Our vision is providing community, professionalism, empowerment, and value. SDA is at the center of A/E/C business success, equipping our members and their firms with the resources necessary to address the key issues facing the profession and advance positions to elevate the critical role A/E/C business professionals play in the industry.

The A/E/C community is full of passionate, smart, and influential principals, C-level, and other business industry experts. They help build communities, employ thousands of people across the country, and create living legacies that span decades. We honor their contributions to the industry and our communities.

Many times, we all face similar challenges, regardless of the size of our firm(s), and for our firm(s) to be sustainable, our businesses need to be profitable, influential, and impactful. Over the next year, I am exploring some of these challenges and opportunities with a few Principals that represent our member’s firms.

So far, I have received four responses, and to keep it fair, I am going to share with you in the order in which I received them.

Let me send a big thank you out to Karen Roman, FSDA for facilitating the interview process on your end, and getting the information back to me.

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**Interview with Tony Casey, Senior Principal of Intergroup Architects**  
**Littleton, Colorado**

Intergroup Architects  
VICE PRESIDENT, SENIOR PRINCIPAL  
BEGAN IN INDUSTRY: 1988  
STARTED WITH INTERGROUP: 1991  
www.igarch.com

From the Intergroup website: Tony Casey is described as a conscientious, intelligent principal who is interested in serving their clients by listening deeply and being generous with his time. He is their vice-president, business development and marketing manager, and guardian of their firm’s reputation for responsiveness and relationships. As a principal and project manager Tony has completed a variety of projects from tenant finish to large distribution centers. He is a senior project manager for high-profile clients, and is responsible for ensuring each project receives outstanding service and design excellence. Every project he works on benefits from his attention to detail, creative ideas, and organizational strengths.
Your Name: Tony Casey   Your Title: Senior Principal

Firm Information: What key information would you share about yourself and your firm with a potential client that you are meeting for the first time? One or two paragraphs.

We are a mid-sized architectural firm in Littleton, Colorado. We have 23 teammates and are employee owned. We have been in business for 45 years and have completed over 10,000 projects. We believe in a collaborative work environment with our experienced staff, to provide our clients with outside-the-box that value exit strategy and flexibility for their real estate.

How big is your firm? 23 people

What is the biggest challenge you face within your business today? Is it growing your business, finding talent, or being profitable, etc.?

It is extremely difficult to find the right people to grow our firm with the current talent pool in Denver.

Relating to business what keeps you awake at night?

I worry about keeping enough workload in the pipeline, getting, paid, and keeping my staff happy.

What habits have helped you achieve success?

I want to be a valuable team member to my clients. I believe being interested and listening to clients deeply has helped us succeed.

What top 3 skills do you look for when hiring business professionals in your firm (accounting, human resources, IT, general administration, business development)?

I look for more core values than skill. You can always teach people a skill.

If you could make sure your Project Architects and Projects Managers did any three things consistently, what would that be?

I would like our PAs to set more professional and personal goals for themselves. I let them/expect them to work hard and play hard.

Lastly, if you could give any advice to another Principal, Owner, or someone who aspires to have their own business in the A/E/C industry, what would it be?

You have to as good or better a business person as an architect for your firm to prosper.

Interview by:

Brooke Simcik, CDFA
SDA National President
VAI Architects Incorporated
Sr. Associate Principal / Business Manager