

News Release #4
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Contact: Susan Choi (808) 383-9983
Public Relations, Pacific Building Trade
Expo Committee

Pacific Building Trade Expo “Distinguished Speaker Series” Announced

HONOLULU –

The Pacific Building Trade Expo (PBTE) announced their new “Distinguished Speakers” seminar series as part of this year’s show. This new series will feature nationally acclaimed building industry speakers who will headline a number of the 20 seminars available free to expo attendees. This year’s series will feature two renowned speakers; James P. Cramer, Hon. AIA, Hon IIDA, CAE, Chairman/CEO of The Greenway Group, a leading strategic consultancy for the design professions and award-winning architect Malcolm Holzman, FAIA. The series is made possible through the generosity of Nordic Construction and The Hawaii Architectural Foundation, co-sponsors of the series.

A well known lecturer, James Cramer, the former chief executive of The American Institute of Architects, has been hailed as “America’s futurist on architecture and design” at the National Press Club. He will present “The Next Architect”. This seminar will take a fresh look at the fast-evolving profession, starting with the proposition that everyone is an architect, both enabled and empowered to help shape tomorrow’s world. He will explore how new technologies and processes in design are changing not just what architects do, but how they do it.

A founding editor of *DesignIntelligence*, a journal focusing on trends, changes, and innovation strategies in the architecture, engineering, design, and construction James Cramer is a national media source on topics related to future trends, value migration, and strategic competitiveness. He is Co-Chairman of the Design Futures Council, a Washington DC based think tank and has authored several books including *Design Plus Enterprise*, *Seeking a New Reality in Architecture*, and co-author of *How Firms Succeed, A Field Guide to Design Management*. Cramer’s book will be available for sale at the PBTE

The second “Distinguished Speaker” Malcolm Holzman, FAIA, will present “Dreaming of Design” which will illustrate his recent buildings, noted for their individual expression derived from the materials of construction. His interest over forty years of practice has been in discovering the underlying character of materials and then innovatively applying them to express the purpose of each building and root it within its community. For each commission he undertakes an extensive process of research and analysis to define the essence of “place.” Holzman often draws inspiration from indigenous materials and design elements.

Materials, colors, textures, and shapes identified with the region become opportunities to heighten the sense of place.

The third presentation of the Distinguished Speaker Series will be a panel discussion with Jim Cramer and Malcolm Holzman moderated by Chris Smith, FAIA, CJS Group Architects and organizer of the Distinguished Speaker Series. The panel promises to be a spirited exchange of topical architectural issues as the panelist share their thoughts regarding numerous challenging issues involving Hawaii's special environment. The title of this panel discussion—"Dickey is Dead: Move On"—is sure to focus the dialogue on why are we so intrigued with the Dickey roof in Hawaii and what ever happened to Val Ossipoff, FAIA and his creative genius.

John Fullmer, AIA, CSI Co-chair of the PBTE stated "We are delighted that both Nordic Construction and the Hawaii Architectural Foundation both have the vision to bring these highly regarded speakers to Hawaii to share their insight with the Hawaii building industry. Our original goal was to bring in one big name speaker, we are so elated the way it has come together with both James Cramer and Malcolm Holzman joining us to headline this new series."

Each year the seminar sub-committee strives to pull together a great set of seminars that are timely and of interest to a large segment of the building industry. This year twenty seminars in five tracks are scheduled.

- **HECO Sustainable:** *LEED Buildings Benefits Study; Taking the LEED for Homes; High Performance Glazing Technologies; Building Commissioning for Sustainable Buildings; Verifying Hawaii BuiltGreen™ Performance*
- **Practice:** *Successful Design-Assist Strategies; The Next Architect; The Cost of Perfection; Building-Information Management: Getting Started (Panel Discussion)*
- **Technical:** *Joints and Joint Sealants Uncovered; The International Building Code is Here!; Moisture, Air & Vapor Barriers; Corrosion in Hawaii*
- **Design:** *Contemporary Use of Traditional Design; Hybrid Lighting Systems; Dreaming of Design; Dickey is Dead...Move On (Panel Discussion)*
- **Intern Development: ARE Prep:** *Building Codes 101; Building Codes 102; Lateral Forces; Mechanical & Electrical Systems*
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Each seminar is registered with the AIA continuing education program and qualifies for 1 Learning Unit.

The PBTE held at the Hawai'i Convention Center is the largest trade exposition serving Hawaii's building design professionals, owners and contractors. The Expo features the latest building products and services from hundreds of

suppliers. It also offers a full schedule of continuing education sessions. Over 1,600 architects, specifiers, interior designers, engineers, contractors, educators, government officials and building management professionals attended the 2005 Expo.

Admission to the Pacific Building Trade Expo is free and exclusive to building industry professionals, including contractors, suppliers, government officials, maintenance engineers and those who work within the building industry. With membership in AIA, CSI, ASID, or IIDA, standard and premium 8' deep by 10' wide and 10' deep and 10' wide booth spaces will be available for reservation at discounted rates, which begin at \$795. For additional information on reserving booth space or registering as an attendee, please contact **Barbie Rosario of BK Corporate Coordinators** by calling **808-845-4994** (Oahu) or e-mail bkcorp2@hawaiiantel.net or go to the Pacific Building Trade Expo website at www.pacificbuildingtradeexpo.com

The Pacific Building Trade Expo is supported this year by Association Sponsors American Council of Engineering Companies of Hawaii, American Society of Interior Designers, American Society of Landscape Architects Hawaii, Associated Builders & Contractors, Building Industry Association, Cement & Concrete Products Industry of Hawaii, Contractors Association of Kauai, Department of Business Economic Development & Tourism, General Contractors Association, Hawaii Lumber Products Association, Hawaii Wall & Ceiling Industry Association, Historic Hawaii Foundation, IIDA Honolulu City Center, Mason's Institute of Hawaii, National Kitchen and Bath Association, Sheet Metal Contractors Association, and West Oahu Economic Development Association.

(Media note: .jpeg images of Malcolm Holzman, FAIA, Malcolm Moss Architecture and Jim Cramer, Hon. AIA, Hon IIDA, CAE, Chairman/CEO of The Greenway Group. Please call Susan K. Choi at (808) 383-9983 or email: chois010@hawaii.rr.com for more information).