



A SHERMAN CAWLEY

President // Cawley Architects // cawleyarchitects.com

Cawley is a native Arizonan and has practiced architecture in Phoenix for 38 years. He is the president of Cawley Architects, a medium-sized commercial firm focusing on delivering quality professional design services, primarily in the design-build commercial arena.

Prized possession: "My cameras. I love photography and love travel. The opportunity to travel, observe and ultimately capture a story to share is one of my ultimate satisfactions."

Industry outlook: "With strong growth in the Phoenix market for the last few years, finding new talent can be difficult. The firms that will enjoy long-term success in 2019 and beyond will be those that commit to teaching and mentoring younger staff."

B MICHAEL DAVIS

Founder, CEO and director of design // DAVIS // thedavisexperience.com

Davis been an "architect" in his imagination for about 55 years — since he was 5. He has worked in the industry for 41 years after just one year in college and has been a registered architect for 34 years. Davis has had his own practice for 27 years.

Personal strengths: "Doing what I say I'm going to do. We have built an amazing reputation in our industry for doing high-quality work that is economically viable, enduring and highly valuable. Being good people to work with — and truly delighting in going 'above and beyond.' Putting others before myself and valuing each person's uniqueness. Listening well. Learning how to get to consensus [always hard work and always worth the effort]. Being an active learner and not resting on successes."

C MARTHA DE PLAZAOLA ABBOTT

Co-managing director // Gensler // gensler.com

DePlazaola Abbott rejoined Gensler in October of 2017. Her comprehensive portfolio includes a myriad of "work-life" projects encompassing mixed-use, multifamily, hospitality, retail and office. Her ability to foster relationships and gain trust has been instrumental in the success of many high-profile projects.

Professional advice: "Being passionate about what you do is the cost of entry, what will set you apart is your ability to listen. Listening leads to solving the right problems really well, which results not only in successful projects, but lasting relationships and repeat business."

PRIZED POSSESSION: "My wedding ring. It symbolizes everything my husband and I have built together, personally and professionally."

D STEVE RAO

President // DWL Architects + Planners Inc. // dwlarchitects.com

Rao is president of DWL Architects + Planners, a Phoenix-based planning and design firm whose many projects have made a quality contribution to Arizona's built environment over the past 69 years. During his 30 years with DWL Architects, Rao has completed more than \$1 billion worth of aviation work at Phoenix Sky Harbor International Airport, along with other notable projects such as the Chicago Cubs Spring Training Facility and Phoenix-Mesa Gateway Airport's West Terminal expansion.

Professional advice: "Gain a broad exposure to what the architecture profession has to offer early in your career. This allows you to choose and focus on the industry sector that most interests you. For me, it was aviation design. If you enjoy what you're doing, you will be successful."

D BRAD WOODMAN

Vice president and office director // SmithGroupJJR // smithgroupjjr.com

As office director and a leadership council member of SmithGroupJJR, Woodman is deeply engaged within the firm and the industry. Woodman is an integral member of the Phoenix metropolitan community: sitting on the boards of the Phoenix Community Alliance, the Children's Museum of Phoenix and recently serving on the City of Phoenix, Innovation District Steering Committee.

Business advice: "Follow your goals, see them through, and savor satisfying moments. Every building is not the same, which will keep you alert and active."

Most economists are predicting a downturn, of some type, in late 2019 or 2020. As for us, we are still experiencing a very active and robust market, so the glass-half-full side of me doesn't see things slowing down for a while.