



Nashville, TN  
November 19-22

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# The Art of Teaming:

## Lessons for 21st Century Competition

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### Overview:

Saturday, November 20, 2021  
4:00pm - 5:00pm CT  
1.00 PDH, LA CES/non-HSW, AICP, FL, NY/non-HSW

The creation of a design team - especially for competitive public procurement processes - takes more than simply calling your contacts. The best teams bring a diversity of skills, perspective, and expertise to the table. This panel will offer case studies and lessons learned on teaming for today's competitive marketplace.

### Learning Objectives:

- Explore the intersection of building inclusive teams and achieving inclusive outcomes.
- Understand teaming strategy as a core leadership skill and a potential investment in your staff and practice.
- Explore the successes and failures of both innovative new approaches to assembling design teams and tried-and-true methods.
- Participate in an in-depth discussion of economic and cultural challenges associated with competitive marketing environments.

### Three Stories

Gina Ford, Agency Landscape + Planning

#### Teaming for Mission: Making a Practice that Thrives on Public Work

- Going Public
- Expanding the Field of Teaming Models
- Lessons Learned

Louis Johnson, Gresham Smith  
Teaming for Growth: Building a Practice within Gresham Smith

- Getting Creative to Build a Portfolio
- Even Big Projects Start Small
- Taking it to the Next Level

Diana Fernandez Bibeau, Sasaki  
Teaming for Unlearning

- Intention Setting
- Co-creating New Design Processes
- Inclusive Outcomes

## Speakers



 @DFernandezASLA @SasakiDesign

### Diana Fernandez Bibeau, ASLA, Sasaki

Diana is a proven thinker, collaborator and leader, who teams effortlessly with architects, planners, urban designers, ecologists and civil engineers on the design of equitable and sustainable places. Diana provides critical thought and design leadership for our landscape and planning practice in the Urban Studio. She brings to each project - as well as a myriad corporate initiatives - strong critical thinking, a willingness to engage in thoughtful debate, and a commitment to quality. She leads and champions better equity and inclusion in our planning and built design practices from a landscape perspective.



 @ginamarietfordLA @agency\_landplan

### Gina Ford, FASLA, Agency Landscape + Planning

Gina Ford is a landscape architect, co-founder and principal of Agency Landscape + Planning. Underpinning her two decades of practice are a commitment to the design and planning of public places and the perpetuation of the value of landscape architecture via thought leadership, teaching, writing and lecturing. Her work has received awards from the ASLA, APA and AIA, among others. Her service includes roles on the board of directors for the Cultural Landscape Foundation and the City Parks Alliance. Gina is the recipient of the Harvard Graduate School of Design's Charles Eliot Traveling Fellowship and Wellesley College's Shaw Fellowship.



 @UrbanLou @Gresham\_Smith

### Louis R. Johnson, ASLA, Gresham Smith

Louis is a Senior Associate and leader of Gresham Smith's award-winning landscape architecture practice in Kentucky. Across 13-years, Louis has played key roles in the development and implementation of projects like Town Branch Commons in Lexington, KY and the Chattahoochee RiverLands in Atlanta, GA. Louis' work and collaborations have been highlighted in Landscape Architecture Magazine from innovative stormwater management in Lexington, KY (04/2019) to activating vacant lots in Louisville, KY (02/2018). Louis has been instrumental in Gresham Smith's commitment to NC A&T as a Diversity by Design Partner and currently sits on the board of the CNU's Midwest Chapter.

