

DBIA-WPR BAY CHAPTER TOOLS FOR DESIGN MANAGEMENT SUCCESS (HOW TO TAME A UNICORN)

Join DBIA-WPR Bay Chapter for a lunch program. Join us for an insightful session exploring the art and science of managing complex design within a \$2.3B terminal modernization project at SFO, delivered through a Progressive Design-Build model. Learn how to define clear Conditions of Satisfaction, navigate the 3 P's—Permit, Procurement, and Phasing—and keep stakeholder engagement at the core.

We'll dive into strategies for fostering true Collaboration through structured partnering, ensuring Design Excellence, and embracing the reality that sometimes, the best decisions come late—but not too late. Gain practical tools for balancing quantitative and qualitative decision-making, aligning choices with budget and schedule, and building consensus using A3 summaries and stakeholder buy-in.

Whether you're wrangling unicorns or just trying to keep a fast-paced project on track, this session offers proven tools to help you manage design with confidence, clarity, and creativity.



2025 BAY CHAPTER LUNCH

WEDNESDAY, JUNE 25, 2025

11:30am - 1:30pm

REGISTRATION ONLINE ONLY AT
dbiawpr.org



SPEAKERS

Farrah Young

Project Manager, Terminal 3 West Modernization
San Francisco International Airport

Kyle Gray, AIA, DBIA, LEED AP

Design Manager
Turner Construction Company

Ryan Feters, AIA, DBIA, LEED AP

Principal
Gensler

Joe Ortega, AIA, DBIA, LEED AP BD+C

Design Manager
Project Management Support Services (PMSS)

Moderator: **Alicia Deschamps Fernandez**

Design Manager
Turner Construction Company

LOCATION

San Francisco International Airport (SFO)
674 W. Field Road
San Francisco, CA 94128

AGENDA

Registration and Networking 11:30am
Panel/Q & A 12:00pm
Close 1:00pm
End of Program 1:30pm

COST TO ATTEND

DBIA Member \$ 45
Non-Member \$ 80
DBIA Student \$ 0
Student \$ 20
Owner \$ 0

FOR MORE INFORMATION

Please contact DBIA-WPR at
admin@dbiawpr.org

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