

Welcome to the New Economy
Rise of the Right Brain
Craig S. Galati, AIA, FSMPS, CPSM

NERC - April 23, 2015

Craig's Top Ten Tips for Survival in the New Economy

- # 10 YouTube
- # 9 Divergent Thinking
- # 8 It Takes 10 Years to Become an Overnight Success
- # 7 Empathy is the New Currency
- # 6 Replace the Word "or"
- # 5 Stories Have Replace Data
- # 4 Find YOUR Authentic Story
- # 3 Approach Opportunities with a Beginner's Mind
- # 2 Creativity Matters
- # 1 Successful Firms Will be Marketing Led

MOJAVE LORE

Omniscient Mojave wind—
You speak of the ancient times
When Mother Earth was young and wild.
You tell of the life that you brought forth
As you waltzed with the springs
And tossed the meadow seeds from your back.
You sing resplendent praises for the fruits of your labor—
A majestic Eden of grass and brush and scented blooms.
From lush riparian to stark desert grace—
A community befriended by the summer sun's fiery tendrils
And the winter moon's frosted gleam.

Omnipresent Mojave wind—
You witnessed this rugged terrain
Become a home to blessed fauna.
Its redrock walls and cerulean roof austere in form,
Yet inviting to those of strong character and high resilience.
You beheld the arrival of primitive man—
Father to the Native—
And watched his stoic line persevere,
Bonding with reverence to both land and animal.
Your view was sublime—
A kaleidoscope that encompassed all.

Omnipotent Mojave wind—
You've held time's hand with reticence,
While history's spun its muddled web.
Now rampant progress rides your tail
And camps in your backyard.
The ebullient, chaotic dreams of humanity
Have transformed this valley floor.
From indigenous to exotic, natural to synthetic,
A city of the desert—once rural, now urbane—
Has taken root in your benevolent presence.
And now, as the child plays the parent,
You heed your wary soul's advice to temper cultivation.

Mojave wind,
Come touch the ground and feel its beating heart.
A tiny eco-island still remains,
Though its blood has grown thin with age.
Surrounded by an encroaching sea of concrete,
Its solitary endurance is a testament to hope—
Not just yours, but ours as well.
Look! Sweet opportunity beckons for your guidance.
Grant her impassioned request—
Revitalize this once-verdant landscape
And protect its rare inhabitants from certain demolition.
Give new voice to Thoreau's call for conservation.
Through this, a living institution where past marries future,
Retell your stories and reveal your secrets of sustainability.
The generations are listening. . . Mojave Desert Preserve.

-A.L. Gray

Lucchesi, Galati Architects, Inc.

June 20, 2014

Mr. Bill Risley
Opportunity Village
Director of Service Contracts and Facilities
6050 South Buffalo Drive
Las Vegas, NV 89113

RE: Opportunity Village - Request for Proposal

Mr. Risley:

Chris loved coming to work. In addition to being productive and earning a living, he especially loved the interaction with his friends at Opportunity Village. He loved the staff and the tasks that he was able to complete. He took pride in his work and knew it was appreciated.

What excited Chris the most was living on campus and furthering his bonds with his friends beyond work. He looked forward to socializing with his friends after work every day and getting to know them even better. The Residences at Opportunity Village had opened up the world for Chris and many of his colleagues.

Chris' parents were impressed with Opportunity Village's work program and the care and love that Chris received from the staff. When they first considered allowing Chris to move into the Residences, they had no hesitation because of the love and care that they knew he would receive. After Chris had moved in, they quickly noticed how grown up he had become, how he loved to be with his friends, and how they had become his extended family. It also helped them as parents--full time care is tremendous work and being able to go out together or on a vacation without worrying was a blessing.

LGA understands how important the work is that Opportunity Village does for our community. Countless families and OVIP's rely on Opportunity Village and their successful model. To them, Opportunity Village is their rock, their Foundation of Love.

LGA is excited and honored to be considered for this assignment. Creating the appropriate place that allows Opportunity Village to continue to deliver a high level of service and expand the organization's service offerings is a meaningful and rewarding endeavor--one that is particularly suited to LGA's unique way of practice.

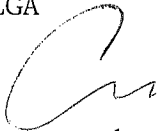
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Mr. Bill Risley
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LGA's team, its process, and its experience is a perfect fit for this assignment. Our Proposal will demonstrate this as well as the following:

- LGA is a civic and community minded firm. We have worked with many non-profit organizations within our community and have helped them further their mission and make a difference;
- LGA understands how to create places that are appropriate for their intended use. Our process is based in discovery and research and will be tailored specifically for Opportunity Village;
- LGA is a collaborative organization. We are adaptive, flexible, and love to engage our clients in workshops and team oriented strategy sessions to achieve the best possible solutions.
- LGA has assembled a team of extraordinary talent including JSR Associates, one of the premier architects who specializes in special needs housing.

Thank you for this opportunity. We look forward to presenting to you, clarifying this Proposal and answering any questions you might have to help you determine whether LGA is the right partner for you.

Sincerely,
LGA

A handwritten signature in dark ink, appearing to read 'Craig S. Galati', written over a horizontal line.

Craig S. Galati, AIA, FSMPS
President

April 30, 2009

Mountains Recreation & Conservation Authority
Los Angeles River Center and Gardens
570 W. Avenue 26, Suite 100
Los Angeles, CA 90065

Re: Request for Proposals for Architecture/Engineering/Exhibit Design Services
Santa Monica Mountains National Recreation Area Visitor Center
King Gillette Ranch

Members of the Selection Committee:

Rising up through the mist of the Pacific Ocean, the Santa Monica Mountains Natural Recreation Area has been refined by time to reveal a truly exceptional and identifiable place. This place, measured by our senses, has been expertly sculpted by geology, biology, weather and time to create an enduring legacy intertwined with human culture. Resting in the heart of this amazing ecosystem, the new SMMNRA Visitor Center at King Gillette Ranch is an opportunity to share and educate the next generation of guests to this area while restoring and interpreting the region's history.

To create a meaningful project that balances the rich cultural layers of this site with the requirements of an environmental and sustainable future requires a consultant team as diverse and matchless as the Santa Monica Mountains.

A project of this importance and cultural significance requires the services of a collaborative team that has previously worked together, and one which has the breadth and depth of experience to coordinate the varying needs and goals of a multi-agency project. Lucchesi Galati, Split Rock Studios, and our consultant team possess these qualifications. We understand that for a project of this type to be successful, many voices must be heard and understood, groups must come together for a common purpose, and multiple stories must be told.

Our design team offers a different approach in both our response to this RFP, and in how we will perform the services. Please explore this Proposal through the eyes of a first time visitor to the King Gillette Ranch. What are your feelings the first time you arrive? How have return visits influenced your impressions from the first visit? What stories must be understood if you can only visit once?

Many special and extraordinary projects have taught us that together we can create appropriate places that meet the goals of multiple agencies, while also allowing each individual agency to maintain its identity and keep its vision alive in the project. The key to the success of these projects lies in the facilitated dialogue and collaborative design process. This process is based in deep understanding and empathy, respect for the place, and the layering of stories and themes. Projects of this type must be led by interpretation with the architecture and landscape being supportive of this interpretation.

Raymond J. Lucchesi, AIA

Craig S. Galati, AIA

John A. Haddad

Jeffrey D. Roberts, AIA

MCRA
RFP for A/E & Exhibit Design Services
SMMNRA Visitor Center, King Gillette Ranch
April 30, 2009
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Since it is our belief that interpretation should lead this project, we have taken the liberty of including two volumes from *The Interpreters Handbook Series*. The first volume entitled *Interpretive Centers*, written by Michael Gross and Ron Zimmerman, and the second volume entitled *Signs, Trails, and Wayside Exhibits*, written by Michael Gross, Ron Zimmerman, and Jim Buchholz. We are excited and proud to have Ron and Jim as consultants on our team.

It is with this understanding that we submit the following Proposal. Thank you for the opportunity and we look forward to presenting our team to you in person in the near future.

Sincerely,

LUCCHESI GALATI

A handwritten signature in black ink, appearing to read 'Craig S. Galati', written over the printed name.

Craig S. Galati
President