4. Integrating your firm’s past, present and future

Core themes

1. How do these firms really operate? Separating myth from reality
2. Being big but acting boutique—what larger firms can learn from their smaller, more nimble counterparts
3. Learning to share
4. Discovering strategies for starting and growing a branch office

About the Presenters

Gerdo Aquino, President/Principal, SWA
Gerdo Aquino is the President of SWA, an internationally-recognized, California-based landscape architecture, urban design and planning firm. Working from the firm’s Los Angeles office, Aquino is an accomplished landscape architect and urban designer whose focus on the public realm elevates his position on the importance of collaborative ideation between communities and consultants. Aquino is also Adjunct Associate Professor of Landscape Architecture at Harvard’s Graduate School of Design and has been involved on multiple boards and committees dedicated to the advancement of the field of landscape architecture, urban design and planning, including the Lady Bird Johnson Wildflower Center Advisory Board, the Landscape Journal Editorial Board and the CEO Roundtable of Landscape Architects. Lucinda first studied landscape architecture at Rutgers University and went on to earn a master’s degree in landscape architecture from the University of Pennsylvania. She is currently an Adjunct Professor of Landscape Architecture at the University of Pennsylvania, and has lectured internationally for major universities and professional organizations.

Joe Healy, Managing Principal, WRT
Joe’s commitment to sustainable design throughout his 28-year career has deeply influenced WRT’s approach to design. Leading up to his appointment as the firm’s Managing Principal in 2007, his project work included a wide range of historic and adaptive reuse buildings, throughout which he threaded sustainable principles. Joe is an Architect and part of the core leadership of WRT’s national housing practice, with a particular focus on affordable housing and senior living. He has won numerous awards, most recently for the Blue Ball Dairy Barn in New Castle, Delaware, an historic and adaptive reuse project that garnered both a Gold LEED rating and the highest Honor Award from The American Institute of Architects in Philadelphia. From 2010-2012, Joe served as Chairman of the Board of the Delaware Valley Green Building Council, a nonprofit membership organization whose mission is to transform the Delaware Valley through sustainable and environmentally responsible planning, design, construction and operation of the region’s buildings, landscapes, cities and communities.

Todd Johnson, Principal, Design Workshop
Design Workshop Partner, Principal and Chief Design Officer Todd Johnson has devoted his career to planning and designing memorable projects throughout the United States, Canada, Middle East and in Asia. He is accomplished at creating urban spaces and master plans that are built on a solid understanding of community, land use, transportation and economics, and that provide sustainable benefits for public and private sector clients. Todd is responsible for leading Design Workshop in defining the principles and teaching the methodology of DW Legacy Design, the approach evident in many of the firm’s award-winning projects. Todd holds a master’s degree in landscape architecture from the Graduate School of Design at Harvard University and is a Fellow of the American Society of Landscape Architects.

Lucinda R. Sanders
OLIN, CEO, Partner / RLA, FASLA
Lucinda Sanders is CEO and Partner, and is responsible for continually shaping OLIN as a leader in design excellence and sustainability amongst the complex challenges of the profession. She has led the design of many of OLIN’s signature projects, including Comcast Center Plaza and Central Delaware Riverfront Master Plan in Philadelphia, Pennsylvania; Gap Headquarters in San Francisco, California; and Fountain Square in Cincinnati, Ohio. Her current projects include the Santa Barbara Botanic Garden Master Plan in Santa Barbara, California and large-scale urban developments in China and India. Lucinda is the immediate past President of the Landscape Architecture Foundation, and is actively involved on multiple boards and committees dedicated to the advancement of the field of landscape architecture, urban design and planning, including the Lady Bird Foundation, Urban Land Institute, The Landscape Architecture Foundation, and the American Society of Landscape Architects.