EDSymposium18

Join Us In Salt Lake City

Society for Design Administration

8190-A Beechmont Avenue #276
Cincinnati, OH 45255
Phone: (513) 268-5302
Email: admin@sdanational.org
www.sdanational.org
Salt Lake City Fun Facts

1. There are more non-Mormons than Mormons. The Mormon majority is a thing of the past in the City, with the rest of the county not far behind. So not everyone you meet will be Mormon.
2. It took forty years to complete the Mormon Temple that’s located in SLC.
3. There are well over 100 bars in Salt Lake City that are ready to serve you when you walk in. It’s easy to get a drink here.
4. It’s home of the first KFC. In SLC you can partake of the KFC buffet while sitting next to a colonel’s original white suit.
5. The 2002 Winter Olympics were held in SLC. There were nearly 2,400 athletes from 78 nations.
6. SLC claims to have the best snow for skiers. The powder is dry and fluffy.
7. The farmers’ markets are open all year.
8. Salt Lake City is the only state capital with three words.
9. The Great Salt Lake is about 45 feet deep. It is however, 90 miles long and 48 miles wide, making it the largest lake in the US west of the Great Lakes.
10. “Lake stink” is a term for the smell in the city when the winds blow off the Great Salt Lake.

Come to Learn—Stay to Play!

Salt Lake City is an unusual city and an incredibly beautiful location, so you may want to consider adding some personal touring onto your convention experience.

Salt Lake City is multi-faceted, with the vibrant downtown set against the rugged, mountainous backdrop of the Wasatch Mountain Range. There are 20 national parks, monuments and recreation areas within 4 hours of Salt Lake City, including Arches National Park, Bryce Canyon, and Zion National Park; 40 state parks; and a Triple A baseball team, the Salt Lake Bees, affiliated with the Los Angeles Angels. You can hike or bike the shores of the prehistoric Great Salt Lake.

Salt Lake City has an extensive genealogy facility which has made Salt Lake City the “genealogy capitol of the world”. The lively downtown area spurred Salt Lake City to be named the 2nd hippest city in America. You can enjoy performing arts, museums, music, shows, a planetarium, and botanical gardens right in downtown.

Just a short drive from the downtown area is Park City, location of the 2002 Olympic Ski Village, which offers many outdoor experiences including golf, fishing, ranches, and river expeditions. The Snowbird Ski and Summer Resort has year-round activities even when ski season is over.

Photo Credit: Eric Schramm
President’s Invitation

It is with great pleasure that I get to welcome you to the 2018 SDA National Convention. I am excited to welcome you to Salt Lake City, the host of EDSymposium18. The EDSymposium Committee has been hard at work this year to bring you interesting educational topics, speakers and events; you do not want to miss this one! With twenty hours of education to gain, fabulous restaurants to visit, and a new city to explore, Salt Lake City will be the place to be in May!

Salt Lake City is the headquarters of the Church of Latter Day Saints, the Mormons. Temple Square takes up 10 acres downtown and is home to the majestic 19th Century Salt Lake Temple and neo-gothic Assembly Hall. What a great work of art for all of us in the design industry to see.

Plan to arrive in time to join us Thursday, where we will jumpstart our sessions with our Leadership Conference. A full day’s worth of continuing education hours presented by internationally recognized leader and speaker, Katherine Eitel Belt. She will teach us how to think differently, act differently and speak differently as we create a new future for ourselves.

This will be followed by our Welcome Reception in the evening, where we reconnect with our friends across the country and network with new colleagues. This is always a fun, relaxing time that I am sure you will not want to miss.

Education, leadership opportunities, annual meeting, visiting with friends, a tour of the city, awards banquet, door prizes, PPC raffle - Learning, Sharing and Connecting, EDSymposium18 checks all the boxes!

I look forward to seeing you there!

Sabrina Heard, CDFA
2017-2018 National President
Schedule At A Glance

Thursday, May 17, 2018
7:30 am - 5:30 pm  Registration Desk Open
8:00 am - 5:00 pm  Optional Leadership Workshop: “The Lioness Principle: Becoming the Instinctive Leader You Were Meant to Be” **
3:00 pm - 5:00 pm  CDFA Exam
5:30 pm - 7:30 pm  Welcome Reception

Friday, May 18, 2018
6:00 am - 7:00 am  SDA Morning Netwalk/Netrun
7:30 am - 6:00 pm  Registration Desk Open
8:00 am - 9:30 am  Welcome Breakfast—The Revitalization of Salt Lake City
9:30 am - 10:30 am Break with Business Partners & Sponsors
10:30 am - 12:00 pm Concurrent Sessions: Mega-Trends in the Design & Construction Industry
   OR Dollar$ in the Design Team
12:00 pm - 1:30 pm  Lunch—Break out of the Pack: Craft & Deliver the Best Speech of Your Life
1:30 pm - 3:00 pm  Concurrent Sessions: Navigating Mergers & Acquisitions
   OR Navigating the Win-Win: From Herding Cats to Productive Collaborations
3:00 pm - 4:00 pm  Break with Business Partners & Sponsors
4:00 pm - 5:00 pm  Guiding the Merger of the Mentor and the Millennial
5:15 pm - 6:30 pm  ExCom/Committee Chair Meeting
6:30 pm - 7:30 pm  Dine Around Town in Groups: Reservation Sign-Ups

Saturday, May 19, 2018
6:00 am - 7:00 am  SDA Morning Netwalk/Netrun
8:00 am - 12:30 pm  Registration Desk Open
8:30 am - 9:30 am  Breakfast—Measuring Individual Effectiveness
9:45 am - 11:15 am  SDA Annual Business Meeting
11:30 am - 1:00 pm  Lunch—PEG Roundtables Discussion
2:00 pm - 4:00 pm  Optional Walking Tour: Marmalade Tour **
6:00 pm - 7:00 pm  Cocktail Reception (Cash Bar Available)
7:00 pm - 10:00 pm  Awards/Installation Banquet

** Optional Program Items—additional fees apply
Radisson Hotel
Salt Lake City Downtown
215 W. South Temple
Salt Lake City, UT 84101

Room rates start at $155/night!

Located just three minutes from the heart of downtown, the Radisson makes it easy to explore the best that the area has to offer. Walk half a mile to enjoy the beautiful grounds at Temple Square, or spend the afternoon shopping high-end retailers at City Creek Center. The property has a heated indoor pool, hot tub and sauna. There’s also a fitness center, business center and an on-site restaurant. Complimentary wireless internet is provided in all SDA guest rooms.

A block of rooms has been set aside for May 15-19, 2018 for SDA Leadership and EDSymposium18 attendees. Rate is based upon availability. Deadline for reservations in this block is April 12, 2018. Attendees must make hotel reservations separately from registering for the conference.

Hotel reservations can be made by calling hotel at 801.531.7500 and referencing the Society for Design Administration when calling or make your reservation online using our link on the SDA Website-EDS18 Hotel.

Reservation Details
- All reservation changes/cancellations must be done directly through the hotel at least 3-days prior to arrival.
- Check-in 3:00 pm / check-out 12:00 pm

Space is limited so reserve early!

Note: Guestroom types (kings, double/doubles, etc.) cannot be guaranteed and will be reserved on a first-come, first-served basis.

Room Share
Anyone interested in sharing a room should contact SDA Headquarters:
Email: admin@sdanational.org
Phone: (513) 268-5302
Leadership Workshop

The Lioness Principle: Becoming the Instinctive Leader You Were Born to Be

8:30 am—5:00 pm

Lions are born leaders and the primary goal of the Lioness is to awaken the leadership instincts of her cubs to ensure the success of the pride. Like lions, your team needs leaders at every level to ensure its success. Leadership has less to do with a position and everything to do with your state of mind and the skill sets you master. This course will help design professionals in every position to access the leader within, take charge of their own success, think and act like leaders, be accountable to their team, embrace and manage conflict, and inspire those around them to do the same.

In this engaging presentation, Katherine Eitel Belt, the Unscripted Communication Expert, adamantly rejects stale methods of leadership thinking and canned scripts and shares a fresh, instinctive approach to building a team that thrives. We'll look at a “Re-Envisioned Vision” process and a new way to align your team with a Calibration Retreat. Using The Lioness Principle, you’ll learn to lead, manage, and communicate in an intuitive way to improve your existing culture, personal effectiveness, and productivity. Katherine will show us how to transform gossip into teamwork, complaining into collaboration, blaming into accountability, and eliminate negative attitudes once and for all.

This is not the same old leadership lecture. This is a whole new way to think, act, and ROAR into a future of your own making. Inspired, aligned, accountable, and unstoppable! It’s the leader we all want to be. It’s the team we all want to be on. This course will show you how. No more excuses… and no more limits!

"After attending Katherine’s program, I left inspired, in love with my life, and in profound action around my business and relationships. 45 days after the training, our team increased revenues by over 25% and helped facilitate several outstanding breakthroughs for our clients. New leaders and fresh opportunities are popping up like popcorn around here! The Lioness Principle and the lessons taught are powerful, universal, and very applicable. Thank you!"

- Ian McKelvie, President and CEO, BeCauz
LionSpeak is a communications coaching company dedicated to teaching the powerful art of un-scripted, authentic communication and personal leadership skills to professionals who strive to speak with greater clarity and inspiration to achieve extraordinary results. Master speaker, trainer, and coach, Katherine Eitel Belt founded the company in 1990. Along with a team of experienced coaches, Katherine provides customized coaching programs to hundreds of dental, veterinary, healthcare, and corporate teams worldwide. Recent clients include Henry Schein, Care Credit, LuLaRoe Fashion, Philips Oral Healthcare, Berecz and Associates Law Firm, Patterson Dental, Seattle Study Club, and Sirona Cerec.

Katherine Eitel Belt is considered *The Unscripted Communication Expert* in the US, Canada, and the UK. An international keynote speaker, author, and coach, Katherine is the creator of *The Lioness Principle™*, a unique leadership communication tool. This guiding principle along with several other easily replicable tools are what LionSpeak uses to help professionals communicate with more authenticity and effectiveness. The company specializes in a broad range of communication forums including frontline telephone skills (including mystery shopper services), public speaking skills for executives and sales teams, media readiness, inter-team communications, adult learning techniques for trainers and educators, and personal leadership skills.
Friday Morning

6:00 am - 7:00 am—SDA Morning Walk
Kick-start your day, pump up your energy level and socialize with fellow attendees. Designed for recreational/social exercises, these casual outings will take you on a journey around the area.

6:00 am - 7:00 am—SDA Morning Walk

7:00 am - 5:30 pm—Registration Desk Open

8:00 am—9:30 am—Welcome to Salt Lake City!

Downtown Salt Lake City is Utah’s center for innovation and prosperity. Dynamic, welcoming and green - this Capital City belongs to everyone. We will begin our conference learning all about Salt Lake City, its accomplishments and future plans including the Downtown Rising project, a nexus between public and private interests in advancing community goals for Utah’s urban center.

Presented by: Jason Mathis, Executive Director, Salt Lake City Downtown Alliance

Jason Mathis is a lifelong resident of Salt Lake City and a longtime leader in Utah’s nonprofit community. His professional work spans two decades in urban development, healthcare and tourism. Since 2008, Jason has served as executive director of Salt Lake City’s Downtown Alliance. In this role, he oversees all aspects of Alliance programs, helping to build a dynamic and diverse downtown that is the regional center for culture, commerce, and entertainment. The Alliance creates community events, promotes downtown Salt Lake City, and advocates for public policies that encourage smart urban growth. Jason also leads policy initiatives for immigration and urban development for the Salt Lake Chamber, Utah’s largest business organization where he also serves as the organization’s executive vice president.

9:30 am - 10:30 am Break with Business Partners and Sponsors

Sponsors are an important part of SDA. This is the best opportunity to network face-to-face with our sponsors who provide your firm's hardware, software, and service offerings.
Friday Morning  
May 18, 2018

10:30 am - 12:00 noon  - Concurrent Morning Sessions

Session 1: Mega-Trends in the Design & Construction Industry

Firm leaders, marketers, and business developers need to continually scan their environments to uncover trends that will impact their vertical markets, their clients, and their firms directly. This presentation looks at many of the trends or potential trends that are currently affecting design and construction firms—or are coming in the near future. This presentation captures more than two dozen of these megatrends and interprets them for A/E/C professionals.

Presented by: Scott Butcher and Michael Geary

Scott Butcher is vice president and CMO of JDB Engineering and affiliate companies. He currently serves on the board of directors for the Society for Marketing Professional Services (SMPS) and is a past-president of the SMPS Foundation. He has written more than a dozen books, authored several dozen articles for industry publications, and writes the popular Marketropolis blog for Engineering News-Record. Scott chairs his company’s Human Resources Committee and has written about the intersection of HR and marketing in Professional Services Management Journal, ENR, and in his book, Reputation Design-Build: Creating Winning Personal Brands for Engineering, Design, and Construction Professionals. Scott is a Certified Professional Services Marketer and an SMPS Fellow.

Michael V. Geary, CAE, is serving as the Chief Executive Officer of the Society for Marketing Professional Services and the SMPS Foundation. Founded in 1973, SMPS is the only organization dedicated to creating business opportunities in the architecture, construction, and engineering industries through a network of nearly 7,000 marketing and business development professionals. He has more than twenty-five years of association management and organizational development experience, and earlier served as Executive Director of the independent American Institute of Architecture Students, and in senior staff positions for the National Association of Home Builders, The Delta Chi Fraternity and the North American Interfraternity Conference. Michael is a graduate of the University of Florida and earned the designation of Certified Association Executive (CAE) from the American Society of Association Executives in 2000.
Design ‘teams’ often share a single/fixed project budget. However, comparative demands often shift as the project proceeds. Based on the real world experience of an actual project, this presentation will showcase ‘lessons-learned’ practices and procedures to manage and stay atop the shifting demands without financial penalties to the team or project impairment.

Presented by: David Ericksen, Esq.
Mr. Ericksen joined Severson & Werson in 1991 and has been a Member since 1997. He has been the Firm’s lead construction trial and arbitration counsel since 1996. For over twenty years, he has repeatedly and successfully represented design professionals in jury trial, bench trial, single arbitrator arbitration, and panel arbitration as well as mediation and other forms of alternative dispute resolution in state and federal courts. He has built on that experience of troubled projects and contracts and failed communications to become a trusted resource and counselor on the risk management strategies to avoid such disputes through strategic planning and management. He is a frequent speaker before design construction professional organizations.

12:00 pm – 1:30 pm  Keynote Lunch: Break Out of the Pack: Craft & Deliver the Best Speech of Your Life

Warren Buffet said, “Public speaking is THE most valuable skill.” Whether delivering sales presentations, addressing your team, or speaking at industry events, creating clarity and inspiration will determine your success. Champion speaker, Katherine Belt, demonstrates how to use StorySelling, humor, audience engagement techniques to influence and persuade without a script.

Presented by: Katherine Eitel Belt.
Katherine is The Communications Expert! International speaker, author, and coach in the US, Canada and the UK, Katherine is best known for helping professionals develop unscripted, consistently exceptional frontline telephone and client communication skills, personal and professional greatness, and intuitive team leadership as well as train-the-trainer and executive speaker’s programs. With 30 years of experience, her revolutionary training company, LionSpeak, helps corporate sales/executive teams achieve extraordinary results by communicating with greater clarity and inspiration. Katherine is an Spotlight-On-Speaking champion, National Speakers Association member and Speaking Consulting Network board member.
Friday Afternoon

May 18, 2018

1:30 pm - 3:00 pm - Concurrent Afternoon Sessions

Session 1: Navigating the Win-Win—From Herding Cats to Productive Collaborations

To win the project, you must tell your story with confidence, compelling messages, and authenticity to sell the people who will do the work. This session steps through seven principles critical to winning. Participants walk away with a new level of understanding of interview strategy, preparation, delivery, and Q&A.

Presented by: Dean Hyers
Dean Hyers, co-author of Winning AEC Interviews, is a speaker/trainer/communication coach specializing in helping A/E/C firms with the challenge of building business, whether that means winning competitive short-list interviews, presenting value propositions to prospects, or leading business development communications. With his background in filmmaking, working with script writers and actors, Dean has cultivated a unique storytelling expertise and performances that connect deeply with audiences. Dean has coached over $4 BILLION in competitive new business presentations.

Session 2: Navigating Mergers & Acquisitions in the Recovery Decade

Industry consolidation is something every firm leader thinks about. This session will provide tools you need to continue to build value in the firm and negotiate deals. Matthew will provide insight into firm valuation and deal structuring, discuss underlying business factors that impact value, and review the impact on industry consolidation trends and how design firms can best position themselves to successfully close deals in the new environment.

Presented by: Matthew Fultz
Matthew Fultz is a VP with Matheson Advisors where he is responsible for project engagement and client management as well as financial and valuation modeling and analysis of client firms. He provides market research and other management responsibilities related to the firm’s business valuations, stock plans, strategic capitalization analyses, and merger and acquisition (M&A) engagements. Matt has completed the rigorous business valuation appraisal program with the American Society of Appraisers (ASA).
3:00 pm - 4:00 pm—Break with Business Partners and Sponsors

Sponsors are an important part of SDA. This will be your last chance to connect face-to-face with our sponsors who provide your firm’s hardware, software, and service offerings. Be sure you get answers to your last-minute questions.

4:00 pm - 5:00 pm—Guiding the Merger of the Mentor and the Millennial

Want help using mentorship to retain staff? The importance of a structured mentoring program, specifically in architecture, can increase the speed at which young professionals gain knowledge and become productive contributors and communicators within a project team and company. The benefits gained throughout the process outweigh any output of efforts or costs associated with the company leadership. With this session, Jennifer will address mentoring, building company camaraderie through mentoring, how to align company goals and missions to employees, while discovering learning gaps and unique skillsets, and aligning multiple generations within the company to learn from one another to function as productive teams.

Presented by: Jennifer Young, AIA, NCARB

Jennifer Young, AIA, NCARB has been with PhiloWilke Partnership for eleven years, and has proven to be an advocate and leader for the Partnership. Jennifer’s strong leadership skills have instilled a vibrant energy and enthusiasm into all members of the team. Her commitment shows in her dedication to the company’s young staff. She voluntarily created and maintained the mentoring program, coined The PhiloWilke Way, to ensure that developing interns understand their role in the firm and have the necessary tools to grow into successful, self-sufficient architects. Along with her extensive background in healthcare architecture and research facilities, she is a valuable resource and a key member of the PhiloWilke team.
Saturday Morning  May 19, 2018

6:00 am  -  7:00 am—SDA Morning Walk
Kick-start your day, pump up your energy level and socialize with fellow attendees. Designed for recreational/social exercises, these casual outings will take you on a journey around the area.

7:00 am  -  5:30 pm—Registration Desk Open

8:00 am  -  9:30 am—Breakfast Session: Measuring Individual Effectiveness
How can individual effectiveness be evaluated in today’s business climate of collaboration? Is there a way to assure that an individual’s actions are promoting success rather than impeding it? It is key to identify accomplishments and failures so that they can either be repeated or addressed to assure success.

Presented by:  Jeff Simcik, AIA
As the Director of Production and Principal in Charge of Healthcare Projects at VAI Architects, Jeff Simcik utilizes over thirty years of architectural and construction management expertise to lead VAI’s production operations. His experience as a general contractor and design builder combined with a comprehensive understanding of the complexity of multifaceted projects has resulted in his development of VAI’s Total Quality Management Standards that have been applied firm wide. Mr. Simcik developed and implemented the firms integrated project delivery practices. In addition he has been integral in the overall operations of the company. While fulfilling the typical duties associated with heading/managing VAI’s Production Department, he has also been pivotal in the company’s strategic planning, ownership transition, and the development of VAI’s Path to Leadership - a plan to encourage growth and professional development firm wide.

9:45 am  -  11:15 am—SDA Annual Business Meeting
Join us for this important annual meeting, where the key business of the SDA is accomplished. This meeting is open to all attendees. The current SDA National Executive Committee will provide an update on our activities and finances, and SDA delegates will vote on bylaw amendments and national officers for the 2018-2019 term.

Plan to attend and see your organization in action.

EDSymposium18
Saturday Afternoon  May 19, 2018

11:30 pm - 1:00 pm   Lunch Session:  
PEG Roundtable Discussions

Back by popular demand, spend your lunch time with others who are doing similar work and share ideas for improvements and advancement when you return to the office.

Roundtables in the areas of Office Administration/Information Technology, Marketing, Finance, Human Resources and Project Management will be hosted by our SDA experts. Bring your discussion questions to the table and be prepared to leave with some creative solutions from your fellow attendees.

A Big Thank You to our Business Partners

Thank you to all of our business partners for being such an important influence on our organization. We truly appreciate partnerships. With your help, we are able to host great seminars and provide educational scholarship opportunities for our members, which keep these design firm administrators at the forefront of new ideas and changes that the industry faces.
2:00 PM—4:00 PM—Walking Tour of the Marmalade District (optional)

Just to the north of downtown, you’ll happen across one of Salt Lake City’s oldest, most charming, character-rich neighborhoods: the Marmalade District. Loosely bordered by Quince Street on the west and Columbus Street on the east, the streets have names like Apricot, Almond, and Quince—a nod to the fruit trees planted by the pioneer homesteaders who first inhabited the neighborhood.

Settled in the early days of Salt Lake City, the Marmalade District is distinguished from other neighborhoods by steep, narrow, angular streets, mature landscaping and a surprising variety of vintage residential buildings. Within a single one-block area are almost as many styles of architecture as exist in the entire Avenues District. Moreover, many buildings are considered to be among Utah’s best examples of certain types of architecture including the picturesque Victorian era. The architecturally diverse nature of the district may be due to the fact that its early residents were primarily designers, builders and artisans.

Walking Tour Fee: $25.00/person

Note: This tour is optional and cost is not included in your basic registration fee. Comfortable walking shoes are recommended. This tour will be held rain or shine.
**General Information**

**Special Needs**
We make every effort to accommodate special needs. Please be sure to list any special requirements or needs when completing your conference registration, including any dietary restrictions.

**Attire**
The dress for the educational sessions and welcome reception is business-casual. Don’t forget a jacket or sweater as sometimes the temperatures in the meeting rooms can be difficult to control and evenings in Salt Lake City may be cool. Cocktail chic is encouraged for the Saturday night banquet.

**Evening Plans?**
Salt Lake City has plenty of sights to see. If you are looking for things to do in the evenings, there will be plenty of options. Stop by the SDA registration desk during the conference to see if there are others planning to strike out and join them for an evening of fun. We’ll be helping to coordinate groups that want to explore Salt Lake City after conference hours.

**Hotel Parking**
Self-parking with unlimited in and out privileges are available for attendees.

$10.00 daily fee - Self Parking

**Attendees List/Photography**
By registering for this event, you are giving SDA permission to include your name and contact information in lists of attendees. Please note that SDA does not sell attendee information to any third party. In addition, by virtue of attending the event, SDA has permission to use any photos, videos or images captured onsite for future promotional purposes.

**Airport Transportation into Salt Lake City**
Ten airlines and their affiliates serve Salt Lake City International Airport: Air Canada, Alaska Airlines, American, Delta Air Lines, Frontier, JetBlue, KLM Royal Dutch Airlines, SkyWest, Southwest and United.

**Ground Transportation**
There are several options available for travelers for transportation to and from the Salt Lake City International Airport including taxi, shuttle service, light rail or Uber. Salt Lake City’s light rail line (TRAX) Green line begins at the Salt Lake International Airport, runs through downtown Salt Lake and then out to West Valley City. At the airport riders can board at the station and Welcome Center just outside Terminal One. Fare is $2.50 and trains run every 15 minutes. Weekday service runs from 5:30 am to 11:30 pm, with a more limited schedule on weekends. Learn more at www.slcairport.com

**Business Partner Tables**
Please be sure to stop and visit all of our business partners at the conference. This is the best place to meet and visit with various vendors in the industry. You will get first hand experience of all the new products, technology and innovative tools available for managing today’s A/E/C firms. Take advantage of this opportunity to meet with representatives face-to-face.

**Tour Salt Lake City**
Looking for a way to see the sights and learn more about area? Register for the Saturday Walking Tour (additional fee). This two-hour tour will take you through the South Temple Square and Marmalade District area led by local representatives of Preservation Utah.

**Cell Phones**
We appreciate your understanding, please show respect for your colleagues and speakers by having your cell phones on vibrate or silent during all sessions and luncheons.

**Session Handouts**
We will be providing handouts online for your convenience. You will have the opportunity to download any handouts provided by the speakers prior to the sessions you plan to attend.

**Cocktail chic is encouraged for the Saturday night banquet.**

**Tour Salt Lake City**
Looking for a way to see the sights and learn more about area? Register for the Saturday Walking Tour (additional fee). This two-hour tour will take you through the South Temple Square and Marmalade District area led by local representatives of Preservation Utah.
Conference Registration:
Conference registration is available online and by paper form. Log into the SDA website (www.sdanational.org) and choose the EDSymposium18 registration page to complete your conference registration information. Registration will not be processed without payment.

Early Bird Registration:
The deadline for Early Bird Registration is April 13, 2018. To take advantage of the discount, your payment must be postmarked no later than April 13, 2018.

Payment:
Accepted forms of payment are Visa, MasterCard, American Express or check. If you are completing the online registration form but wish to pay by check, please print out your completed online form to use as an invoice and mail with your check to:

SDA Headquarters, 8190-A Beechmont Avenue, #276, Cincinnati, OH 45255-6117.

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<tr>
<th>REGISTRATION FEES</th>
<th>Early Bird by April 13</th>
<th>After April 13</th>
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<tbody>
<tr>
<td>All-Inclusive Conference Package</td>
<td>$700—Member</td>
<td>$875—Member</td>
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<tr>
<td>(includes Pre-Conference Workshop, EDS18 sessions, Welcome Reception and Banquet)</td>
<td>$1,000—Non-Member</td>
<td>$1,175—Non-Member</td>
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<tr>
<td>Basic Conference Package</td>
<td>$500—Member</td>
<td>$600—Member</td>
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<tr>
<td>(includes EDS18 sessions, Welcome Reception and Banquet)</td>
<td>$800—Non-Member</td>
<td>$900—Non-Member</td>
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<tr>
<td>Single-Day Only</td>
<td>$375—Member</td>
<td>$450—Member</td>
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<td>(Friday or Saturday)</td>
<td>$675—Non-Member</td>
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<td>Welcome Reception Guests</td>
<td>$25.00/person</td>
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<td>Saturday Banquet Guests</td>
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<tr>
<td>Saturday Walking Tour (Optional)</td>
<td>$25.00/person</td>
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Registration Cancellation
All registration cancellations are considered official on the date they are received at SDA Headquarters. SDA will refund the entire registration fee minus a $75 processing charge for cancellations made prior to April 30, 2018. Refunds will not be processed until after the conference. There will be no refunds for cancellations received after April 30, 2018. In addition, refunds will NOT be provided for no-shows.
Get Connected

**Welcome Reception**
Thursday, May 17
5:30 pm – 7:30 pm

What a perfect way to reconnect with colleagues and meet new ones during our 2018 Welcome Reception. Join us in getting to know each other. It will be a get-together that you’ll never forget!

**Dinner Dine-Arounds**
Friday, May 18
Reservation Times:
6:30 pm – 7:30 pm

Take in the local dining scene while you network with other conference attendees. An annual tradition of EDSymposium, sign-up sheets will be posted at the registration desk along with menus and reservation times for a variety of local restaurants in the area that are just waiting to be explored. Space is limited and available on a first-come, first served basis. Consider bringing cash for ease of splitting the bill.

EDSymposium18
Closing Banquet
Saturday, May 19
6:00 pm Cocktail Reception (Cash Bar)
7:00–10:00 pm Banquet

Awards & Installation Banquet
Join us in celebrating all of the achievements of our SDA members including:

- Newly Certified Design Firm Administrators (CDFA)
- 2017-2018 Volunteers
- Celebration of the 2018 Chapter Excellence Award Winner
- 2018 Star Award Winners
- 2018 Lifetime Achievement Award
- Installation of 2018-2019 National Officers

Cost of Banquet Dinner is Included with Full Conference Registration
Dress is Cocktail Chic