



By Josiah Hinkle, AIA | Hinkle Design Studio LLC &  
Tori Cohen, Assoc. AIA | Shulman + Associates  
May 17, 2024

# Business Development and Marketing

SESSION #4

@The Betsy Hotel  
1440 Ocean Drive, Miami Beach, FL 33139

@Hotel Greystone  
1920 Collins Avenue, Miami Beach, FL 33139



# Business Development and Marketing

## **PROGRAM SUMMARY:**

Miami is a unique city to practice architecture- its built environment both shapes and responds to its identity (diverse culture, climate challenges, and rapid growth). This session will explore organizations that tap into the Miami Brand through their projects, business development and marketing strategies. Session scholars will explore business development and marketing strategies including: effective networking, using social media professionally, business development and pursuing work, and building a personal brand.

## **LEARNING OBJECTIVES:**

Following this session, participants will be able to:

1. Understand ways firms and architects go about business development and pursuing work.
2. Develop skills to effectively network.
3. Discover strategies to use social media professionally.
4. Identify their personal brand and how to leverage Miami's unique brand.

## **PROGRAM ABSTRACT:**

This session will explore organizations that embrace the Miami Brand through their projects, business development and marketing strategies. How can we as architects and designers respond to our unique context?

This course will begin with a site visit of the Betsy Hotel, an adaptive use project by Shulman + Associates (S+A), led by Allan Shulman and Rebecca Stanier-Shulman, Principals of S+A. The site visit will explore branding through architecture and hospitality design. The Betsy Hotel exemplifies two Miami themes: the arts, and the preservative nature of the historic Miami Beach Architectural District.

The group will then make their way over to Hotel Greystone, another adaptive use project by S+A, where the rest of the session will be held, starting with lunch from Hotel Greystone's Cafe Kobo.

After, George Cuesta, Principal of Cuesta Construction, will lead a discussion of effective networking. George will provide a perspective of the construction industry - what is more Miami right now than construction?

Next, Carly Klein, Director of Marketing at El Car Wash and former Marketing and Social Media Manager at Bal Harbor Shops (two commercial companies with a strong Miami identity), will cover using social media professionally and discovering your personal brand

Finally, Wesley Kean, Principal of KoDA, will discuss business development and pursuing work, with a focus on residential projects. His firm deals with elements unique to Miami that inform the process and ultimately the design of their projects.

The day will culminate with a networking happy hour at the Sora Rooftop at Hotel Greystone, where scholars can practice their new social media and networking skills.

# Business Development and Marketing

**Date:** 17. May. 2024

**Location 1:** The Betsy Hotel, 1440 Ocean Drive, Miami Beach, FL 33139

**Location 2:** Hotel Greystone, 1920 Collins Avenue, Miami Beach, FL 33139

**Time:** 12:00 pm – 5:00pm

## AGENDA

12:00 – 1:00

### Presentation #1

Site visit: Branding through architecture

Allan Shulman, FAIA, Principal at Shulman + Associates

Rebecca Stanier-Shulman, Principal at Shulman + Associates

1:00 – 1:15

### Walk to Hotel Greystone

1:15 – 1:45

### Lunch

From Kobo Cafe at Hotel Greystone

1:45 – 2:45

### Presentation #2

Effective networking

George Cuesta, Principal at Cuesta Construction

2:45 – 3:45

### Presentation #3

Using social media professionally/ building a personal brand

Carly Klein, Director of Marketing at El Car Wash

3:45 – 4:00

### Break

4:00 – 5:00

### Presentation #4

Business development and pursuing work

Wesley Kean, AIA, Principal at KoDa

5:00 – 6:30

### Happy Hour @ Sora Rooftop Bar at Hotel Greystone

1920 Collins Avenue, Miami Beach, FL 33139

### III. Speakers & Presentations

#### **Presentation #1:**

Site visit: Branding through architecture



Allan Shulman, FAIA, LEED AP  
allan@shulman-design.com  
www.shulman-design.com

#### **Allan Shulman**

Speaker

Allan Shulman is an architect, author, editor and curator. He is the founding principal of Shulman + Associates (S+A) and also serves as a Professor at the University of Miami School of Architecture. Allan's research focuses on themes of modernism, tropicality and urbanism. As an extension of his research, Allan founded S+A in 1996 with a focus on the creation of relevant, site-specific designs. The firm has become a leader in forging a creative synthesis of preservation, resiliency and innovation, and in developing new approaches to tropical architecture. Under Allan's design leadership, S+A projects have been recognized with 126 design awards and publication internationally. Elevated to Fellowship in the AIA in 2008, Allan was awarded the AIA Miami Silver Medal for Design in 2010 and the AIA Florida Gold Medal in 2017.



Rebecca Stanier-Shulman  
rebecca@shulman-design.com  
www.shulman-design.com

#### **Rebecca Stanier-Shulman**

Speaker

Rebecca Stanier-Shulman switched paths to architecture after a first career as an opera singer. After stints in New York and Miami at Arquitectonica, AECOM and SOM, she joined Allan at Shulman + Associates. At S+A she directs strategic growth and business development, and acts as client liaison to ensure good communication and efficient project delivery. Rebecca is president of the board of Orchestra Miami and serves on the FIU MBUS Industry Partnership Board.

#### **Presentation #2:**

Effective networking



George Cuesta  
george@cuestaconstruction.com  
www.cuestaconstruction.com

#### **George Cuesta**

Speaker

George L. Cuesta is a Principal of Cuesta Construction and serves as Chief Financial Officer overseeing the firm's financial and risk management and administration. Cuesta Construction is an industry leading construction management and general contracting firm offering a full range of construction services to the South Florida market. His career in construction and real estate has given him the opportunity to work within diverse industries including hospitality, multi-family and luxury residential, professional and medical office buildings, retail centers, institutional and transportation, as well as with various agencies in the public sector. Having received a Bachelor's Degree in Finance and International Business from the School of Business Administration at Florida International University (FIU), Mr. Cuesta's career in financial analysis and risk management is rooted in his education. Upon graduating from FIU, he began his career in the banking and finance industry where he received formal training in the areas of corporate credit and financial analysis by one of the nation's largest and most respected banking institutions.

#### **Presentation #3:**

Using social media professionally and building a personal brand



Carly Klein  
carlyklein33@gmail.com  
www.elcarwash.com

#### **Carly Klein**

Speaker

Carly currently serves as the Director of Marketing for El Car Wash. She is a born and raised South Florida local with a passion for creativity, relationship building, giving back to the community, and leaving a mark in any industry she involves herself with. Her previous experience includes marketing roles at Bal Harbour Shops, one of the country's most prestigious shopping destinations, and at a local PR firm. She also worked at a culture design agency which served to improve corporate culture in the healthcare space. She is dedicated to using her professional skillset to help translate the Miami experience, so everyone can understand some of the best qualities that make this city so unique. Pastimes include spending time with her amazing wife Danielle, overly spoiling her dog, Theo, enjoying the South Florida dining scene, traveling the world, and most importantly, putting family and close friends first.

#### **Presentation #4:**

Business development and pursuing work



Wesley Kean, AIA  
wesley@kodamiami.com  
www.kodamiami.com

#### **Wesley Kean**

Speaker

Wesley Kean is the Principal, Creative Director & Founder of KoDA. Kean leads the on-going research of the firm, which informs the work of the practice. He views architecture as a mechanism to improve the social, cultural, and environmental issues facing cities. His writings on the subject of how metabolist ideas can potentially solve sea-level rise vulnerability have been published in AIA's Florida/Caribbean Architect magazine, and he has lectured on the topic at the University of Miami. He was recently bestowed the 2023 Silver Medal Award for Design from the AIA Miami Chapter as well as the 2024 AIA Young Architects Award, a National award. As an architect and an urbanist, Kean feels a particular responsibility to serve his community. He sits on the planning and zoning board of his historic neighborhood and was appointed to the City of Miami Beach Next Generation Council, which provides recommendations to the Mayor and City Commissioners on city-related issues affecting millennials. An active member of the American Institute of Architects, he is a Vice President of the board for the Miami chapter. He is also a visiting critic at the University of Miami, Florida International University, and Miami-Dade College, as well as a member of the ICA Miami's Young Collector's Board. Kean earned a Bachelor of Architecture from the University of Miami, which included an Urban Design, Architectural Theory, and History of Architecture program in Rome, Italy.

## Sponsors

We want to thank all of our sponsors for generously helping us develop CKLDP for the future success of our emerging leaders of the South Florida metropolitan area.

### SESSION SPONSORS

**INNOVA**  
R E N D E R S

**matter**



**expormim**

### SESSION SUPPORTERS



### CKLDP 2024 | PROGRAM SPONSORS



Thank you to Innova Renders, Green Coast Engineering, Expormim, Matter Surfaces, ARPE Engineering, Shade FLA and AIA Miami for providing support for this session.

**IN-KIND SPONSORS**

**Shulman +  
Associates**

KoDA



Thank you to Shulman + Associates, Cuesta Construction, El Car Wash and KoDA for your support and participation in this event.

**Acknowledgements**

We would also like to thank the Betsy Hotel and Hotel Greystone for hosting session #4.



**HOTEL GREYSTONE**