June 11 - 13, 2020
Asheville, North Carolina

EDS20
learn. lead. inspire.

Elevate!

SDA
7014 Old US Highway 68
Georgetown, OH 45121
Phone: (513) 268-5302
Email: admin@sdanational.org
www.sdanational.org
President’s Invitation

Brooke Simcik, CDFA
2019-2020 SDA National President

It is my pleasure to extend this invitation to you to attend SDA’s EDSymposium20, which will be held June 11-13, 2020. The conference site this year is the iconic city of Asheville, North Carolina.

Asheville, known as an art colony, has a rich architectural legacy with its mix of Art Deco, Beaux-Arts, and Neoclassical styles that create the perfect backdrop for the liveliness that radiates from the locally-owned shops, art galleries, and unique restaurants. Of course, there is the Blue Ridge Parkway, known as America’s favorite scenic drive, with 469 miles of road that weaves around the peaks and valleys of the stunning Blue Ridge Mountains connecting the Shenandoah National Park and the Great Smoky Mountains National Park. Let us not forget the famous Biltmore Estates, the largest privately-owned house in the US; it offers more than 8,000 acres to explore. Asheville is a magnificent part of our country, so plan to come early or stay a few extra days and enjoy the sights.

With approximately twenty hours of continuing education credits, you will not want to miss this conference including our always popular PreConference Workshop on Thursday. But don’t worry, while we are all about education during EDSymposium, there will be plenty of time to network and have a little fun. Plan to arrive early enough on Thursday, June 11, if you plan to take the CDFA exam, and enjoy the Welcome Reception at 5:30 pm. This is always a great way to reconnect with friends and associates from across the country and meet new peers as well. For the first time, we will be giving back to our host city through our “Handbags for Hope” initiative. We will be collecting new and gently used handbags filled with personal items (details in the brochure) to donate to Steadfast House. Join in the fun and don’t forget to bring a handbag!

EDSymposium20 is not only where we will host our annual meeting, but it also offers an abundance of education, leadership opportunities, networking, an awards banquet, PPC raffle, sharing, and connecting with friends. It is indeed an excellent way to elevate your career. I look forward to seeing you there!

Brooke Simcik, CDFA
SDA National President
About Asheville

Asheville, in western North Carolina’s Blue Ridge Mountains, is known for a vibrant arts scene and historic architecture, including the dome-topped Basilica of Saint Lawrence. The vast 19th-century Biltmore estate displays artwork by masters like Renoir. The Downtown Art District is filled with galleries and museums, and in the nearby River Arts District, former factory buildings house artists’ studios.

**The Biltmore Estate**
Touring America’s Largest Home is easily the number one indoor attraction in Western North Carolina. Experience the beauty of Biltmore House and century-old gardens. Explore their 8,000-acre Blue Ridge Mountain backyard, taste award-winning wines, dine and shop.

**Grove Arcade, Downtown Asheville**
This historic building houses 30 local shops, restaurants, and lifestyle services. Their Makers Market, an open air market featuring local artisans, is open daily.

**Art Galleries in the Asheville Area**
Did you know that western North Carolina is one of the top areas in the country for art? Discover hundreds of art galleries and artist studios to browse. Explore art in the River Arts District, located near downtown Asheville and Biltmore. This industrial riverside area has become home to 185 artists in 25 buildings - making a great treasure hunt! See artists at work and buy directly from them.

Welcome to a food and drink lover’s dream! If you are a foodie that loves culinary adventures with plenty of local flavor, the Asheville and surrounding mountain area is the place for you. Asheville was voted a Top 10 Foodie City in the USA, based on the high frequency that locals eat out, the amount spent on food, access to healthy food options, the number of farmers markets and the large number of restaurants and James Beard Foundation Award winners.

This picturesque campus tucked away behind the legendary Omni Grove Park Inn is an hidden jewel with much to see. This must stop for art and history lovers is just 2.5 miles from downtown Asheville. Biltmore Industries began here in 1917 and became the largest producer of handwoven wool in the world by 1930. Today, the 11-acre campus includes Grovewood Gallery, eight working artist studios, a sculpture garden, Golden Fleece restaurant, Biltmore Industries Homespun Museum and Asheville’s only antique car museum. Admission is free.
Hotel Information
The Renaissance Asheville Hotel

Explore the Blue Ridge and the Great Smoky Mountains when you visit the Renaissance hotel in Asheville, North Carolina. Just steps from downtown, your stay at the Renaissance Asheville will feature the sights and sounds of a major city, combined with views of stunning mountain ranges. Upon arrival, you’ll be met with a modern guest room with a sophisticated design. All of Asheville is waiting to meet you; with the finest shopping and dining located just steps from our front door. After your fun-filled day, retire to a luxurious bed with soft linens and enjoy a restful evening with us. If you need to know where to go around town, one of our front desk Navigators will help you on your journey to discover the best activities for you. Take plenty of photos and share them online using complimentary wireless internet!

The Renaissance Asheville Hotel
31 Woodfin Street
Asheville, NC  28801

To Make Your Room Reservations:
Call: 800-468-3571 or 828-252-8211
Online (link also available on EDS20 Registration Page): https://www.marriott.com/event-reservations/reservation-link.mi?id=1580225551728&key=GRP&app=resvlink

SDA Rate $199.00/night (Single/Double)

Space is limited so make your reservations early. Last day to make reservations is May 13, 2020. All reservations/cancellations must be done directly through the hotel at least 3-days prior to arrival.

Check-in 3:00pm / Check—Out 12:00pm

Complimentary Hotel Services
- 24-hour business center with photocopiers, faxes, printers and desktop computers
- 24-hour fitness center
- Indoor saltwater pool and hot tub
- Free Wi-Fi

Transportation Service
The hotel does not provide shuttle service. The airport is approximately 16 miles from The Renaissance. An Uber or Lyft ride will cost $24—$27. A taxi will cost $45 to $60.

The Renaissance offers free parking. There are several sites of interest within walking distance, including The Orange Peel Music Venue, The Thomas Wolfe Memorial, The Grove Arcade, Asheville Walking Food Tour, and The Asheville Ghost Tour. Numerous restaurants for every taste are nearby (after all, Asheville is called Foodtopia for a reason!). Additionally, the city is home to more breweries per capita than any other US city.
Travel Information

When you come to Asheville in June, you’ll be flying into the Asheville Regional Airport, an easy and welcoming gateway to and from Western North Carolina. Served by Allegiant, American, Delta, Elite, Spirit and United, Asheville is one of the fastest growing airports in America. With frequent daily flights to major hubs and many other great destinations, AVL is an easy choice, whether you’re coming or going.

There are some non-stop flights from SDA Chapter cities including Atlanta, Dallas, Denver, New York and Orlando. If you’re coming from further west, get the party started early! Meet in Chicago, Denver or Dallas and make the final leg of the trip together.

Asheville Regional Airport Address
61 Terminal Dr #1
Fletcher, NC 28732

The Renaissance Asheville Hotel Address
31 Woodfin Street
Asheville, NC 28801
# Schedule at a Glance

## Thursday, June 11, 2020
- **7:30am - 5:30pm** Registration Desk Open
- **8:30am – 4:00 pm** Lifestyle Headshots (Optional – additional fee required)
- **8:30am – 12:00pm** Digital Productivity: Must Have Digital Skills for High-Performing Teams
- **12:00 pm – 1:00 pm** Networking Lunch
- **1:00 pm – 2:30 pm** NextGen: Position Your Future Leaders
- **2:45 pm – 4:45 pm** Leaders Need to Lead Leadership Transition
- **3:00 pm – 5:00 pm** CDFA Examination
- **4:45 pm – 5:15 pm** First Time Attendee Information Session
- **5:30 pm – 7:30 pm** Welcome Reception—Brews and Bites

## Friday, June 12, 2020
- **6:00am - 7:00am** SDA Morning Netwalk/Run
- **7:00am - 5:30pm** Registration Desk Open
- **8:00am - 9:30am** Welcome Breakfast Keynote – Why Project Administrators Might Rule the World
- **9:30am – 10:30am** Break with Business Partners
- **9:45am – 10:15am** MicroLearning Session: Steps to Becoming a Certified Design Firm Administrator
- **10:30am – 12:00pm** Develop Your Data Collection & Maintenance Program: No CRM Needed
- **12:00pm – 1:30pm** Lunch – Fellows Best Practices Presentation—What They Never Tell You About Selling Your Business
- **1:30pm – 3:00pm** Getting Paid without Getting Sued
- **3:00pm – 4:00pm** Break with Business Partners
- **3:15pm – 3:45pm** MicroLearning Session: Volunteering at the SDA National Level
- **4:00pm – 5:00pm** A Better Way: Routine Feedback to Improve the Client Experience
- **5:15pm – 6:00pm** National Committee Chair Meeting
- **6:30pm -** Group Dinner Dine Around Reservations (1 of 3 options)
- **7:00pm -** Group Dinner Dine Around Reservations (1 of 3 options)
- **7:30pm -** Group Dinner Dine Around Reservations (1 of 3 options)

## Saturday, June 13, 2020
- **6:00am - 7:00am** SDA Morning Netwalk/Run
- **8:00am - 12:30pm** Registration Desk Open
- **8:00am – 9:00am** Breakfast Keynote – 401(k) Best Practices: Reducing Your Liability & Building a Better 401(k) Experience
- **9:45am – 11:15am** Annual Business Meeting
- **11:30am – 1:00pm** Lunch—The Revitalization of Asheville
- **1:30pm – 3:30pm** Walking Tour of Downtown Asheville (Optional – additional fee required)
- **6:00pm – 9:30 pm** Awards/Installation Dinner & Celebration
# Pre-Conference Workshop—High Performing Teams

*(separate registration fee)*

**Thursday, June 11, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:30 am–8:15 am</td>
<td>Registration/Breakfast</td>
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<tr>
<td>8:15 am–8:30 am</td>
<td>Welcome/Opening Remarks</td>
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<tr>
<td>8:30 am–12:00 pm</td>
<td>Digital Productivity: Must have Digital Skills for High-Performing Teams</td>
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<tr>
<td>Presenter: Vickie Sokol Evans, MCT — RedCape</td>
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In this engaging program with Vickie Sokol Evans based on her bestselling “100 Tips” series, learn the secrets of high-performing teams and discover quick and easy tips in Word, Excel, PowerPoint (and more) that will help you deliver better results in less time by using more of the technology you know and love. Eliminate the most common old (and bad) habits and unessential work. No more wasting hours of time when working on an assignment. No more feeling paralyzed by the latest technology. You’ll have everything you need to leverage the tools you have at your fingertips and execute flawlessly!

Vickie Sokol Evans is a globally recognized digital productivity instructor and comedic speaker who trains the world’s smartest people how to use their technology to get better results in less time. Her clients include: Microsoft, The Gates Foundation, Stanford University, The New York Times, Starbucks, Amazon, UK’s Parliament, and most notably Bill Gates’ team, among many others. A Microsoft Certified Trainer with over 20 certifications, Vickie is founder of The Red Cape Company headquartered in Austin, Texas.

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<tr>
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<tbody>
<tr>
<td>8:30 am–4:00 pm</td>
<td>Lifestyle Headshots (Optional—additional fee required)</td>
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<tr>
<td>Bren Photography</td>
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Register for your own lifestyle headshot and give your profile imagery a facelift. Fee includes a 10-minute Lifestyle Headshot session on-site, 3-5 edited images (per person). Images will be delivered in hi-res image files.

Bren Photography is a photography service developing lifestyle brand photography and lifestyle portraits for small business, larger companies and individuals.

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<th>Time</th>
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<tbody>
<tr>
<td>12:00 pm–1:00 pm</td>
<td>Networking Lunch</td>
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Enjoy a networking lunch with fellow conference attendees. Share tips learned during the morning program, ask questions that you need answered, and build new friendships along the way.
Pre-Conference Workshop—High Performing Teams

(continued)

Thursday, June 11, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Details</th>
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<tbody>
<tr>
<td>1:00 pm–2:30 pm</td>
<td>NextGen: Position Your Future Leaders</td>
<td>Kristie Weierbach, Ph. D., SPJR, SHRM-SCP</td>
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<td>Stambaugh Ness</td>
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With more than 78 million baby boomers stepping away from the workforce in the next decade, it is imperative that companies not only identify but also develop the next generation of leaders. The skills needed in the past may no longer be relevant for the future success of the firm.

Kristi focuses her extensive expertise on helping clients create a unique human resources architecture, applying practical solutions that complement strategic goals and company culture. She has a genuine passion for working with companies and positioning them to meet their organizational goals. Kristi’s deep knowledge of human resources and payroll enables her to help companies overcome their struggles by providing strategic direction on implementing and improving policies and procedures. Working collaboratively with clients, she skillfully turns their human capital management into a competitive advantage.

2:30 pm–2:45 pm Break

2:45 pm–4:45 pm Leaders Need to Lead Leadership Transition

Presenter: Simon Goodhead

The Coxe Group

Many firms are in the process of transitioning from one generation to the next. That means not just ownership, governance, and clients, but leadership transition too. So, to transition leadership, leaders need to lead. Why is transition tough? Why are there challenges? What can be done to make it smoother?

Simon has extensive knowledge and background in operational leadership, strategic planning, and mergers & acquisitions. Having led a regional engineering office through significant growth and enhanced profitability, Simon moved to internal strategic planning and strategy deployment, while actively seeking new acquisitions before moving to The Coxe Group. As a principal with management consulting firm The Coxe Group he provides strategic and operational insights that helps A/E firms achieve their desired success. As a PE and Chartered Engineer, his work took him from Georgia to Ghana, Illinois to Ireland, and Kansas to Korea. As a consultant he has developed global strategies, business plans, analytics around performance, and worked on buy side and sell side M&A.

3:00 pm–5:00 pm CDFA Exam

4:45 pm–5:00 pm Closing Remarks

4:45 pm–5:00 pm First Time Attendee Information Session

5:30 pm–7:30 pm Welcome Reception
Friday Morning  
June 12, 2020

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<td>8:00am–9:30am</td>
<td>Welcome/Keynote Breakfast</td>
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<tr>
<td></td>
<td><strong>Why Project Administrators Might Rule the World</strong></td>
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<td></td>
<td><strong>Presenter: Simon Goodhead</strong></td>
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<td></td>
<td><strong>The Coxe Group</strong></td>
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Project administration is different. Project administrators do not need to be just overhead. Project administrators can be responsible for tectonic shifts in project performance and firm profitability. This presentation will explore the findings of how this role can be super charged to lift a firm.

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Friday Morning (continued)
June 12, 2020

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<tbody>
<tr>
<td>9:30am -10:30am</td>
<td><strong>Break With Business Partners</strong></td>
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**Sponsors are an important part of SDA.** This is the best opportunity to network face-to-face with our sponsors who provide your firms’ hardware, software, and service offerings.

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<td>9:45 am-10:15 am</td>
<td><strong>MicroLearning Session:</strong> Steps to Becoming a Certified Design Firm Administrator</td>
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Do you have questions about becoming a Certified Design Firm Administrator? This is the session for you. Come and explore the reasons why you want to pursue this credential.

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<tr>
<td>10:30am-12:00pm</td>
<td><strong>Develop Your Data Collection &amp; Maintenance Program—No CRM Needed</strong></td>
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**Presenter:** Lindsay Diven
**Full Sail Consulting**

This session will guide you through best practices to collect and regularly maintain project and personnel information and will highlight examples from real firms. Attendees will receive a start-up guide and actionable checklists. No pre-existing technical tools required - these best practices are for anyone who is responsible for producing proposals.

Lindsay is a Senior Consultant with Full Sail Partners. In this position, she works with clients to implement Deltek Vision’s CRM, Custom Proposal, and SF330 modules, as well as the Client Feedback Tool. She has 12 years of marketing and business development experience in the AE field. Using Deltek Vision, Lindsay has worked with both marketing and business development teams to implement business strategies and manage client data in pursuit of increasing sales opportunities and win rates. She is a Certified Professional Services Marketer (CPSM) who is active with the SMPS Central Florida Chapter and the Southeastern Regional Conference.
Robertta (Bobbie) Unger, FAIA, will share lessons she learned from selling her woman owned architectural firm in Atlanta, Georgia. Although she spent considerable time with legal and financial experts and thought she knew what to expect, there were numerous obstacles along the way. Illustrating the timeline from the initial inquiries through the final acquisition and beyond, Bobbie will cover topics including vetting firms, due diligence, compatibility of culture and mission, negotiating employee benefits, branding issues, fear of change, and how to handle the stress of this often-emotional business transition, while keeping your team together. This is sure to be an informational and interesting session offering wisdom, humor, and insight to those considering such a move.

In 1991, after working with two of Atlanta’s most distinguished firms, Robertta Unger established The Architecture Group. In 2018 the firm was acquired by Wendel, a company of like culture, service and commitment. Philosophically, Ms. Unger identified the firm’s goal as “provide service to our clients that results in their continued respect and on-going patronage”. Twenty-eight years later, she continues to instill in her talented staff the importance of pursuing this goal each day. The results have earned the firm an excellent reputation among institutional clients, the continued focus of the practice.

Her experience includes a variety of project types: transportation related facilities, mass transit facilities, transit related developments, among other project types, including 35 years on MARTA projects. Her responsibilities include client relations and directing, managing and coordinating projects from planning and programming to concept through construction.

Mark Blankenship is an Assistant Vice President for Liberty International Underwriters where he underwrites architects and engineers professional liability insurance. Previously, as a Senior Vice President of Willis HRH he was head of the Risk Management Department where he gave risk management presentations to architects and engineers in addition to advising clients regarding their insurance programs.
Friday Afternoon (continued)
June 12, 2020

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td><strong>3:00pm - 4:00pm</strong></td>
<td>Break With Business Partners</td>
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<tr>
<td><strong>3:15pm - 3:45pm</strong></td>
<td>MicroLearning Session:</td>
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<td></td>
<td>Volunteering at the SDA National Level</td>
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<tr>
<td><strong>4:00pm - 5:00pm</strong></td>
<td>A Better Way: Routine Feedback to Improve the Client Experience</td>
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<td>Presenter: Kevin Hebblethwaite</td>
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<td>Full Sail Consulting</td>
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<tr>
<td><strong>5:15 pm—6:00 pm</strong></td>
<td>National Committee Chair Meeting</td>
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<tr>
<td><strong>6:30pm, 7:00pm, 7:30pm</strong></td>
<td>Group Dine Arounds - Reservations Required</td>
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<td>Be sure to make your reservation at the sign-up sheet</td>
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<td>at the SDA registration desk</td>
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**Sponsors are an important part of SDA.** This is the best opportunity to network face-to-face with our sponsors who provide your firms’ hardware, software, and service offerings.

Are you looking for a new way to get involved with SDA? Perhaps now is the time to volunteer to serve on one of the SDA National Committees. Join us to learn more about the opportunities that are available and get plugged in!

Kevin has 20 years of experience in business development, marketing, and management for technology-centric professional services companies. He trains and advises clients who seek enhanced results from their investments in Deltek and related enterprise software systems. Previously, Kevin was President/CEO of an engineering consulting firm where he worked with design and construction firms, program managers, developers, hospitals, corporations, academic institutions, and government agencies throughout the United States. Kevin served as SMPS President in 2012-2013 and spends what little time remains as a freelance musician and amateur sports broadcast producer.

Do you really know what your clients think? How confident are you about your firm’s ability to deliver a client experience that leaves them no better choice but to hire you again and rave to others about your awesomeness? Come to this session and be sure.
### Saturday Morning

**June 13, 2020**

<table>
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<tr>
<td>8:00am - 12:30pm</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>8:00am - 9:00 am</td>
<td>Breakfast Session—401(k) Best Practices: Reducing Your Liability &amp; Building A Better 401(k) Experience</td>
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<td>Presenter: Patterson McKinlay, AIFA</td>
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<td>Achieve Retirement</td>
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<td></td>
<td>This program will review some of the most common mistakes that 401(k) plan administrators inadvertently make when administrating their 401(k) plan. The presentation will offer several best-practice recommendations for you to use and implement so that you are more prepared in the event of a Department of Labor 401(k) audit.</td>
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As a Principal of Achieve Retirement, Patterson McKinlay is dedicated to helping plan sponsors understand their fiduciary responsibilities by promoting a streamlined and turnkey process that allows the business owner and H.R. Manager to focus on creating a more successful and profitable business while spending less time on the management of their retirement plan.

Through the implementation industry best practices and regular investment committee meetings, Patterson is able to partner with employers to provide support, expertise and understanding to every retirement plan he serves.

Passionate and driven, Patterson believes that every employee has the right to retire and he is dedicated in helping every employee to realize their retirement goals and dreams.

With more than 10 years’ experience helping companies with defined contribution plans, Patterson is one of only ten professionals in Colorado to successfully attain the AIFA designation as of 1/1/2016. Focused on fee disclosure, plan benchmarking and mutual fund analytics he is able to identify design strategies to promote optimal plan utilization and increased participation and employee retirement readiness rates.
Saturday Morning (continued)
June 13, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9:45am - 11:15am</td>
<td>Annual Business Meeting</td>
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Join us for this important annual meeting, where the critical business of SDA is accomplished each year. 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 2020-2021 term. See your organization in action and plan to attend!

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<tr>
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<tbody>
<tr>
<td>11:30am - 1:00pm</td>
<td>Lunch and Program “Asheville in the Land of Sky: The Revitalization of Asheville” Presenter: Dr. Kevan Frazier</td>
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</table>

From a frontier outpost of the New Republic to one of the great success stories of downtown revitalization, Asheville has undergone a dramatic transformation over the past 225 years. Join historian Kevan Frazier as he guides us on a journey through Asheville’s rich history from its founding to present day. Who was Vance and why is there a giant needle in the middle of town with his name on it? Why is the world’s largest house in Asheville? And what’s up with all of this beer?

Dr. Kevan Frazier is an Asheville native and the Executive Director for Western Carolina University’s Asheville programs located at Biltmore Park. Prior to WCU, Kevan was a member of the History faculty and an administrator at UNC Asheville. He is also the founder of Asheville by Foot, a local walking tour business in Asheville as well as one of the co-owners of Well Played Board Game Café on Wall Street. Recently featured on C-Span, Kevan gives dozens of talks on Asheville history each year, and published a book in 2014 on Asheville history called Legendary Locals of Asheville.
### Saturday Afternoon
June 13, 2020

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:30pm - 3:30pm</td>
<td>Walking Tour of Downtown Asheville</td>
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<td>Optional —Additional Fee Required</td>
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<td>Guide: Dr. Kevan Frazier</td>
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After hearing all about the history of Asheville, join Dr. Frazier for Asheville’s definitive tour, walking or otherwise. Have an amazing experience becoming an Asheville insider as you explore the city’s rich history, stunning architecture and unique culture. Enjoy an insider’s access to a number of hidden gems reachable only by foot as you tour one of the country’s most unique cities. Some of the sites along the tour include the Basilica of St. Lawrence, Church Street, City Hall, First Baptist Church, the Grove Arcade, and the Jackson Building.

**There is an additional fee of $35.00 per person for this tour. Be sure to sign up when you register for EDS20—you won’t want to miss this!**

Be sure to wear comfortable walking shoes and dress for outside weather.

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<th>Time</th>
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<tr>
<td>6:00pm - 9:30pm</td>
<td>Awards Celebration and Installation Dinner</td>
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</table>

Cocktails (cash bar) available. Come happy and hungry, and dress to have fun! More information on page 18.
General Information

**Special Needs**
We make every effort to accommodate special needs. Please be sure to list any special requirement 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 are hard to control and evenings in Asheville may be cool. Cocktail chic is encouraged for the Saturday night banquet.

**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.

**Walking Tour**
We hear the walking tour of downtown Asheville is fabulous. There is an additional fee; be sure to register as it promises to be exceptional. Be sure to bring appropriate walking shoes!

**Evening Plans**
Asheville is riveting with sights to see. If you are looking for things to do in the evenings, there are 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 Asheville after conference hours.

**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.

**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.
Registration

Conference Registration
Conference registration is available online and by paper form. Log in to the SDA website (www.sdanational.org) and choose the EDSymposium20 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 30, 2020. To take advantage of the discount, your payment must be postmarked no later than April 30, 2020.

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, 7014 Old US Highway 68, Georgetown, OH 45121

REGISTRATION FEES

<table>
<thead>
<tr>
<th></th>
<th>Early Bird by April 30</th>
<th>After April 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Inclusive Conference Package</td>
<td>$725 Member</td>
<td>$875 Member</td>
</tr>
<tr>
<td>(includes Pre-Conference Workshop EDSS20 Sessions, Welcome Reception and Banquet)</td>
<td>$1,025 Non-Member</td>
<td>$1,175 Non-Member</td>
</tr>
<tr>
<td>Basic Conference Package</td>
<td>$525 Member</td>
<td>$625 Member</td>
</tr>
<tr>
<td>(includes EDSS20 sessions, Welcome Reception and Banquet)</td>
<td>$825 Non-Member</td>
<td>$925 Non-Member</td>
</tr>
<tr>
<td>Lifestyle Headshot (Optional)</td>
<td>$35.00/person</td>
<td></td>
</tr>
<tr>
<td>Saturday Walking Tour (Optional)</td>
<td>$35.00/person</td>
<td></td>
</tr>
<tr>
<td>Welcome Reception Guest Ticket</td>
<td>$25.00/person</td>
<td></td>
</tr>
<tr>
<td>Saturday Banquet Guest Ticket</td>
<td>$85.00/person</td>
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</tbody>
</table>

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 May 15, 2020. Refunds will not be processed until after the conference. There will be no refunds for cancellations received after May 15, 2020. In addition, refunds will NOT be provided for no-shows.
Get Connected

Welcome Reception
Thursday, June 10, 2020

Join us as we welcome everyone to Asheville! This is a great way to reconnect with fellow SDA EDS20 attendees and meet new ones for the first time. **What a wonderful way to jump-start your EDSymposium experience!**

Dinner Dine-Arounds
Friday, June 12, 2020

Take in the local dining scene while you network with friends and associates. This is a popular EDSymposium tradition. Sign-up sheets will be available at the SDA registration desk along with menus and reservation times for a variety of local restaurants in the area. Space is limited and available on a first-come, first served basis. Consider bringing cash for ease of splitting the bill.
Network, learn, and make a difference while at EDSD20!

Handbags for Hope

Let's do a little something for the women of Asheville and bring gently used purses and fill them with personal supplies for those in need. Besides the purses, “Handbags” collects the following personal items to fill the bags for the recipients.

Travel-sized and unused hotel items are perfect. Suggested items include:

- Lip Balm
- Tissue Packs
- Deodorant
- Shampoo
- Conditioner
- Body Wash
- Feminine Products
- Socks
- Brushes/Combs/Picks
- Washcloths
- Toothbrushes & Holders
- Lotion

Bring as many items as you wish to donate. Cash donations will also be accepted to help purchase personal items.

Donated items will be presented to the ABCCM/Steadfast House
Asheville, NC
www.abccm.org
Closing Banquet
Saturday, June 13, 2020

Annual Awards Celebration and Installation Banquet

Saturday, June 13, 2020
Cocktails and Dinner Begin at 6:00 pm

Join us as we celebrate the achievements of our members including:
Newly Certified Design Firm Administrators
2020 Best in Class Award Winners
2020 Star Award Winners
2020 GEM Award Winners
2020 Lifetime Achievement Award Winner
2020 Fellow Recipients
and
Installation of our 2020-2021 National Officers
Still need to be convinced to come to Asheville?
Look what prior EDSymposium attendees are saying!

“I thoroughly enjoyed the conference and getting to know others in the SDA community better.”

“Experiencing the SDA Annual Business Meeting for the first time was amazing. The passionate yet professional debate was very informative. I enjoyed learning more about how SDA operates.”

“I love seeing all of the past leadership in attendance. It is a great legacy to know they are still involved in SDA and willing to share their industry experience and leadership knowledge.”

“The quality of speakers and content is always top notch and focused toward the A/E/C industry!”