



# TRADING PLACES

Friday, December 8

San Diego, CA

National Gathering of the Congress Of Residential Architecture (CORA)

Following Reinvention 2006, at 1:00 p.m. on Friday, December 8 in Salon D&E of the Omni Hotel in San Diego, CA, CORA will present an interactive forum called “Trading Places”. Moderated by NPR host Alex Chadwick, the panel will feature some of the most interesting developers and land use experts in the country in an open discussion of the ways architects and builders can work together to achieve their common goal of better-built houses. Following is a listing of just some of the panelists. It’s going to be an exciting and informative event, and it promises to fill up quickly, so register now.

**E-mail Cheryl Alison at [calison-duos@snet.net](mailto:calison-duos@snet.net) to reserve your space ASAP**

For more information on Reinvention, go to: [http://marketing.hanleywood.com/web/conference\\_web/reinvention/index.asp](http://marketing.hanleywood.com/web/conference_web/reinvention/index.asp)



## Moderated By Alex Chadwick

For almost 30 years, Alex Chadwick has been bringing the world to NPR listeners as an NPR News correspondent, producer and program host. He's reported from every continent except Antarctica. Chadwick's newest role is host of NPR's new program, [Day to Day](#), a weekday, one-hour newsmagazine produced by NPR in collaboration with *Slate Magazine*. An effortless interviewer, Chadwick connects with everyday people and issues in a way that welcomes listeners to even the most challenging subjects. Chadwick's three-hour CBS Reports special on violence, *In the Killing Fields of America*, won an Emmy, a 1996 Peabody, and the Robert F. Kennedy Award. He lives in Los Angeles with his wife, the executive producer of Radio Expeditions, Carolyn Jensen, and likes to bicycle to work.

## Panelists:



**John Wieland** is Chairman and Chief Creative Officer of John Wieland Homes and Neighborhoods, responsible for the company's strategic vision as well as the architectural integrity of its neighborhoods and homes. In his first year in the home building industry he built 20 homes. Now 35 years and more than 25,000 satisfied homeowners later, he has firmly established John Wieland Homes and Neighborhoods as the Southeast's leading builder of semi custom homes, with more than 1000 full-time employees and thousands of trade contractors. Besides Atlanta, the company builds in Charleston, South Carolina, Charlotte and Raleigh, North Carolina and Nashville, Tennessee. He and his company have received more than 500 awards for excellence. Mr. Wieland has been named National Builder of the Year by Professional Builder Magazine and in 2002 was presented the Hearthstone BUILDER Lifetime Public Service Award. The company has received the National Housing Quality award presented by the National Association of Home Builders Research Center and was named “America's Best Builder” by BUILDER Magazine in 2005.



**Kiki Wallace** was born in Mercedes, TX, in 1956, and raised in McAllen, TX. He earned 3 course hours in geology, and another 3 in English at The University of Texas in Austin, in 1975. In the summer of 1974 he worked on a tree farm owned by his family in Longmont, CO., thus commencing a two-decade career in a variety of agricultural pursuits in Mexico, Central America, and the southern U.S. Highlights from this period include muck-farming carrots (Apopka, FL), harvesting cotton (Perry, GA), and growing, importing, or exporting all manner of produce, including Christmas trees (Mexico City), cantaloupe (Apatzingan, Michocan, Mexico), and asparagus (Coban, Guatemala). He also worked briefly as a stockbroker in Orlando, and as a produce broker at Hunts Point Terminal, in the Bronx, NY. In 1994 he returned to Longmont, having bought the tree farm there from four of his nine siblings. In 1995 he commissioned Duany Plater-Zyberk to design a New Urbanist development on the site, which -- after several years of municipal resistance -- is now under construction.



**Barry Katz** is a home builder based in Westport, CT, where he has become known for creating finely detailed homes inspired by classical and traditional architecture. An art school graduate who made the switch to homebuilding after an earlier career as an art director, he eventually began designing the homes he builds, placing the entire development process under one roof. He has participated in architectural classes and seminars at Harvard's Graduate School of Design and at New York's Institute for Classical Architecture, where he is a Professional Member. He is also a member of the Congress for the New Urbanism, CORA, and the U.S. Green Building Council. Katz is a part-time painter and amateur pianist and has published numerous articles on homebuilding, design, and the arts.



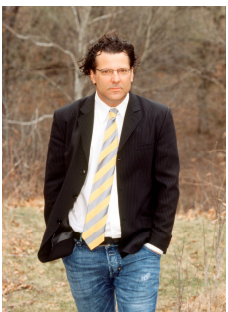
**Jim Soules** is President and founder of The Cottage Company, LLC a Seattle based residential development company focused on building 'pocket neighborhoods' of detached single-family homes, cottages and compact homes. Jim has BA in Economics from UC Berkeley and an MBA from Harvard Business School. Jim began his career as a city planner in Marin County, California, and has 30 years of experience in residential development that includes single and multi-family projects in California and Washington. Prior to launching The Cottage Company in 1996, Jim served as President of Acacia Construction Inc. (a medium size California developer), Country Director for Save the Children's Afghan Refugee Program in Pakistan, and Executive Director of Threshold Housing (a Seattle non-profit housing developer). Jim is actively involved in conversations with city planning and public groups who seek to create new choices in detached housing in their communities.



**John Randolph** is the Assistant Vice President of Real Estate for Sciam Development. Sciam Development was founded in 1996 by Frank Sciam whose construction company, Sciam Construction, has built a reputation during the past 30 years as the foremost builder of architecturally important projects in Manhattan including The Morgan Library and Museum, The New York Public Library and the exterior renovation of the Guggenheim Museum. John's two primary projects are in Columbia County, New York: Claverack Homesteads and The Stewardship on Millbrook Road. In addition, he recently assisted the city and state of New York to align the design of the World Trade Center Memorial and Museum with its budget. Prior to joining Sciam, John was Director of Finance for CIGNA Corporation's Corporate Real Estate Group with a portfolio of 11 million square feet of commercial property. He also completed an internship with the National Trust for Historic Preservation where he redeveloped historic, mixed-use buildings in downtown Baltimore. John is the Chair of the New York City Alumni of Swarthmore College and the Chair of the Real Estate Committee of Designer Black, a consortium of 50 leaders in the fields of design, architecture, development and finance in New York City.



**Brac Wardlaw** is Chief Executive Officer of Convergence Homes, a residential home building and development company based out of Texas. It is the only builder of its sort as it is also a national franchise. The franchise program created by the company was designed specifically to overcome the shortcomings found in the home building industry today. Brac developed his business acumen through both academics and wide-ranging real world experience. He attended West Texas A&M University, majoring in accounting and finance. Prior to college, he joined the US Army and was stationed with the 1st Cavalry Division at Fort Hood, Texas. His experience during Desert Storm provided invaluable knowledge and leadership skills applicable to both his life and work to this day. After his service in the military, as an honorably discharged veteran, Brac has been relentlessly involved in the franchise, construction, and business consulting industries for over a decade. Accompanied by his wife and three children, Brac also spends his free time actively involved in both local civic and charity organizations.



**Shane Coen** is the principal and founder of Coen + Partners Inc., a nationally regarded landscape architecture practice with studios in Minneapolis and New York City. Shane's work is considered progressive yet timeless. Over the past fourteen years Coen + Partners' work has been recognized for these qualities, receiving over fifteen state/regional awards and eight national awards for design. His studio's work is recognized by the AIA, the ASLA, the Committee on Urban Environment and the editorial staff of influential publications such as Metropolis Magazine, Dwell, Architecture, Architectural Record, and the New York Times who's critic, Anne Raver, describes Shane's work as 'pushing Midwestern boundaries'. In 2003 Shane and his firm received a Progressive Architecture Citation for the redesign of Mayo Woodlands, a new residential community in Rochester, Minnesota, only the second time a landscape architect has received this honor in the prestigious competition's fifty-year history. In addition to his practice, Shane lectures regularly including recent talks at Minneapolis' Walker Art Center and in Chicago at the symposium 'Sustainable Waterfronts: Learning from the Dutch Experience' co-hosted by the AIA Chicago and the Kingdom of the Netherlands.