

## WASHINGTON DC CHAPTER SPONSORS

### PLATINUM

David M. Schwarz Architects  
HGA Architects and Engineers  
MGAC  
O'Connor Construction Management, Inc.

### GOLD

AFG Group, Inc.  
Alpha Corporation  
Skanska

### SILVER

Creative Umbrella  
Gilbane  
HITT Contracting  
Jensen Hughes  
Sam Kittner Photographer

### BRONZE

ECS  
Ayers Saint Gross  
Ellisdale Construction  
GeoConcepts Engineering  
GHD  
GHT Limited  
Gordon  
Keast & Hood  
Pennoni Associates  
STUDIO39  
Timmons Group  
Triad Engineering

### FRIENDS OF SMPS

Aerosol Monitoring & Analysis  
Substance151

Sponsorship Opportunities Available  
[smpsdc.org/sponsors](http://smpsdc.org/sponsors)

## ANNOUNCEMENTS

### CALL FOR SPEAKERS

Do you know a subject matter expert who would be a great fit for a SMPS DC panel discussion, educational event, or professional seminar? We welcome your submission on our website:

[smpsdc.org/speakers](http://smpsdc.org/speakers)

### GET INVOLVED

Looking for ways to maximize your membership? Get involved with one of our committees. It's a great way to connect with the DC Metro Area A/E/C community, meet new people, and help give a boost to your marketing and new business efforts. Learn more on our website:

[smpsdc.org/about-smps-dc/committees](http://smpsdc.org/about-smps-dc/committees)

### ABOUT SMPS WASHINGTON DC

The Society for Marketing Professional Services, DC Chapter is the largest local chapter of SMPS. The DC Chapter is dedicated to helping members sharpen skills, pool resources and work together with the goal of creating business opportunities.

SMPS welcomes marketing or business development professionals from diverse backgrounds, including architecture, engineering, planning, interior design, construction and specialty consulting firms.

[WWW.SMPSDC.ORG](http://WWW.SMPSDC.ORG)

## DEVELOPMENT PANEL AND NETWORKING

JULY 28, 2015



Society for Marketing  
Professional Services  
Washington, D.C.

---

## PROGRAM

Welcome to SMPS DC's Development and Networking Luncheon. We hope that you enjoys hearing from industry experts on the future of the Metro Washington DC area.

You will be e-mailed a survey following today's event. Please be sure to fill it out so that we can continue to improve our programming throughout the year.

---

## SPEAKERS

**MATTHEW STEENHOEK**  
VICE PRESIDENT OF DEVELOPMENT  
PN HOFFMAN & ASSOCIATES



Matthew Steenhoek joined PN Hoffman & Associates in 2005. He is currently a Vice President of Development for PN Hoffman, and the Associate Project Director for The Wharf. Matt's primary responsibilities include management of building design, transportation, sustainability, urban design, public financing, and local entitlement components of The Wharf. Prior to his involvement on The Wharf, Matt was PN Hoffman's Development Manager for Constitution Square, a 1.6 million square foot LEED-ND Gold certified mixed-used project in NoMa, seeing the project from master planning through to construction completion. He has also completed developments in Alexandria, VA and the Kalorama neighborhood of Washington, DC. Matt has spoken at a number of events hosted by the Urban Land Institute, the U.S. Green Building Council, the American Institute of Architects, the Greater Capital Area Association of Realtors, and the Rail~volution Conference. He has been interviewed on NPR, The Washington Post, Streetsblog, and other local news sources. Matt received his Bachelor of Science in Architecture from the University of Maryland, is a graduate of the 2012 Urban Land Institute Regional Leadership Institute, and holds a Master of Urban and Regional Planning degree from Virginia Polytechnic Institute. He is a LEED Accredited Professional and recipient of the 2011 Outstanding Graduate Student award from the Virginia Chapter of the American Planning Association.

---

**CLAIRE SCHAEFER OLEKSIAK**  
PRESIDENT  
MOUNT VERNON TRIANGLE  
COMMUNITY IMPROVEMENT DISTRICT



Claire Schaefer Oleksiak is President of the Mount Vernon Triangle Community Improvement District, a 17-block neighborhood within downtown Washington, DC known for both its dynamic growth and its enduring sense of community. Oleksiak's experience with, and lifelong passion for, placemaking, community-building, transportation and economic development contributed to her appointment to lead the organization in August of 2013.

Prior to Oleksiak's appointment at the Mount Vernon Triangle CID, she served for six years as Deputy Executive Director of the Capitol Riverfront Business Improvement District, where she played a leading role in the establishment of the BID and the Yards Park LLC organizations.

Oleksiak has presented on urban planning issues and community building in multiple forums, including the International Downtown Association Conference in September of 2008, and oversaw the production of original research on trends in Washington, DC's Metrorail Green line corridor -GreenPrint of Growth (2012), and the Urban Design Framework Plan (2013)- which recommended transportation, temporary urbanism, art, civic and retail strategies for the neighborhood.

Oleksiak is a member of Commercial Real Estate Women (CREW) DC, the International Downtown Association, Urban Land Institute, the DC Business Improvement District Council, DC Surface Transportation Board, the Cornell Alumni Ambassador Network of Washington, D.C., and the Franklin Park Technical Advisory Committee. She served in the past as a member of the Advisory Committee for the DC Commission on Arts & Humanities Public Art Master Plan. She was recently appointed Vice Chair of the CSX Virginia Avenue Tunnel Community Mitigation Fund. Oleksiak earned her MS from Oxford University and her BA from Cornell University.

---

**MARTIN SHARPLESS**  
VICE PRESIDENT  
SKANSKA USA BUILDING



Martin Sharpless is an A/E/C industry leader with deep client and design firm relationships built over a 30+ year career in the Mid-Atlantic region. He focuses on client, architect and engineer interaction to support the firm's business across their regional market sectors: Education, Healthcare, Government, Commercial, Corporate and Life Sciences. Skanska provides Building, Civil, Commercial and Infrastructure Development services.

Prior to his construction career, Martin was a practicing architect, with additional experience in development and alternative project delivery. He has been involved in many of our region's largest projects during his career. Martin actively participates in community, industry, higher education and student mentoring programs personally and at the Board level.

---

**VALDE KUZDZAL**  
CONSTRUCTION MANAGER  
FEDERAL REALTY INVESTMENT TRUST



Valde Kuzdzal is the Construction Manager for the Pike & Rose Project for Federal Realty Investment Trust. Prior to joining FRIT, Valde spent 8 years at The Peterson Companies building secret office buildings for the United States Government, and 8 years at Boston Properties managing commercial construction. Valde graduated with a Bachelors of Science in Architecture from the Catholic University of America.

---

## CONTINUING EDUCATION CREDITS

This program is approved for 1.5 LU/CEU hours. Please sign the appropriate sheet at the registration table for credit.