location: Oklahoma Memorial Union, Beaird Lounge

*Take a break...but keep networking. During breakouts and assigned times, the ASID Learning Lounge will create a welcoming environment for SCALE attendees to grab refreshments, rest their feet, and more importantly, to connect with speakers, peers, and professionals. The lounge will provide a space for attendees to interact socially and engage in conversations about SCALE content and their career paths.*

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9 a.m. – 12:20 p.m.

**ASID National Career Fair**

Location: Oklahoma Memorial Union, Molly Shi Ballroom (3rd floor)

*Keep Climbing at the ASID National Career Fair*  
*Representatives from manufacturers, firms, and graduate programs will attend to introduce their brands, share valuable feedback on resumes and portfolios, and conduct impromptu interviews.*

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*The Career Fair will create a professional environment for students to gather information about the participating organizations, and will allow potential employers to connect one-on-one with top talent. A win-win for everyone!*

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9 – 10:30 a.m.

## **[WS03] ASID Student Portfolio Jury Panel Discussion**

Location: Oklahoma Memorial Union, Associates Room

*What do firms look for in portfolios? How do you make your portfolio stand out from others? Do firm leaders have resume or portfolio pet peeves? Hear from the firms as they provide their feedback on this year's portfolio reviews.*

**Speaker:** Ane Rocha, Design Director, Gensler; Jennifer Kolstad, ASID, NCIDQ, Associate AIA, VP, Director of Interior Architecture, HKS Architects; Stephen Beacham, AIA, Principal, Director of Design, Interiors, HOK; and Neil Bartley Associate ASID, Director, Studio O+A

**Tag:** Business of Design

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9 – 10:30 a.m.

## **[WS04] Design Your Future: Develop Your Portfolio**

Location: Oklahoma Memorial Union, Governors Room

*In creative disciplines, great careers begin with education and a cohesive portfolio. Students make significant investments in becoming interior designers by enrolling in educational programs across the country and internationally, and despite the differences that may exist from school to school, there are universal questions that abound about how to visually and verbally approach a portfolio. The thoughtful and strategic creation of this single document is one of the most instrumental ways for a student to land a dream job, compete for a top scholarship, or secure graduate school admission. In this session, students will learn how to create and leverage their portfolio to best position themselves for the future they desire. This interactive course, led by two interior designers and full-time educators at CIDA-accredited programs, will provide students with invaluable answers to the most commonly asked questions, supported by case study student examples from a range of interior design programs. The workshop will include guidance on both digital and printed formats, portfolio contents and organization, and the layout and graphic design of the document itself. Discussion of pre- and post-production methods will help students learn project documentation and workflow techniques to help effectively manage the process. Finally, students*

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*will leave with an understanding of how to tailor their individual portfolios to their own career goals while creating a narrative to demonstrate their strengths and capabilities.*

**Speaker(s):** Kendra Ordia, Assistant Professor, Texas State University and Tamie Glass, ASID, RID, Interior Design Director, The University of Texas at Austin

**Tag:** Business of Design; Practice of Design

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11:20 AM - 12:20 PM

**[SE23] Demystifying the NCIDQ**

Location: Oklahoma Memorial Union, Governors Room

*Hear from representatives at the Council for Interior Design Qualification (CIDQ) who will provide information on the NCIDQ Examination including updates on the transition from a hand-drawn to computerized Practicum exam in October 2017. Attendees will learn about the process of applying, studying, and taking the exam. Get your questions answered and set yourself up for success.*

**Speaker:** Thom Banks, Executive Director, CIDQ

**Tag:** Business of Design

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11:20 AM - 12:20 PM

**[SE24] Navigate Your Own Career: Career Opportunities for Design Degrees**

Location: Oklahoma Memorial Union, Associates Room

*It is said that if you love what you do you never work a day in your life. How can you make your design degree something that can benefit you now and change through time and circumstances? Learn through the experiences of a design professional who has reinvented her career in three distinct ways, ultimately leading to her passion in working with the community through her non-profit, Focus on Home.*

**Speaker:** Joli Sanders, Owner, Focus on Home

**Tag:** Impact of Design; Practice of Design

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11:20 a.m. – 12:20 p.m.

**[SE25] Starting Out: How Social Media Can Impact Your Success**

Location: Oklahoma Memorial Union, Regent Room



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*You're a social media superstar. All through college you used Snapchat and/or Instagram, getting more followers than anyone else. And why is everyone just now talking about messaging apps? You've been using Viber forever. So yes, you'll likely know more about social media than your new boss. But guess what? There are career pitfalls to being that person - especially when you're first starting out. Find out how to walk the fine line between showing off your social know-how and, well, simply showing off.*

**Speaker:** Pam McNally, Vice President, Digital, SANDOW

**Tag:** Business of Design

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12:40 – 1:30 p.m.

**Student Portfolio Competition Presentation and Closing**

Location: Oklahoma Memorial Union, Meacham Auditorium (2nd floor)

*Wrap up your SCALE experience with an understanding of how to take the next step in your career and the announcement of the ASID Student Portfolio Competition winners.*

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1:30 p.m.

**Adjourn**