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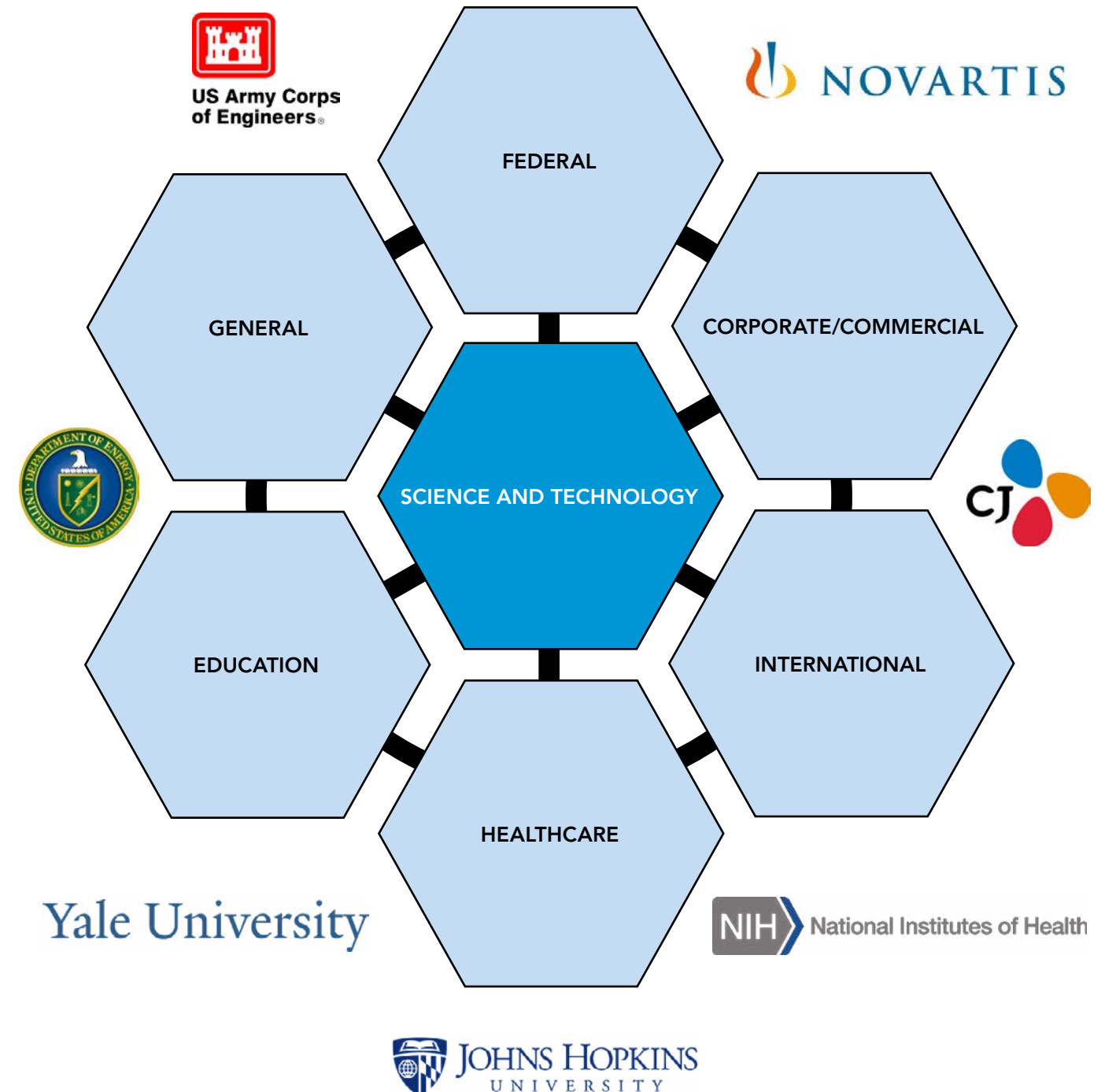
Vision

Be the most sought after design firm in the world, delivering transformative solutions to the most complex challenges in science and technology.

Mission (the BIG goal)

To be partnered with the top science, education, and research entities in the world.

Core Markets and Clients



DEFINING OUR KEY MESSAGE

Scientific advancements and technological breakthroughs are the driving forces behind almost every industry on the planet. As populations grow, natural resources diminish, disease prevention and treatment become more complex, climates continue to change, and evolutionary and universal mysteries continue to be explored, science and technology will remain essential to expanding human knowledge and solving the challenges of the 21st century.

In the past, our firm categorized S&T as a special building typology within the core market sectors of Education, Health Care, and Corporate Commercial. We worked with clients throughout each of our markets to successfully deliver planning and design for complex S&T facilities. Building upon this success, we decided last year to gather our S&T experts throughout the firm to form an official S&T practice – moving from a collection of laboratory planners to designers of buildings and spaces for scientific transformations. We have since created a business plan for developing our practice and expertise in collaboration

with our primary markets, and have already seen great progress with wins across our health, education, corporate/commercial and federal practices. We've also started developing our communications plan to better convey our goals and capabilities internally as well as position us as industry thought leaders externally to our clients. Although we still have work to do, these combined efforts are getting us closer to our goal: to become the most sought-after S&T design firm in the world, known for delivering transformative solutions to the most complex challenges in science and technology.

As populations grow, natural resources diminish, disease prevention and treatment become more complex, climates continue to change, and evolutionary and universal mysteries continue to be explored, science and technology will remain essential to expanding human knowledge and solving the challenges of the 21st century.



Kean University, New Jersey Center for Science, Technology & Mathematics Education (CSTME)



Booker T. Washington STEM Academy

What topics are we talking about?

- STEM Education
- Public / Private Partnerships
- Design-led S&T business planning
- Startup funding and business investment opportunities
- Real time research investment modeling
- Biocontainment
- Strategic workplace design
- Innovative laboratory design
- Animal research trends

Who are we talking to?

EXTERNAL	WHAT WE WANT TO ACHIEVE
Higher Education Research and Learning Entities	Meet once a quarter with Practice Leaders on what we want to achieve - exemplify our differentiation as the leaders in integrated transformative business, spatial, and experiential solutions in science and technology.
Federal Research Institutes	
Corporate Bio/Pharma and Tech Companies	
Public Health	
Commercial Developers	
Academic Medical Centers	
Trade Communications Groups	

INTERNAL	WHAT WE WANT TO ACHIEVE
Practice leaders for Healthcare/Corporate Commercial/ Education	Meet Monthly - coordination and collaboration efforts
Regional Office Leadership	Meet with once a month - major pursuits and client engagement
Corporate Communications	Meet biweekly - communications plan, external communications (ie: eblast, website, seminars, conferences, publications)
Marketing Coordinators	Meet with weekly - calendar, proposals, qualifications, interviews and communications

What projects are we talking about?

PAST/PRESENT PROJECTS

Gates Vascular Institute (GVI) and State University of New York (SUNY) at Buffalo-Clinical Translational Research Center

- Innovative public private partnership delivery method that saved 2 years in delivery and \$25m in construction and operating costs
- Urban revitalization through an estimated \$65m/year in economic impact
- Interdisciplinary translational center that integrates multiple types of basic and applied science with medical product development and healthcare delivery
- Universal grid modular new scientific workplace design that enables any science and any healthcare anytime, anyplace



Eckerd College, James Center for Molecular and Life Science Building

- Redefines water conservation and interdisciplinary science on a tropical, oceanfront campus
- Evolutionary air-conditioning system capitalizes upon reclaimed, nonpotable water from nearby wastewater treatment facility to cool the building.
- Chemistry and biology labs encourage interaction among students of different disciplines.



State University of New York at Buffalo, Science Building No. 15

- Consolidates science departments into a single facility, establishing a hub for Science, Technology, Engineering, Mathematics (STEM) curriculum.
- Uses the Fibonacci sequence - a recursive mathematical series - to determine proportion, rhythm and placement of metal panels and glazing on the exterior.
- Shaved \$1 million from cost projections through innovative building systems design and lower floor-to-floor heights



The Clorox Company, New Pleasanton Campus

- Creation of a new transformative business operations model that integrates and leverages research and development across multiple product streams to increase innovation and speed to market
- Business analysis drove innovative new scientific workplace design that yielded a 30% improvement in real estate utilization, while raising user satisfaction and increasing productivity
- Increase in business agility through Integration of administrative, marketing, ideation and product development in co-located, highly flexible offices, labs and pilot plant facilities



USACE Huntsville, Human Performance Wing Wright Patterson Air Force Base

- Facility focused on biomedical research and human performance testing for the Air Force's School of Medicine, including the U.S. Air Forces' bioinformatics and computational biology veterinary research services
- Facility supports study of human physiology as it relates to flight and other high-stress environments
- Unique design features including a high-G centrifuge, two altitude chambers, training and research chambers, and an aircraft fuselage
- Secure spaces include emissions security measures, radio frequency shielding (R/F shielding), and extensive Sensitive Compartmented Information Facility (SCIF) rating for educational spaces



What projects are we talking about?

FUTURE PROJECTS

Rutgers University, Newark Campus, Life Sciences Center (Science Center Phase II)

- Science gateway knitting together the existing Newark campus research and teaching facilities
- Urban infill design defining a complimentary scale and vocabulary to the existing streetscape
- Technology transfer spaces to enable entrepreneurial idea generation of Rutgers research staff
- Flexible research facility designed to support the pursuit of NIH and NSF grants



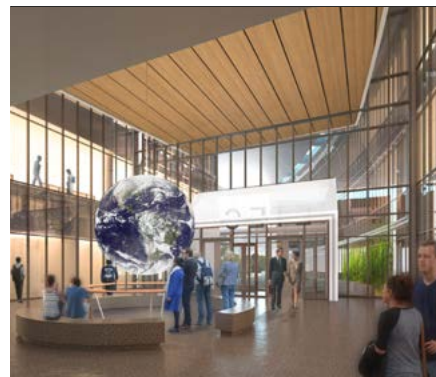
Coppin State University, Science and Technology Center

- Signature facility establishing CSU as a leader in science and technology education in Maryland
- Transformational addition to the West Baltimore community, including the introduction of a nine acre campus green in the traditionally urban setting
- Promotes an interactive, collaborative learning environment to benefit students and faculty alike
- Teaches environmental stewardship by example, includes multiple sustainable design features, including a rooftop green classroom that contributes to the facility's LEED Gold pursuit
- Specialty features include an NMR suite, greenhouse, small animal vivarium, and data center serving the computational sciences program and the entire campus



State University of New York at Albany - Emerging Technologies and Entrepreneurship Complex (SUNY ETEC)

- Technology transfer facility creating a direct link between the academic and investment community
- Celebrating the importance of research spaces as learning environments
- Design that encourages exposure to private industry and fosters student entrepreneurship
- Unique research and imaging capabilities for the study and research of atmospheric sciences



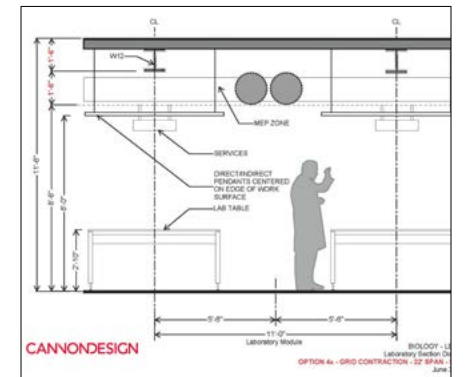
St. Louis College of Pharmacy, Phase I New Academic Building

- Creation of a highly visible, contemporary gateway to an urban campus
- Transparent academic environment focused on informal and formal student and faculty interactions
- Flexible research laboratories, supporting internal and external collaborations and NIH grant funding
- Transformation of learning environments to support of team-based, student-centered pedagogies
- Adaptable skills laboratories designed to accommodate real-world simulations



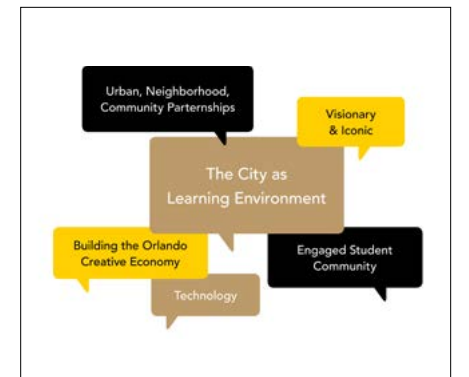
Yale University, Biology and Chemistry Teaching Lab Renovation

- A twenty-first century academic laboratory facility inserted seamlessly into an existing historic gothic collegiate structure
- Chemistry 'Super-Labs' with 40 Fume Hoods each to allow a variety of pedagogies, benchtop work, and lecture formats
- Design that fosters interaction and encourages collaborative team-based learning approach to problem-solving and the sciences
- Innovative design solutions that overcome the limited existing floor-to-floor heights
- Complex phased construction in an occupied facility



University of Central Florida Downtown Campus

- 1m sqft development that creates a new technology economy for Central Florida and revitalizes downtown Orlando
- Integrates programs across informatics, computer science, digital media, film and TV, and digital arts with social science, legal and health to create direct future focused transformative solutions to local regional and global challenges
- Live work, learn and create environment for 16,000 that integrates interdisciplinary learning and research with student housing, recreation and entertainment
- Public private partnership that integrates the University with Valencia College, the City of Orlando and a private developer



Public Relations

- News releases
- Social Media
- S&T Monthly Publication/Magazine
- E-Blasts
- Broaden Internal Communications
 - Jive
 - Website
- Elevate S&T profile, improve visibility and awareness of expertise
 - Blogs
 - S&T leadership to blog
 - Projects, events, people, project news and wins
 - Goal - monthly at minimum - person and project



Publications/Articles

Each of the S&T leaders to publish one or more articles during the year.

- Develop small articles with simple ideas to share with clients
- Create S&T editorial calendar with Danielle Forsyth
- Target publications:
 - R&D Magazine
 - Lab Design Newsletter
 - Animal Lab News
 - Tradelines
 - Lab Design Magazine
 - Architectural Digest
 - Architectural Record
 - Huffington Post
 - Fast Company
 - Business Week



CONFERENCES

2015 National/International Conferences

AALAS 66th National Meeting

November 1-5, 2015
Phoenix Convention Center, Phoenix Arizona
Abstract Submission Date: January 5, 2015 – March 15, 2015
https://www.aalas.org/national-meeting#.VQ_4sY7F_X4

APHL Annual Meeting

May 18-21, 2015
Indiana Convention Center, Indianapolis, Indiana
Abstract Submission Date: Closed
<http://www.aphl.org/conferences/annualmeeting/Pages/default.aspx>

ABSA Annual Meeting

October 9-14, 2015
Rhode Island Convention Center, Providence, Rhode Island
Abstract Submission Date: April 1, 2015
<http://absaconference.org/>

AURP International Conference

September 29-October 2, 2015
Rhode Island Convention Center, Providence, Rhode Island
Abstract Submission Date: April 1, 2015
<http://absaconference.org/>

COAA Fall Owners Leadership Conference

November 4-6, 2015
Green Valley Ranch Resort and Spa, Henderson, NV
Abstract Submission Date: Closed

COAA Spring Owners Leadership Conference

May 13-15, 2015
Hilton Baltimore, Baltimore, MD
Abstract Submission Date: Closed

I2SL Annual Conference

September 21-23, 2015
Hyatt Regency Mission Bay Spa and Marina, San Diego, California
Abstract Submission Date: Closed (March 20, 2015)
<http://www.i2sl.org/conference/2015/index.html>

ISPE Annual Meeting

November 8-11, 2015
Philadelphia Marriott Downtown, Philadelphia, PA
Abstract Submission Date: Closed
<http://www.ispe.org/2015-annual-meeting>

SCUP 50 (National): "We Strengthen and Transform Higher Education"

July 11-15, 2015
Hyatt Regency Chicago, Chicago, Illinois
Abstract Submission Date: Closed
<http://www.scup.org/page/eventsandeducation/annualconf/50>

SCUP Mid-Atlantic Regional: "Planning for Change: Cultural, Technological, and Economic Shifts in Higher Education"

March 8-10, 2015
Sheraton Norfolk Waterside Hotel, Norfolk, Virginia
Abstract Submission Date: Closed
<http://www.scup.org/page/regions/ma/2015>

SCUP North Atlantic Regional: "Plans Within Plans: Campus in Context"

April 12-14, 2015
Omni Hotel, Providence, Rhode Island
Abstract Submission Date: Closed (October 6, 2014)
<http://www.scup.org/page/regions/na/2015>

SCUP Pacific Regional: "1+1=3: Planning, Learning, and Building With Partners"

March 22-24, 2015
Portland State University, Portland, Oregon
Abstract Submission Date: Closed
<http://www.scup.org/page/regions/pa/2015>

Tradeline Facilitates Strategies for Animal Research and Biocontainment

October 5-6, 2015
The Westin Copley Place, Boston, Massachusetts
Abstract Submission Date: Closed (March 13, 2015)
<https://www.tradelineinc.com/animal2015>

Tradeline College and University Science Facilities

October 19-20, 2015
The Westin Copley Place, Boston, Massachusetts
Abstract Submission Date: March 27, 2015
<http://www.tradelineinc.com/academic2015>

Tradeline Strategic Facilities and Space Planning for Science and Research

April 20-21, 2015
Hyatt Regency Scottsdale, Scottsdale, Arizona
Abstract Submission Date: Closed
<http://www.tradelineinc.com/scienceplan2015>

Turnkey Conference

May 7-8, 2015
Sheraton San Diego Hotel & Marina, San Diego, California
Abstract Submission Date: Closed
<http://www.turnkeyconference.com/>

2016 National/International Conferences

AALAS 67th National Meeting

October 30-November 3, 2016

Charlotte, NC

Abstract Submission Date: January 2016 – March 2016

https://www.aalas.org/national-meeting#.VQ_4sY7F_X4

APHL Annual Meeting

June 6-9, 2016

Albuquerque, New Mexico

Abstract Submission Date: TBD

<http://www.aphl.org/conferences/annualmeeting/Pages/default.aspx>

ABSA Annual Meeting

October 7-12, 2016

Grapevine, Texas

Abstract Submission Date: April 2016

<http://absaconference.org/>

AURP International Conference

October 7-12, 2016

Grapevine, Texas

Abstract Submission Date: April 2016

<http://absaconference.org/>

COAA Spring Owners Leadership Conference

May 4-6, 2016

Westin Galleria Dallas, Dallas, TX

Abstract Submission Date: Spring: December 1, 2015

<https://www.coaa.org/Conference/>

COAA Fall Owners Leadership Conference

November 9-11, 2016

InterContinental Buckhead Atlanta, Atlanta, GA

June 1, 2015

<https://www.coaa.org/Conference/>

I2SL Annual Conference

September 2016

TBD

Abstract Submission Date: March 2016

<http://www.i2sl.org/conference/2016/index.html>

ISPE Annual Meeting

September 18-21, 2016

Atlanta Marriott Marquis, Atlanta, GA

Abstract Submission Date: TBD

<http://www.ispe.org/2016-annual-meeting>

SCUP 51 (National): "We Strengthen and Transform Higher Education"

July 9-13, 2016

Vancouver Convention Centre, Vancouver, BC

Abstract Submission Date: October 1, 2015

<http://www.scup.org/page/eventsandeducation/annualconf/51>

SCUP Mid-Atlantic Regional: "Preparing for the Unexpected: Integrated Planning to the Rescue"

March 30-April 1, 2016

University of Delaware, Newark, DE

Abstract Submission Date: October 28, 2015

<http://www.scup.org/page/regions/ma/2016>

SCUP North Atlantic Regional: "Plans Within Plans: Campus in Context"

March 20-22, 2016

The New School, New York

Abstract Submission Date: October, 21, 2016

<http://www.scup.org/page/regions/na/2016>

SCUP Pacific Regional: "Does the Campus Matter? How to Plan in the Age of EdTech"

March 6-8, 2016

Arizona State University, Tempe, AZ

Abstract Submission Date: October 5, 2015

<http://www.scup.org/page/regions/pa/2016>

Tradeline College & University Science and Engineering Facilities

April 4-5, 2016

Scottsdale, AZ

Abstract Submission Date: September 10, 2015

<https://www.tradelineinc.com/conferences>

Tradeline Research Facilities

May 2-3, 2016

Boston, MA

Abstract Submission Date: September 25, 2015

<https://www.tradelineinc.com/conferences>

Tradeline Facility Strategies for Animal Research and Biocontainment

October 17-18, 2016

Scottsdale, AZ

Abstract Submission Date: March 4, 2016

<https://www.tradelineinc.com/conferences>

Turnkey Conference

May 24-25, 2016

Gaylord National Harbor, Oxon Hill, Maryland

Abstract Submission Date: October 1, 2015

<http://www.turnkeyconference.com/>

CONFERENCES

National/International Target Conferences

Each of the S&T leaders to attend, present, and participate in one national conference during the year.

INTERNAL	CONFERENCES
Stephen Blair	<ul style="list-style-type: none"> • ISPE • AURP • AACU (Project Kaleidoscope)
Mark Whiteley	<ul style="list-style-type: none"> • SCUP • NACUBO • THINK
Curt Finrock	<ul style="list-style-type: none"> • ?
Trevor Calarco	<ul style="list-style-type: none"> • SCUP • Tradelines • AURP • AACU (Project Kaleidoscope)
Steve Copenhagen	<ul style="list-style-type: none"> • ISPE • AALAS • Tradeliines
Erik Terry	<ul style="list-style-type: none"> • AALAS • Tradelines • Turnkey • ISPE • AACU (Project Kaleidoscope)
Joe Popp	<ul style="list-style-type: none"> • AACU (Project Kaleidoscope)
Susan Johnson	<ul style="list-style-type: none"> • ASHRAE • NFPA • Big 10 and Friends
Gerry Williams	<ul style="list-style-type: none"> • ASHRAE • ?
Cherrie Chalifoux	<ul style="list-style-type: none"> • AURP



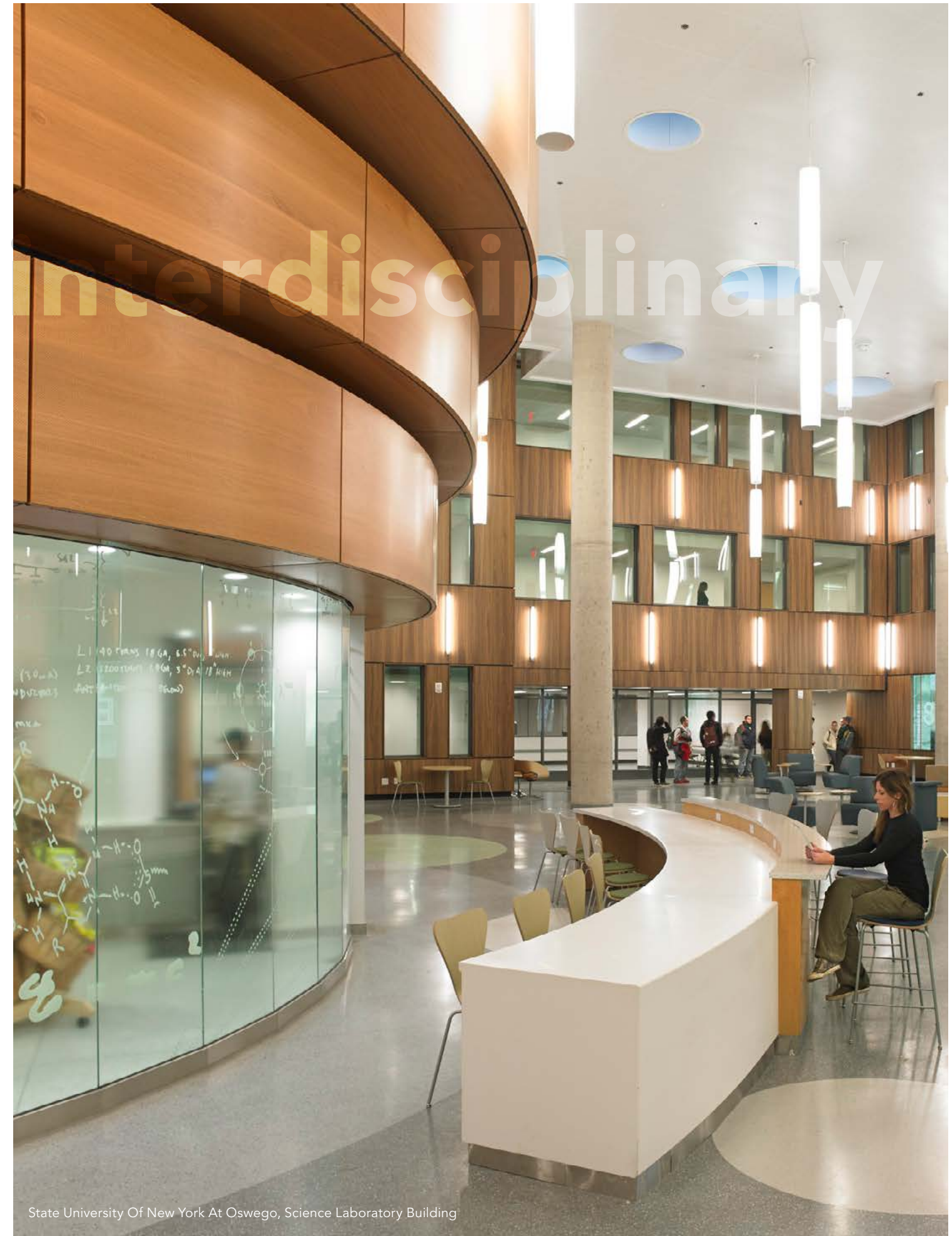
Novartis, Lab Building 200 Tech Square

CONFERENCES

Regional Target Conferences

Each of the S&T leaders to attend, present, and participate in one regional conference during the year.

INTERNAL	CONFERENCES
Stephen Blair	<ul style="list-style-type: none"> • NIH Conferences • SCUP Mid-Atlantic • National Capital Area Branch-AALAS
Mark Whiteley	<ul style="list-style-type: none"> • TEDX • San Francisco City Building Conference • San Francisco P3 Symposium • San Francisco and Chicago Ideas Week
Eric Jaffe	<ul style="list-style-type: none"> • New Jersey Technology Council • Small Business Incubator in Philadelphia • American Association for the Advancement of Science (AAAS) • New York Academy of Science
Erik Terry	<ul style="list-style-type: none"> • Tri-branch-AALAS • New Jersey and Delaware Valley-ISPE Chapters
Steve Stinnette	<ul style="list-style-type: none"> • I2SL National Capital Chapter • SCUP Mid-Atlantic • National Capital Area Branch-AALAS
Joe Popp	<ul style="list-style-type: none"> • NIH Conferences • SCUP Mid-Atlantic • Chesapeake Bay Area Chapter of ISPE
David Esch	<ul style="list-style-type: none"> • I2SL National Capital Chapter • NIH Conferences
Matt Malone	<ul style="list-style-type: none"> • Converge at Alexandria
Rick Hrycaj	<ul style="list-style-type: none"> • Boston Area Chapter of ISPE
Cherrie Chalifoux	<ul style="list-style-type: none"> • Virginia Biotechnology Association • Maryland Tech Council • BISNOW



State University Of New York At Oswego, Science Laboratory Building

2015 Initiatives

1. Project Write-Ups

- Benchmark Book
- Develop LEED project scorecard indicating initial goal and final outcome. Declare a standard of excellence (LEED GOLD?)
- Resume Building (identify best experience for each unique client)

2. Client Engagement

- S&T Collateral Book
- Update client contact list

3. Publications and Articles

- Each of the S&T leaders to publish one or more articles during the year.

4. S&T Representation

- Attend, participate, and present in at least one conference or organization per year.

5. S&T Collateral

- S&T Fact Sheet
- Qualifications, introductions and projects for:
 - STEM
 - Engineering

6. S&T Rankings

2016 Initiatives

1. Project Write-Ups

- Benchmark Book

2. Client Engagement

- S&T Collateral Book
- Host client discussions

3. Publications and Articles

- Each of the S&T leaders to publish one or more articles during the year.

4. Design awards

- Submit for R&D Magazine, Lab of the Year

5. S&T Representation

- Attend, participate, and present in at least one conference or organization per year.

6. S&T Collateral

- Qualifications, Introductions, and projects for:
 - General S&T
 - Vivarium
 - Renovations
 - Special Projects
 - Biocontainment
 - Government
 - Energy
 - Photography
 - Strategic planning/Master Planning
 - Business Transformation in S&T

7. S&T Rankings





CANNONDESIGN