

Ⓐ | April 23, 2026

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Space Strategies 2026

New models and metrics, utilization, flexibility, workplace engagement, occupancy costs, management systems



April 23-24
in Scottsdale, AZ

Space Strategies 2026

This is Tradeline's 14th annual conference detailing critical space planning and management data, metrics, processes, and technology solutions that owners will need to meet goals for **successful RTO (return to office) and hybrid workplace initiatives, higher space utilization, increased flexibility, and better workplace engagement and experience.**

Conference Themes:

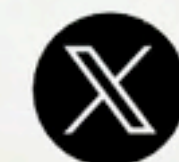
- Reassessing **workplace and occupancy strategies** for **hybrid and RTO initiatives**
- More **accurate utilization studies, occupancy data, metrics, and analytical techniques**
- **Multi-purpose spaces** for **increased flexibility**

Registration Questions?

Please do not hesitate to call or email with any questions.

Contact the Registrar
ph: 925-254-1744

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WHY
DO WE BUILD
BUILDINGS?



The New York Times

SQUARE FEET

Can a University From Tennessee Help Accelerate Growth in West Palm Beach?

At a time of financial and enrollment uncertainty in higher education, Vanderbilt University, along with other schools, has forged ahead with expansion.



Listen · 8:12 min



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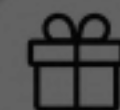
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The New York Times
The new campus will focus on graduate education and research that aligns with the region's rapidly growing innovation economy.

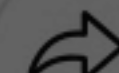
Can a University From Tennessee Help Accelerate Growth in West Palm Beach?
It will build a talent pipeline for one of the nation's fastest-growing markets by offering programs in finance, management, engineering, space technology and innovation, defense technology and manufacturing, and business innovation.



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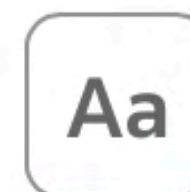


REUTERS

Exclusive: Boeing hiring more than 100 factory workers a week to boost output, replace retirees

By Allison Lampert and Dan Catchpole

April 16, 2026 3:02 AM MST · Updated April 16, 2026



The Mission: **To solve the "Skilled Trades Deficit."**

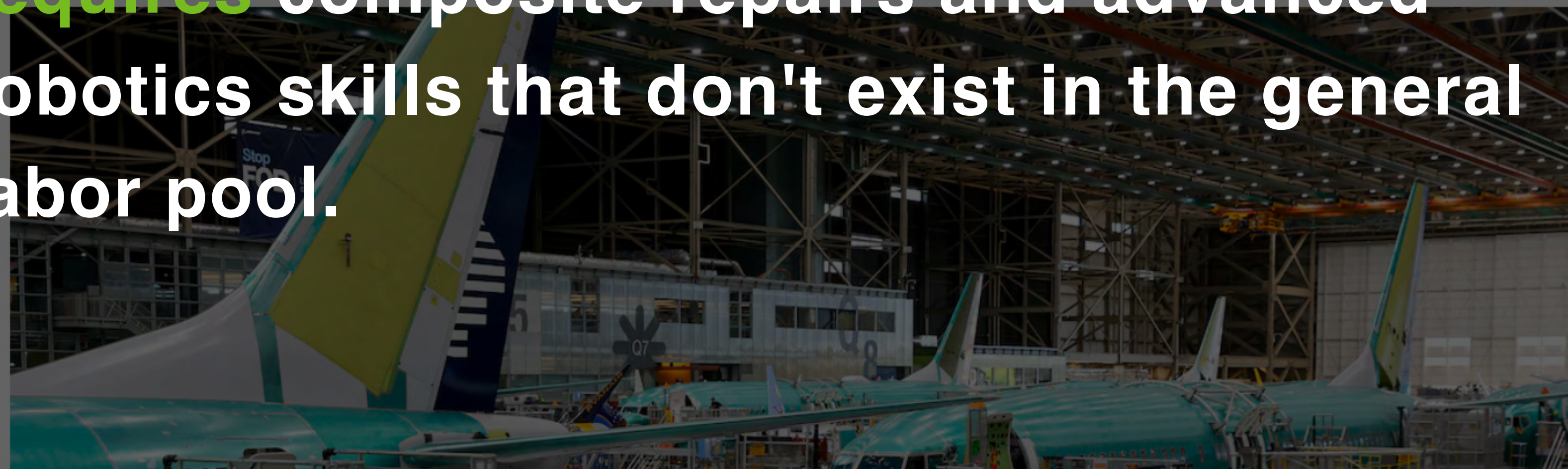
Exclusive: Boeing hiring more than 100

The "Why": They aren't building a factory to make parts; they are **building a "Learning**

Factory." Because the "new economy"

requires composite repairs and advanced

robotics skills that don't exist in the general labor pool.



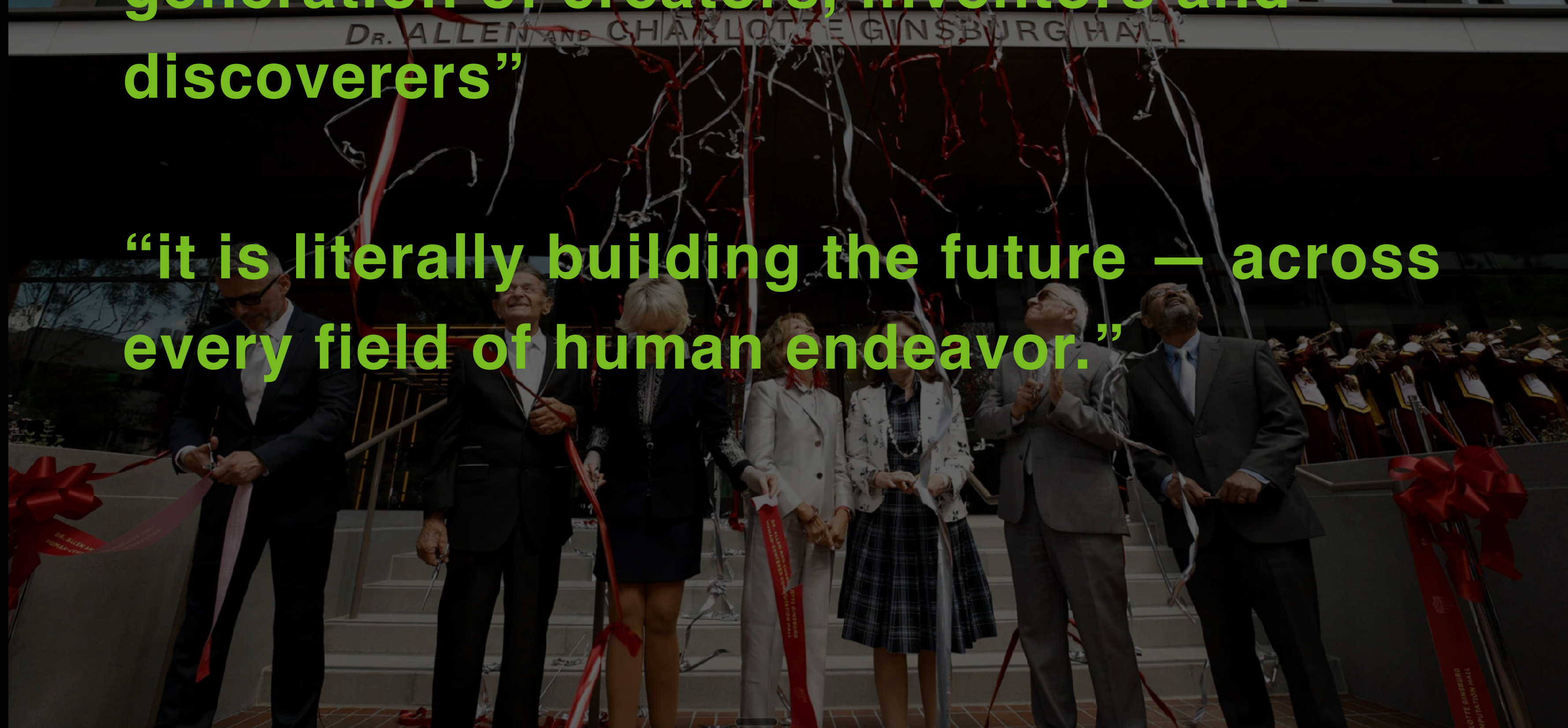
USC celebrates opening of Dr. Allen and Charlotte Ginsburg Human-Centered Computation Hall



USC celebrates opening of Dr. Allen and Charlotte Ginsburg Human-Centered Computation Hall

The new building is a “home for the next generation of creators, inventors and discoverers”

“it is literally building the future — across every field of human endeavor.”



BUT **WHAT HAPPENS** **ALONG THE WAY?**

WATCH THE
WHACK-A-MOLE
VIDEO HERE



THE WHY.



TEDTALK: HOW GREAT LEADERS INSPIRE ACTION

WATCH
SIMON
SINEK'S
TEDTALK
HERE



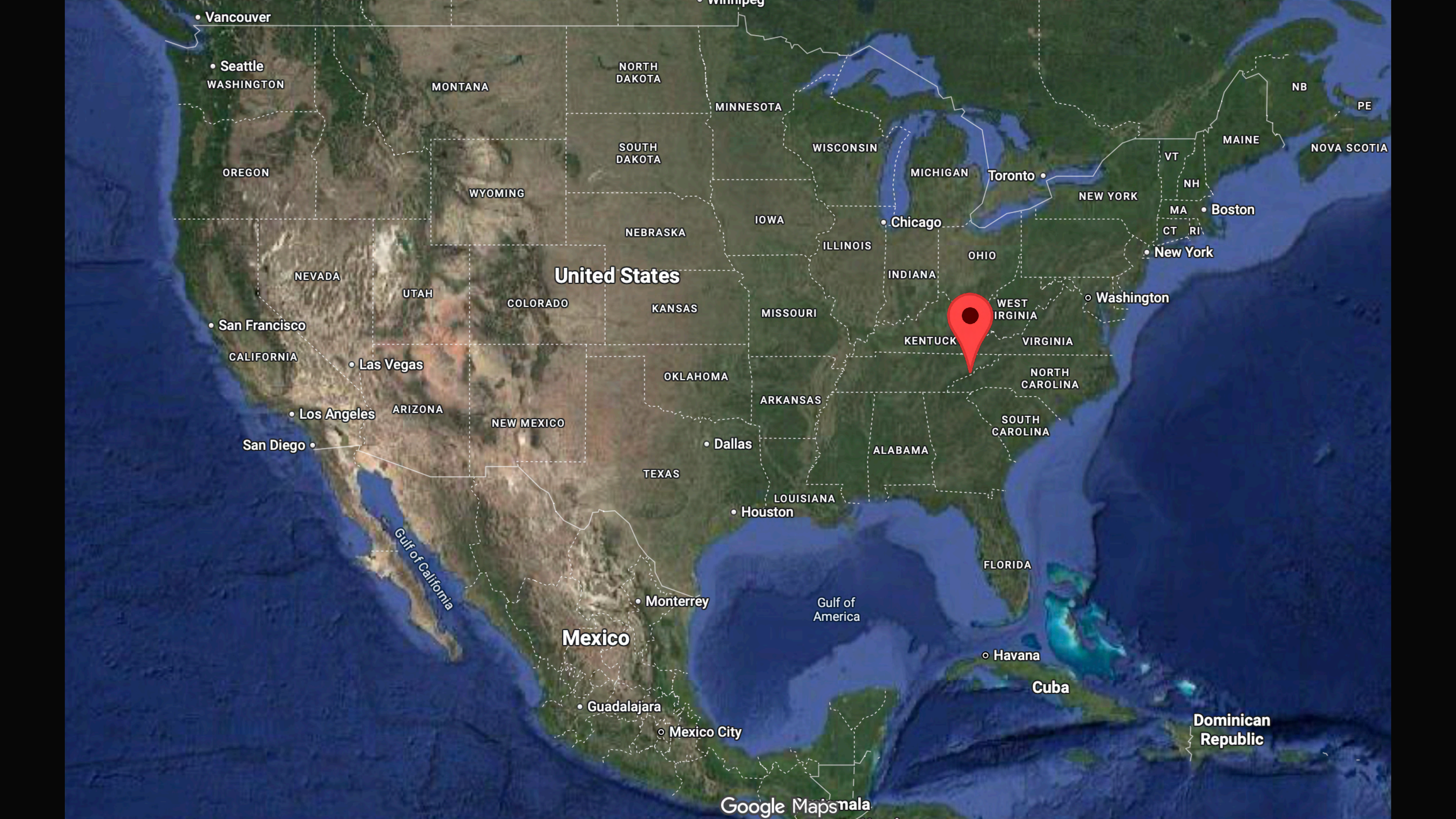
THE WHY.











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START WITH THE STORY

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PLAN THE AUDIENCE
JOURNEY

3

USE **FRIENDLY**
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JOURNEY

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TECHNOLOGY TO BRING
THE STORY TO LIFE



THE STORY
IS THE WHY.



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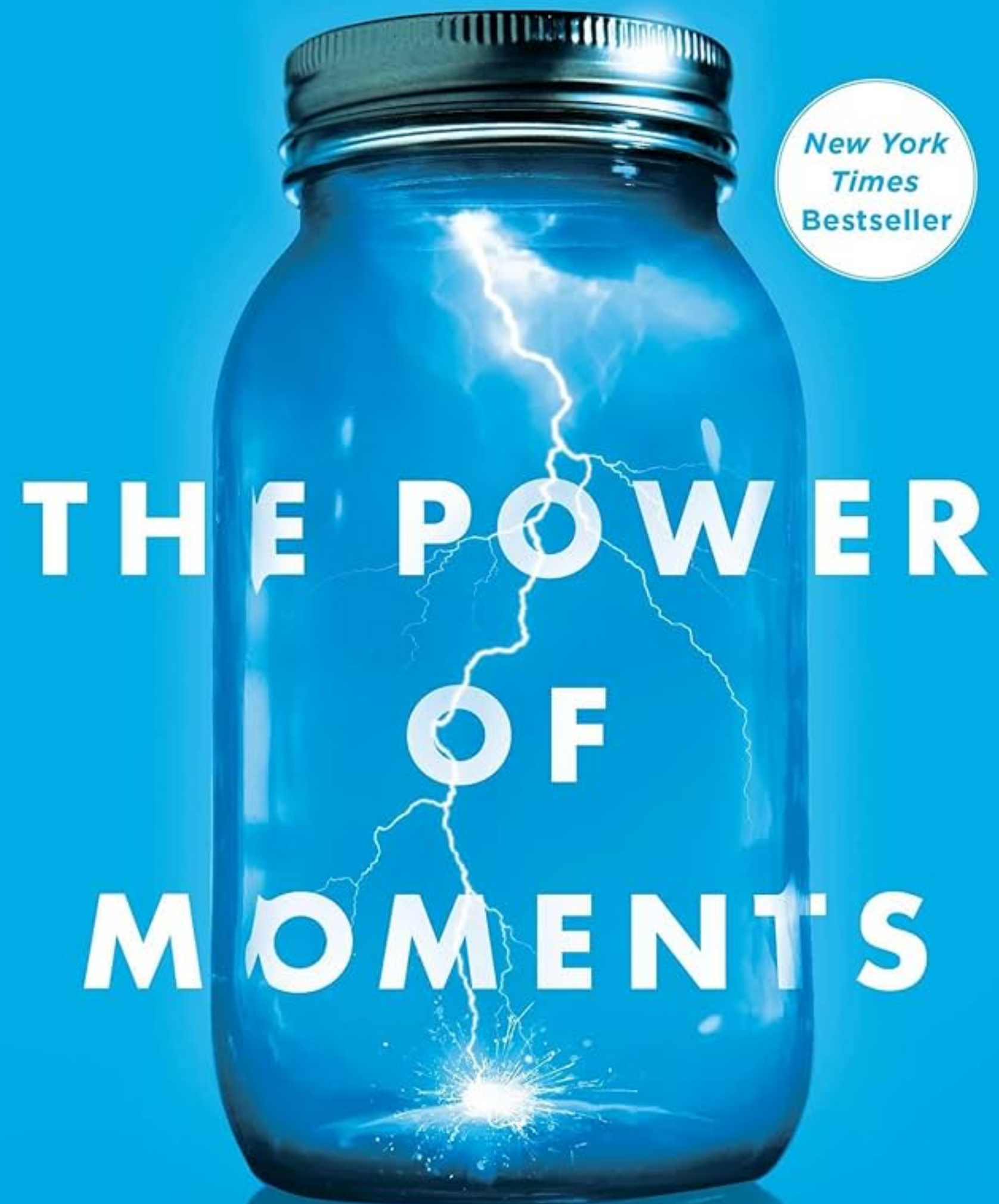
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Why Certain Experiences Have Extraordinary Impact



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THE POWER OF MOMENTS

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MOMENTS THAT MATTER.”

— *CHIP & DAN HEATH*

CHIP HEATH & DAN HEATH

The bestselling authors of *SWITCH* and *MADE TO STICK*



YOUR BRAND IS NOT THE HERO

HOW STORY WILL
REVOLUTIONIZE
YOUR MARKETING

DONALD MILLER



APPEAL TO
LOGIC
AND REASON



THINK



FEEL



REMEMBER



DO

KEEP AND
SHARE

AN ACTION,
NOT A TRANSACTION

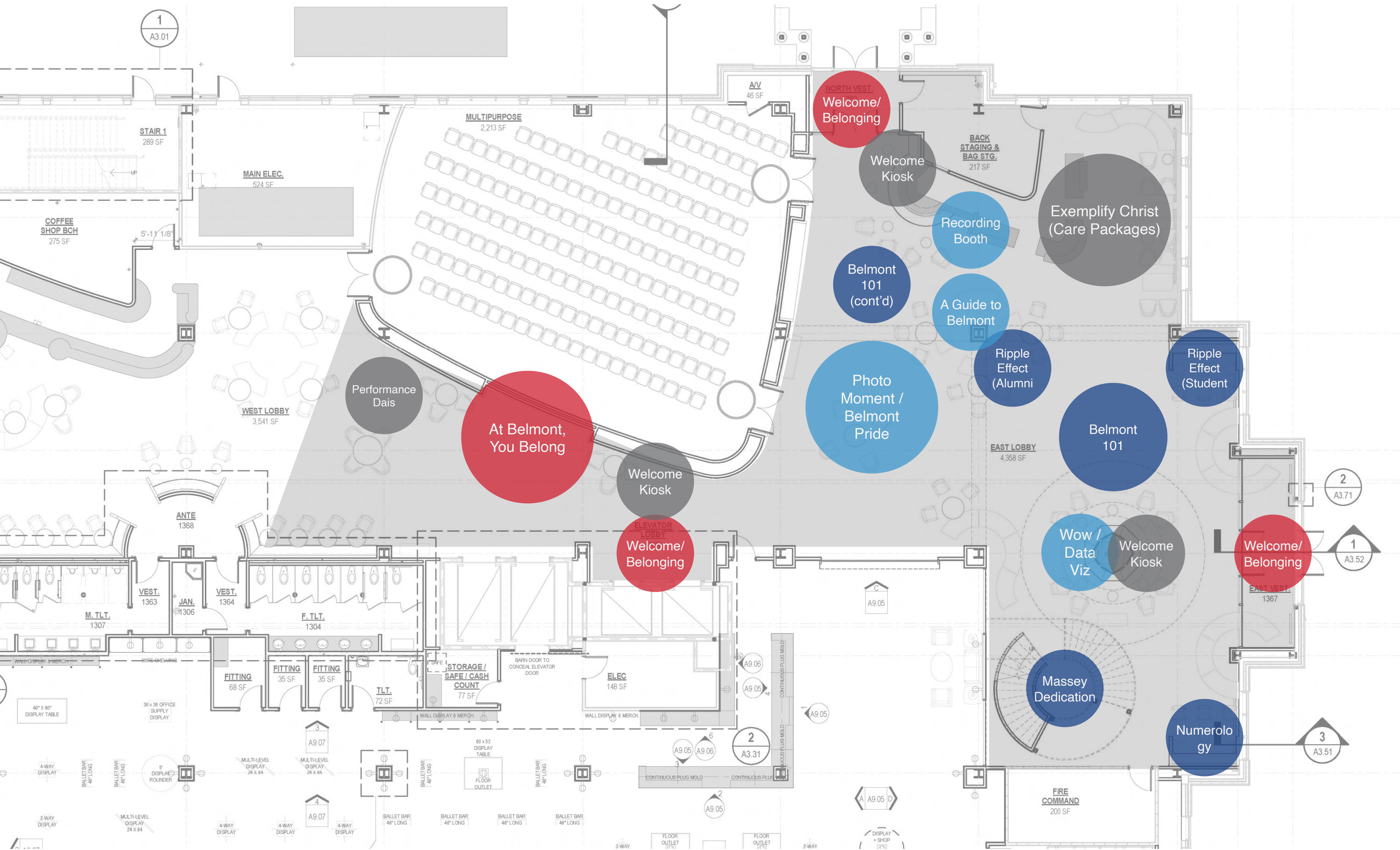
BUILDING
EMOTIONAL
CONNECTION



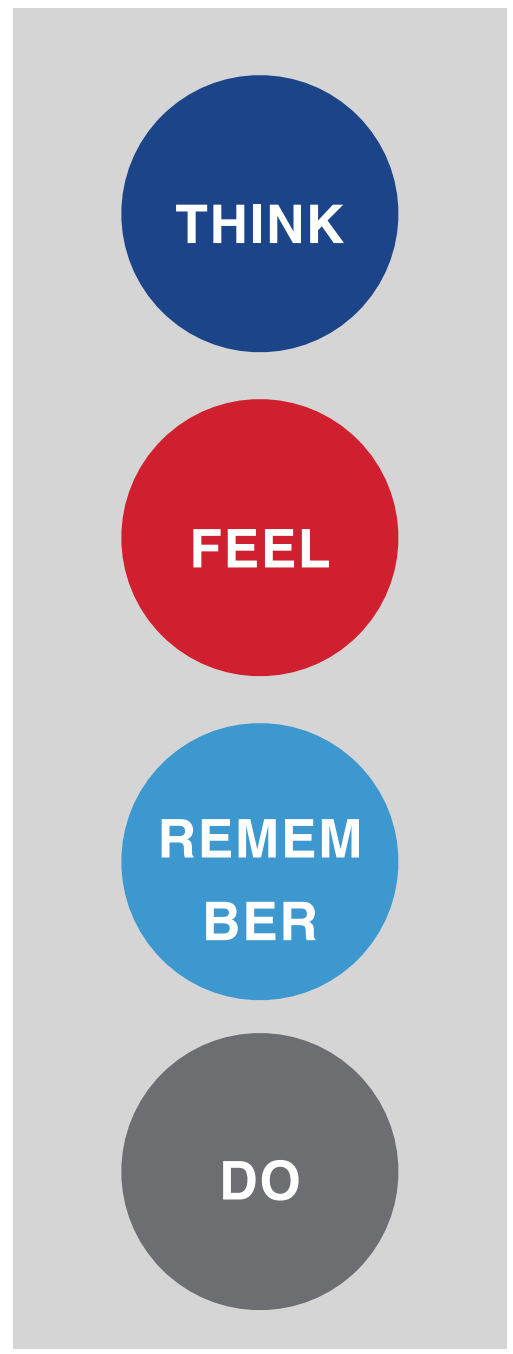


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EXPERIENCE KEY



THE TRADELINE THREE

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THE STORY TO LIFE







Full confidence' in Wentz if Mahomes out

Full confidence' in Wentz if Mahomes out

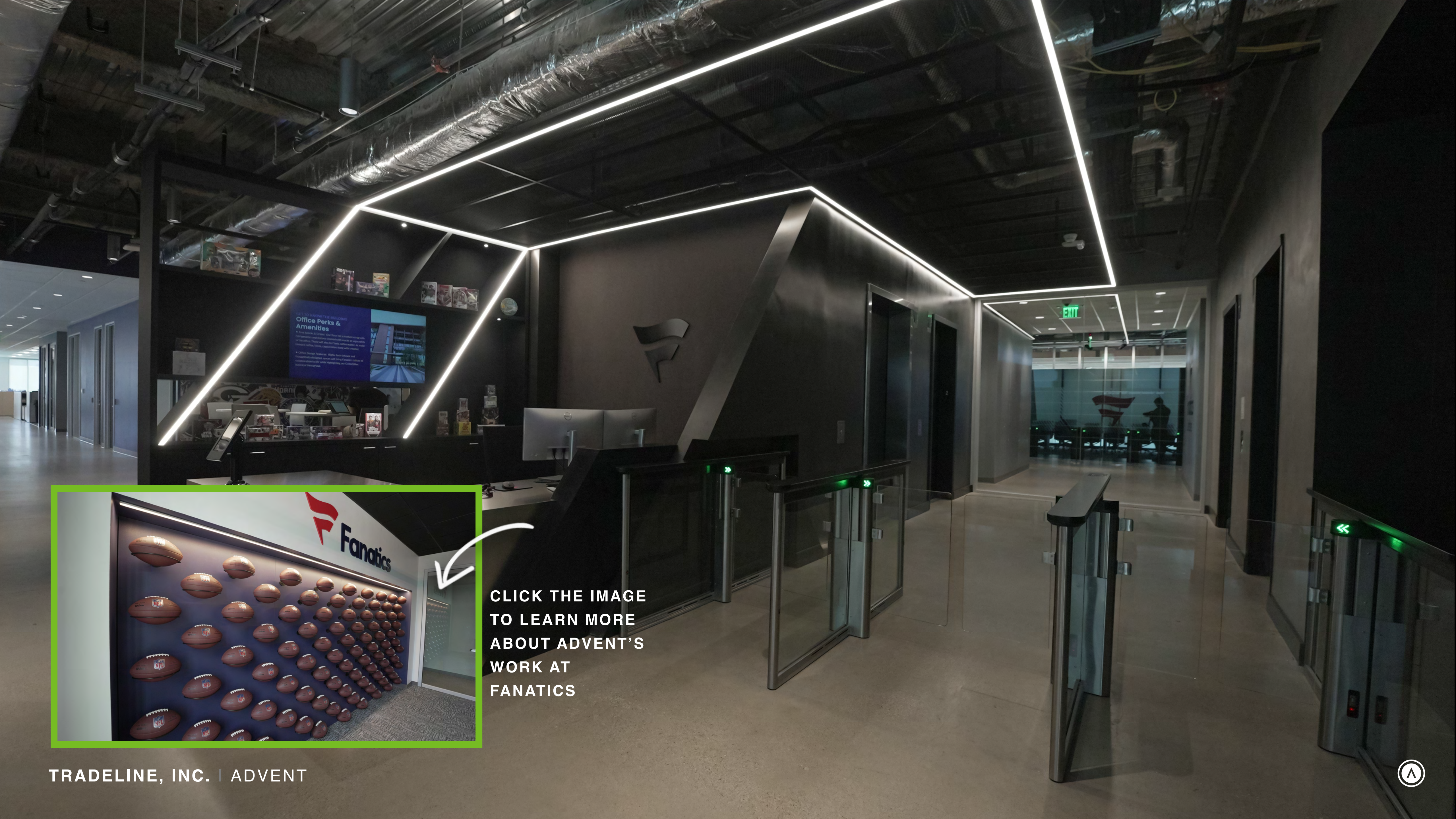
Reid: 'Full confidence' in Wentz if Mahomes out

Source: Titans benching QB Lewis for Week 16

al window



Source: Titans benching



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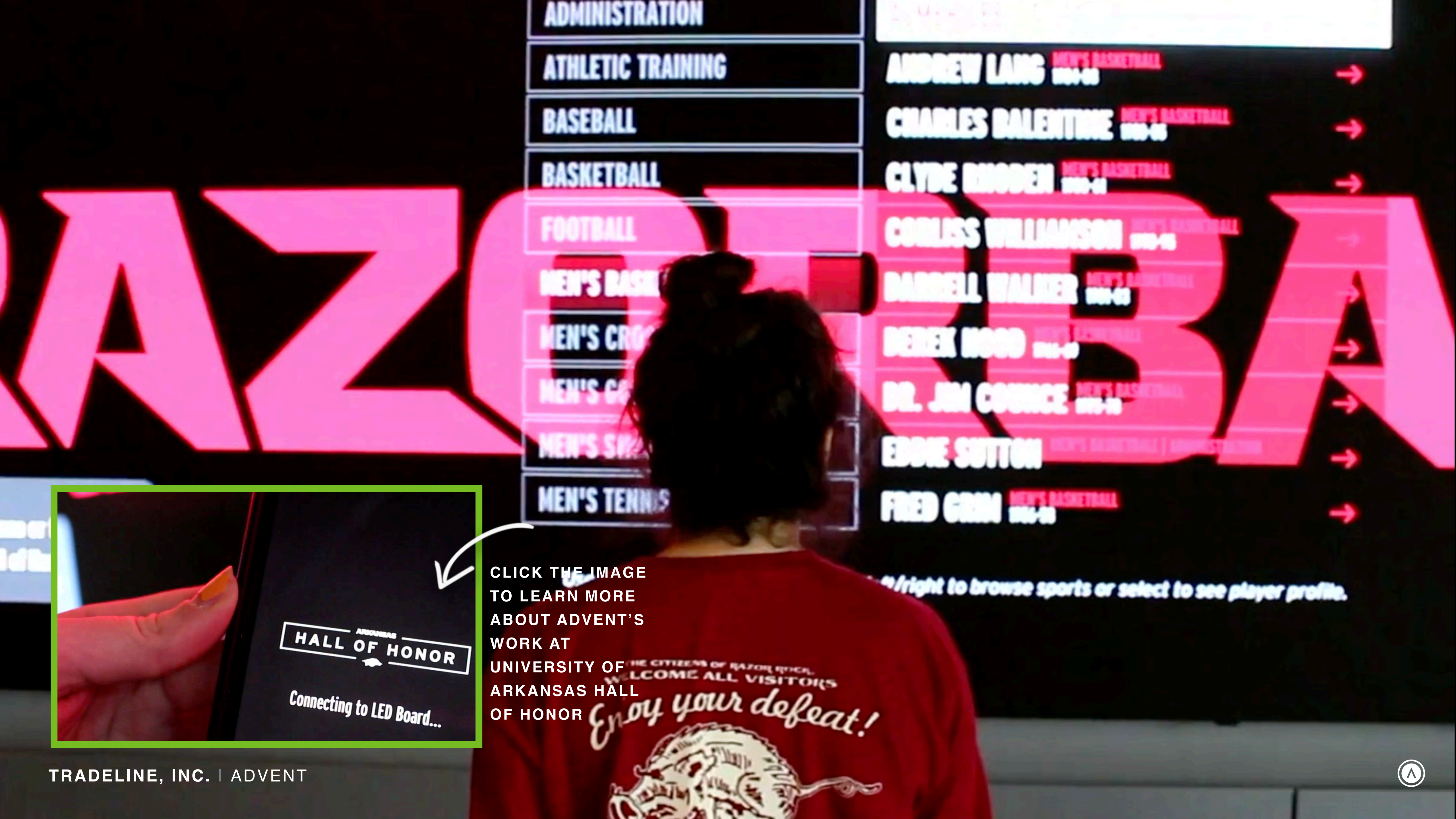
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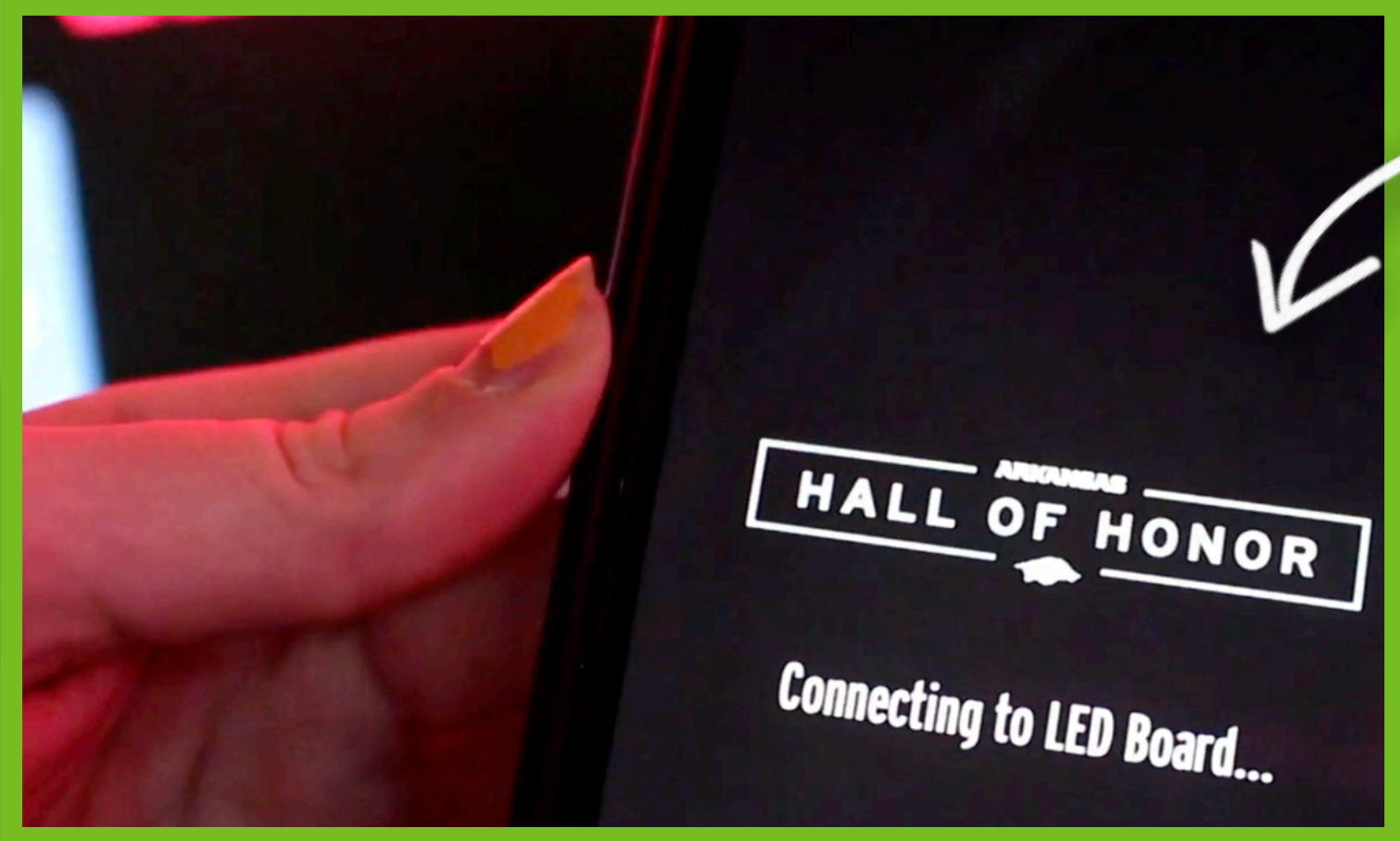
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- FOOTBALL
- MEN'S BASKETBALL
- MEN'S CROSS COUNTRY
- MEN'S GOLF
- MEN'S SOCCER
- MEN'S TENNIS

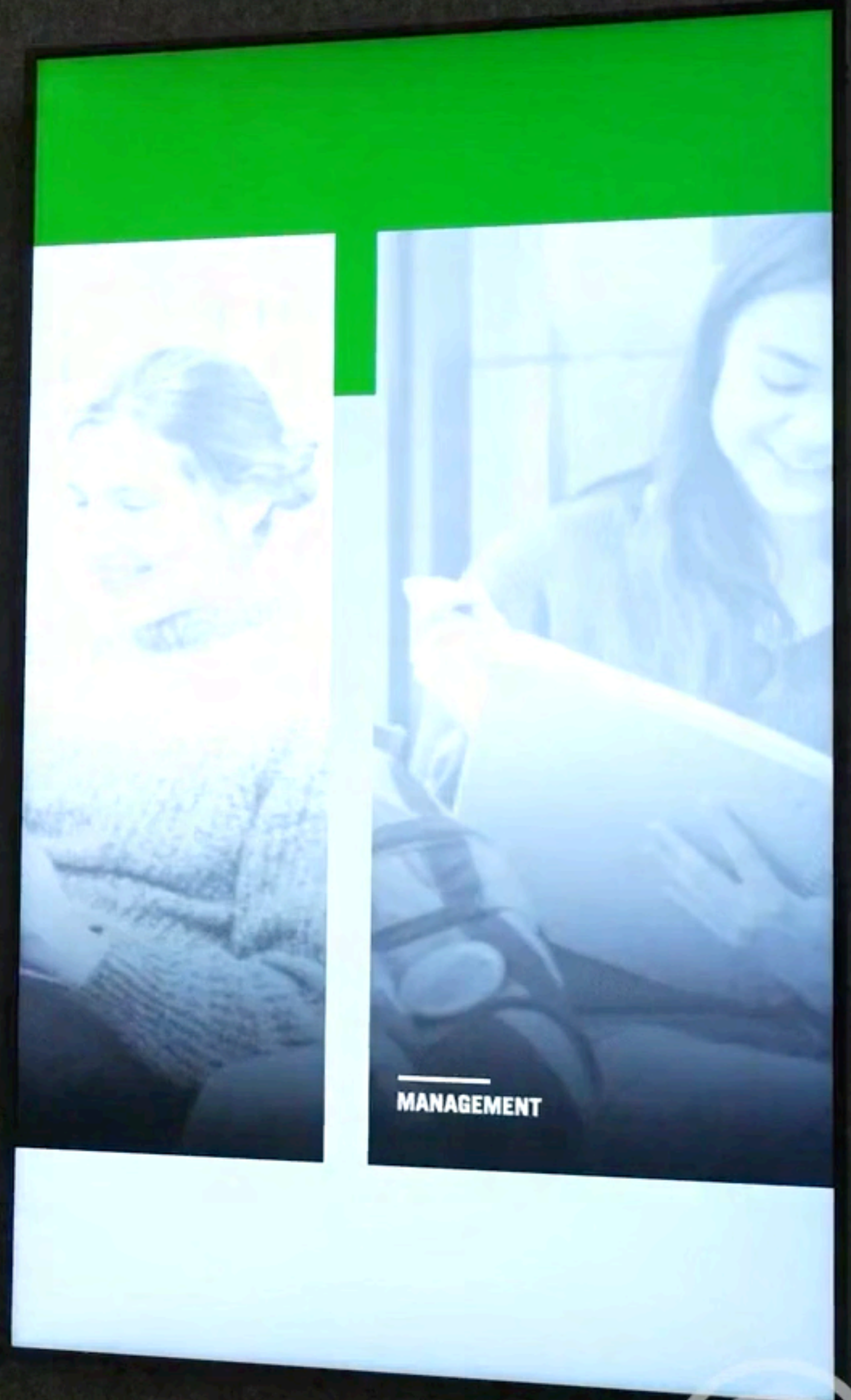
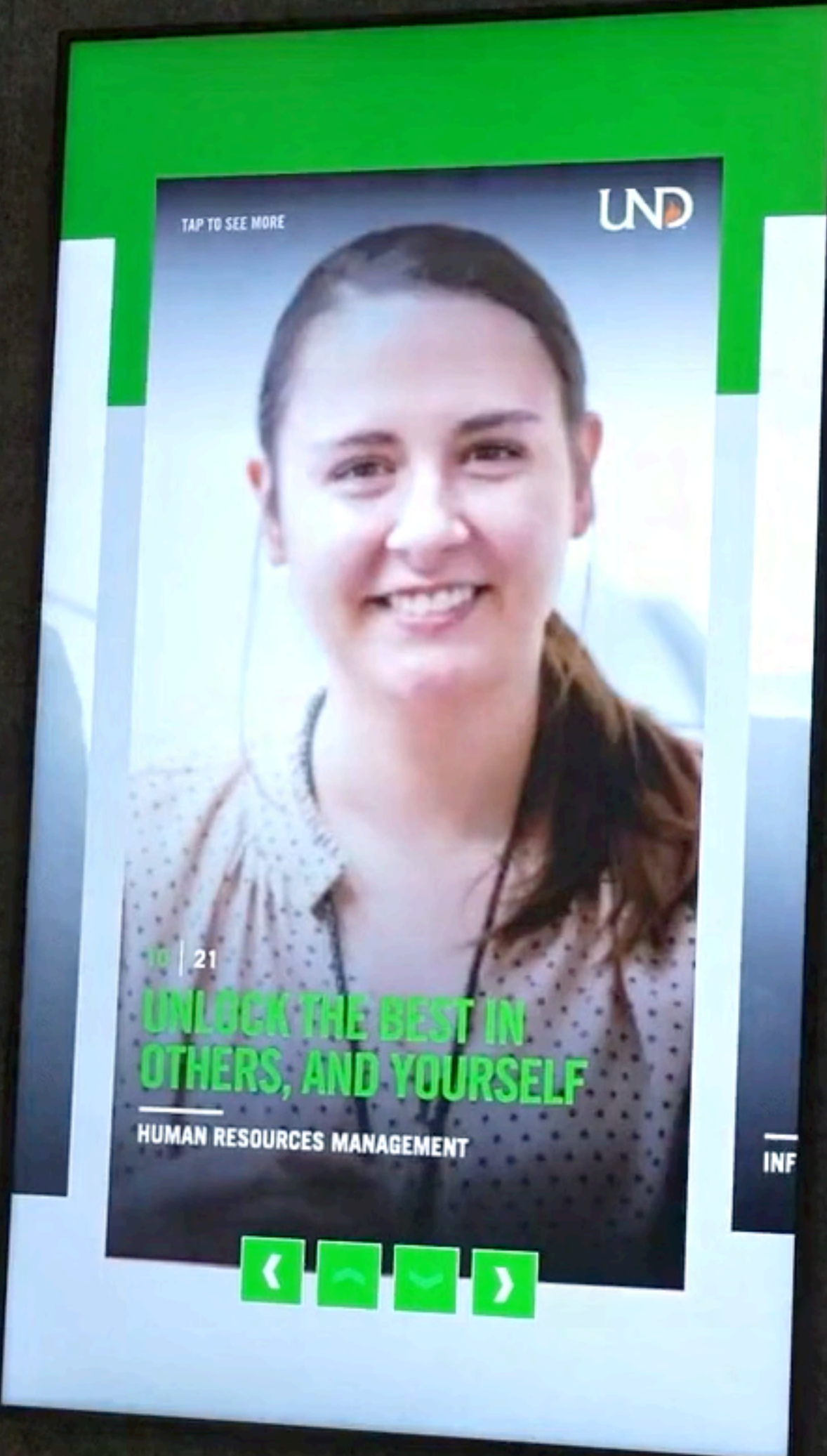
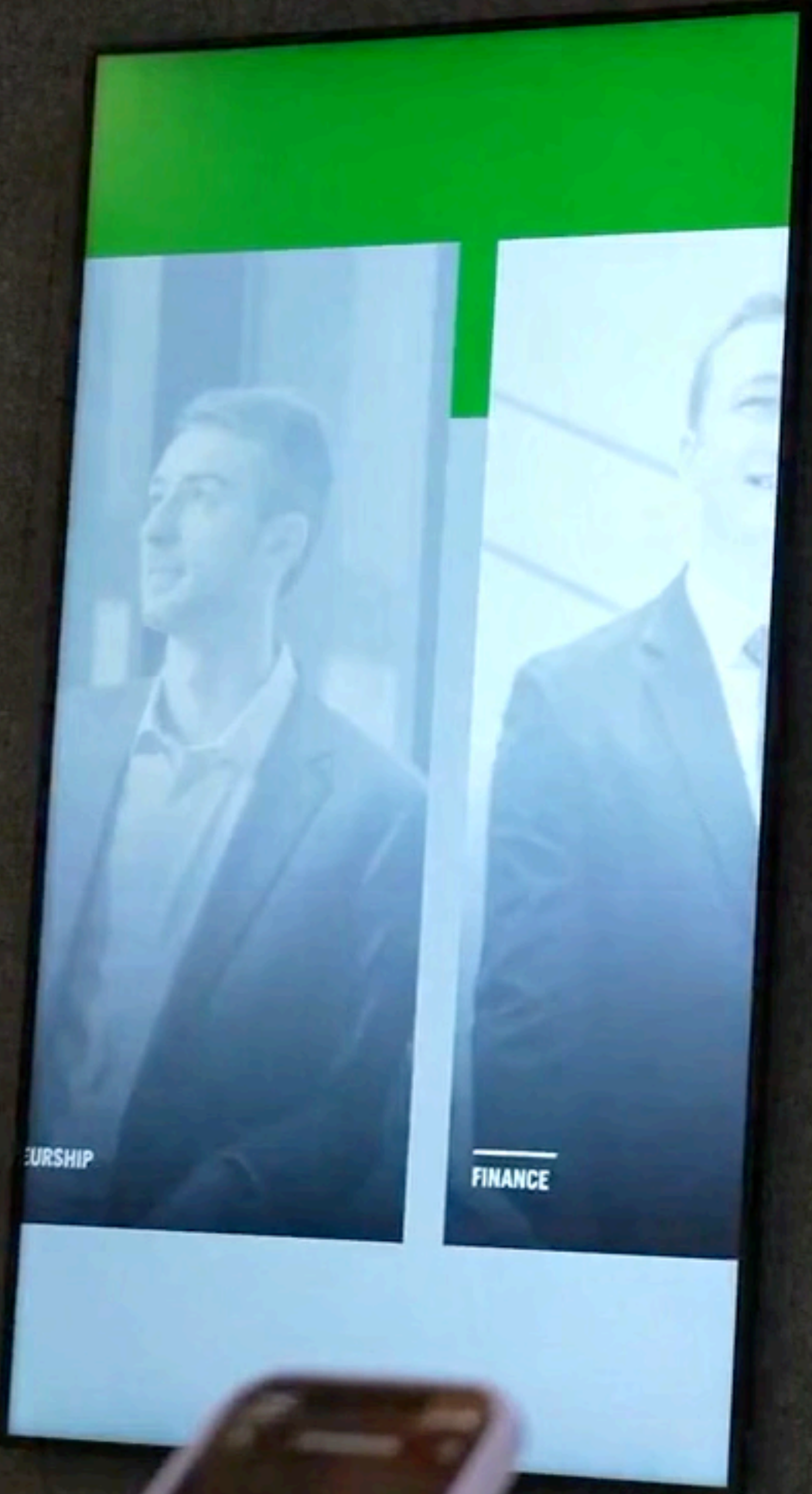
- ANDREW LANG MEN'S BASKETBALL 1994-95 →
- CHARLES VALENTINE MEN'S BASKETBALL 1990-95 →
- CLYDE BODDEN MEN'S BASKETBALL 1990-91 →
- CORLISS WILLIAMSON MEN'S BASKETBALL 1990-95 →
- DARRELL WALKER MEN'S BASKETBALL 1990-93 →
- DEREK HOOD MEN'S BASKETBALL 1991-99 →
- DR. JIM COUNCE MEN'S BASKETBALL 1995-98 →
- EDDIE SUTTON MEN'S BASKETBALL | ADMINISTRATION →
- FRED GRIM MEN'S BASKETBALL 1994-95 →

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...right to browse sports or select to see player profile.







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NISTLER
COLLEGE OF
BUSINESS



NISTLER

Being of service to others and supporting education are hallmarks in the lives of Colleen and Warner Nistler. Evidence of their commitment is the Nistler College of Business & Public Administration, which will serve and influence countless future generations.

Needed to help families devoted to faith in God, their parents inspired to them the importance of cultivating values and hard work. This couple combined their outstanding values and hard work to create Warner Nistler College of Business & Public Administration in 1987. Warner Nistler's vision and leadership led to the college's success. Most notably, in 2008, Colleen and Warner Nistler donated the Nistler Family Foundation, a \$100,000 charity dedicated to supporting the work being done.

In 2014, they led the formation of Swedish Hills Vineyards, a 15-acre vineyard that grows grapes in Portland, Oregon.

Many business and education boards have benefited from Warner's insights. In 2017, he was inducted into the University of North Dakota Accounting Hall of Fame. In 2018, he was a national finalist in the EY Entrepreneur of the Year Award. In 2019, the North Dakota Board of Higher Education and UND recognized Warner and Colleen for their achievements and philanthropy by announcing the Nistler College of Business & Public Administration. In 2020, UND bestowed Warner with the prestigious Spirit Award for his professional accomplishments and service.

Colleen and Warner never thank their parents, their six children, the Nistler family, the University of North Dakota, and God for providing inspiration and guidance throughout their lives.







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VOICE OF

John Downie

VP OF EXPERIENCE



NATIONAL CHAMPIONS
STANFORD ATHLETICS

CLICK THE IMAGE TO LEARN MORE ABOUT ADVENT'S WORK AT STANFORD UNIVERSITY HOME OF CHAMPIONS







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WORK AT THE
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TENNIS HALL OF
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Athletics' \$2B Las Vegas stadium on track for 2028 opening, officials say

Associated Press

Dec 4, 2025, 08:20 PM ET



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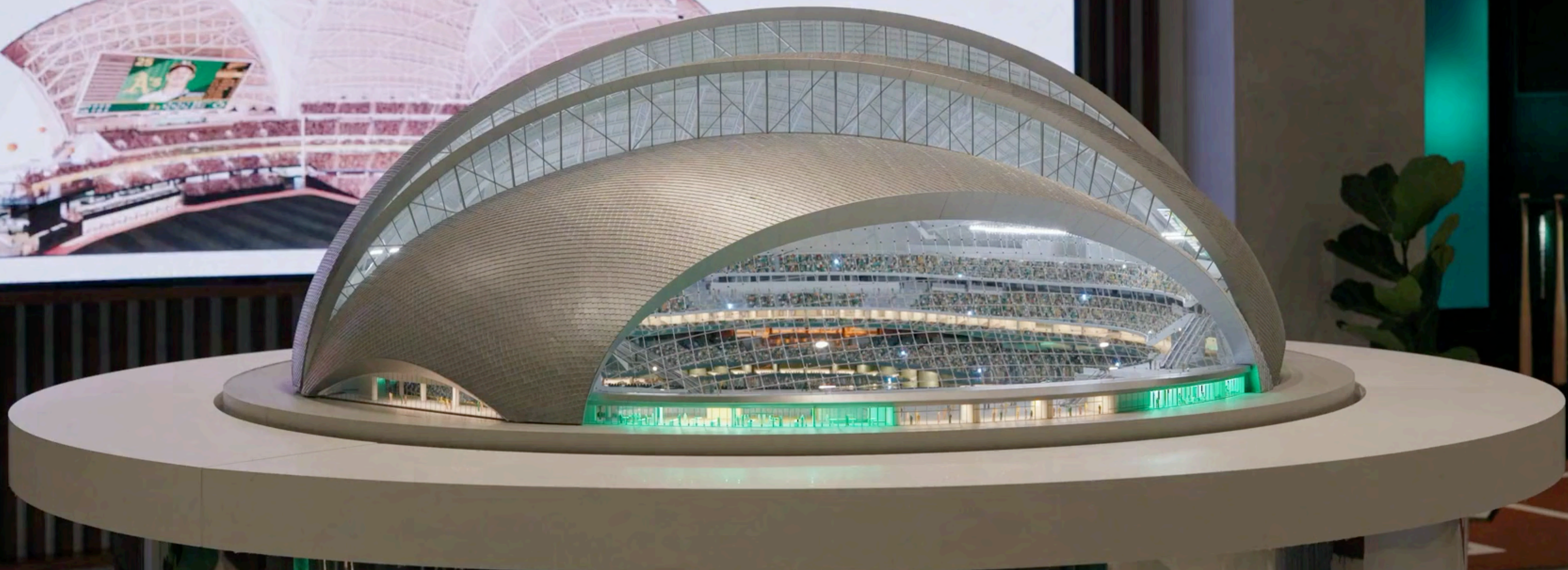
LAS VEGAS -- The [Athletics](#) are on track to open their approximately \$2 billion Las Vegas stadium on time, officials said Thursday at the Las Vegas Stadium Authority meeting.

The A's, who are scheduled to move to Las Vegas before the 2028 season, met their year-end goals of beginning the concrete phase, having cranes in place and putting in the first buttress and concrete column.

A's President Marc Badain also was instrumental in getting Allegiant Stadium built in time for the 2020 NFL season, when he had the same title with the Raiders. Mortenson-McCarthy built Allegiant and is the contractor for the A's new venue.

"I feel great about (the progress)," Badain said. "Obviously, we know the workforce. We know the construction firm, and the (supervisor) is the same super that delivered on Allegiant. When he tells me things are good, I don't worry."

Ceremonial groundbreaking on the 33,000-person capacity domed stadium located on the Las Vegas Strip occurred June 23. The A's Ballpark Experience Center opened Tuesday in Las Vegas to give fans a chance to view the stadium in detail and take part in other immersive experiences





A's

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ABOUT ADVENT'S
WORK AT
ATHLETICS
BALLPARK
EXPERIENCE
CENTER



A
CASE STUDY.



USC Viterbi

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WORK AT THE
USC VITERBI
SCHOOL OF
ENGINEERING



UNIVERSITY OF SOUTHERN CALIFORNIA | GINSBURG HUMAN-CENTERED COMPUTATION HALL



DR. ALLEN AND CHARLOTTE GINSBURG HALL

1031

Photo Credit: HOK Architects

UNIVERSITY OF SOUTHERN CALIFORNIA | GINSBURG HALL



SCIENCE/TECHNOLOGY

Gift from Allen and Charlotte Ginsburg helps establish new building for computer science at USC

Support from ophthalmologist Allen Ginsburg and his wife, Charlotte, will help the USC Viterbi School of Engineering's computer and data science programs continue their dramatic growth.

January 29, 2020

Eric Lindberg

The thriving field of computer science will soon have a new state-of-the-art home at USC thanks to a lead gift from dedicated USC supporters Allen and Charlotte Ginsburg.

The 98,000-square-foot structure will house the USC Viterbi School of Engineering's Department of Computer Science. Research and teaching in the building will focus on advancing computer science's critical role in improving and benefiting society through areas including artificial intelligence, machine learning and robotics.



WHY DO DONORS GIVE?

Donors don't give to have their name on a wall. **Donors give because they want their legacy to be attached to the work and people they believe in.**



WHO WE INTERVIEWED:

DR. YANNIS YORTSOS, Dean, School of Engineering

DR. GAURAV SUKHATME, Executive Vice Dean and Chair, Computer Science

DR. NENAD MEDVIDOVIC, Professor and Chair, Computer Science

DR. ALLEN AND CHARLOTTE GINSBURG, Donors



**UNDERGRAD
STUDENTS**



**GRADUATE
&
DOCTORAL**



**COMPUTER
SCIENCE
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CONVERGENCE

PRACTICAL PROBLEM SOLVING

CREATIVITY

STORY THEME:

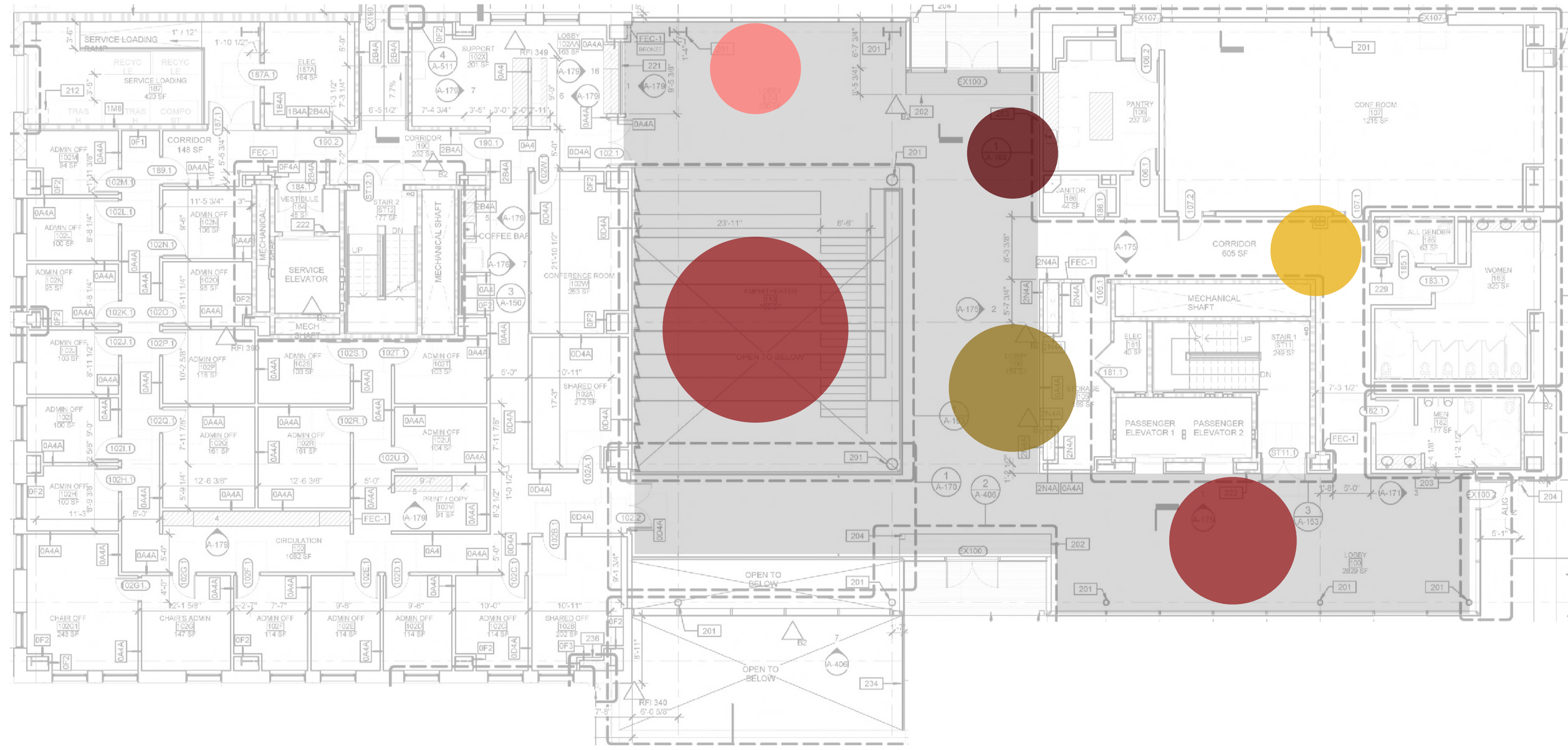
UNDAUNTED

STORY PRIORITIES:

- 1. GRAND CHALLENGES**
- 2. CONVERGENCE**
- 3. HISTORIC GREATS (FIGURES & EVENTS)**
- 4. INNOVATIVE DEGREE PATHS**
- 5. AI ETHICS**
- 6. PARTNERSHIPS, INTERNSHIPS, EMPLOYERS**

LEVEL 1

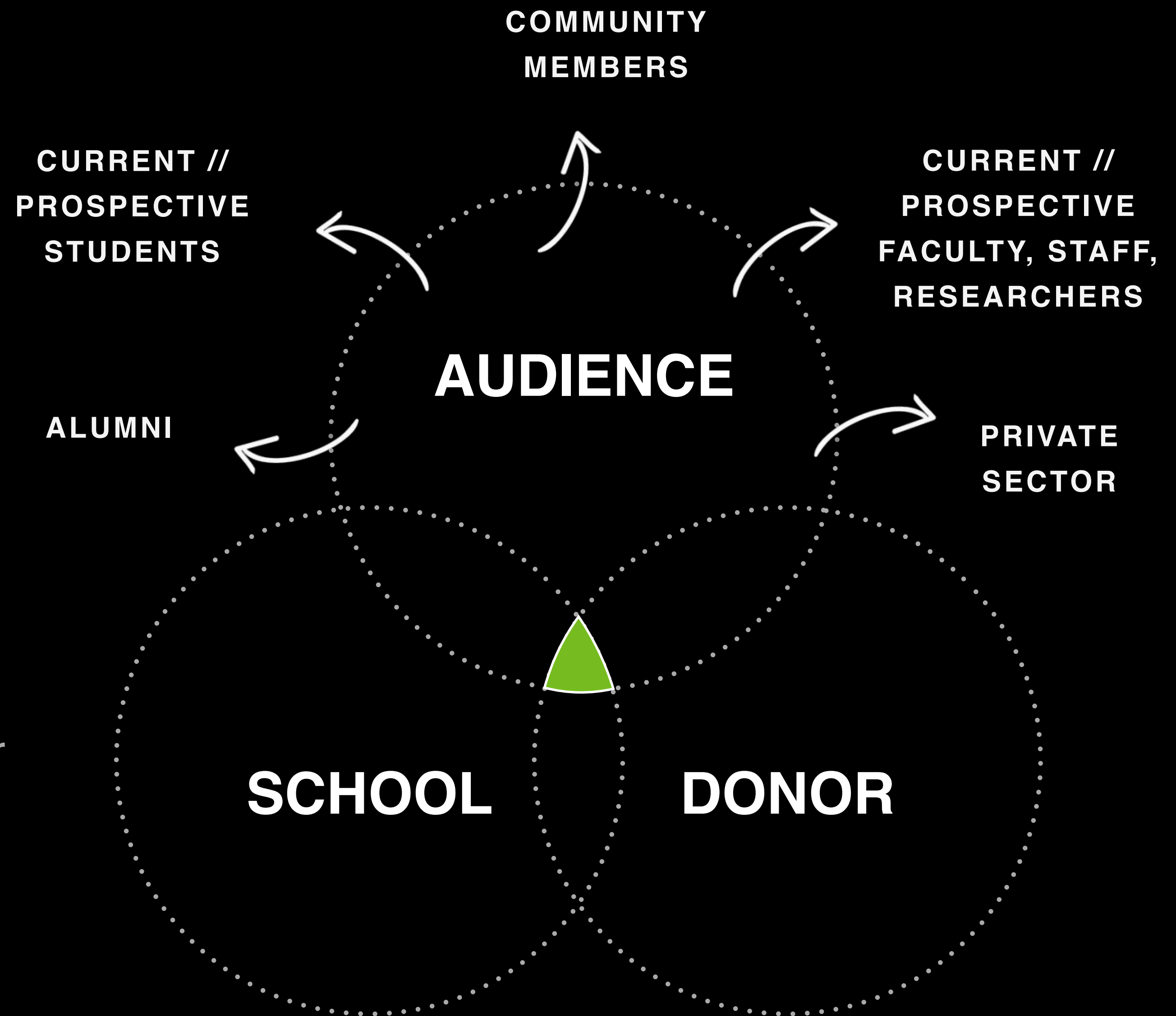
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THIS ROBOT'S GOT RHYTHM

USC robotics researchers join forces with dance students, elevating both algorithms and art.

By Rachel B. Levin

The robots in Quan Nguyen's Dynamic Robotics and Control Laboratory have been programmed to move in some pretty sophisticated ways. There's one that can climb stairs, jump and do backflips on its wheeled legs, and another that can navigate stepping stones of different heights. But for Nguyen, assistant professor of aerospace and mechanical engineering at USC Viterbi, the latest challenge for the lab's quadruped robot goes beyond locomotion and into the realm of artistic expression.

Can it bust a move?

Nguyen is working with Margo K. Apostolos, a professor in USC's Glorja Kaufman School of Dance, to explore how to make a four-legged robot dance with rhythm and grace.

"It may help to inspire us to develop a better algorithm for locomotion," said Nguyen, whose primary research interest is improving robot agility for risky tasks such as firefighting and disaster response.

Art meets science

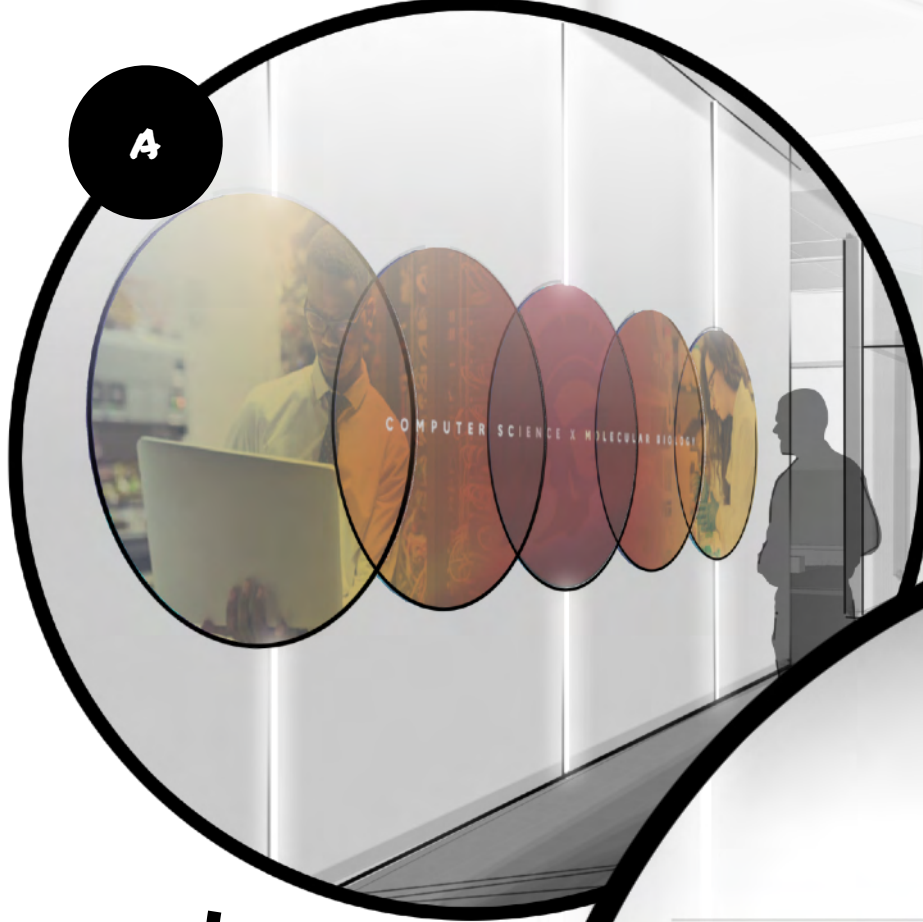
Apostolos, who helped pioneer the field of robot choreography in the 1980s, approached USC Viterbi Dean Yannis C. Yortsos in June 2021 with a desire to revisit robotics research after a few decades away from it. She was looking for a





MAIN LOBBY: CONVERGENCE

VENN DIAGRAM DIGITAL DISPLAY HIGHLIGHTS THE CONVERGENCE AT USC VITERBI



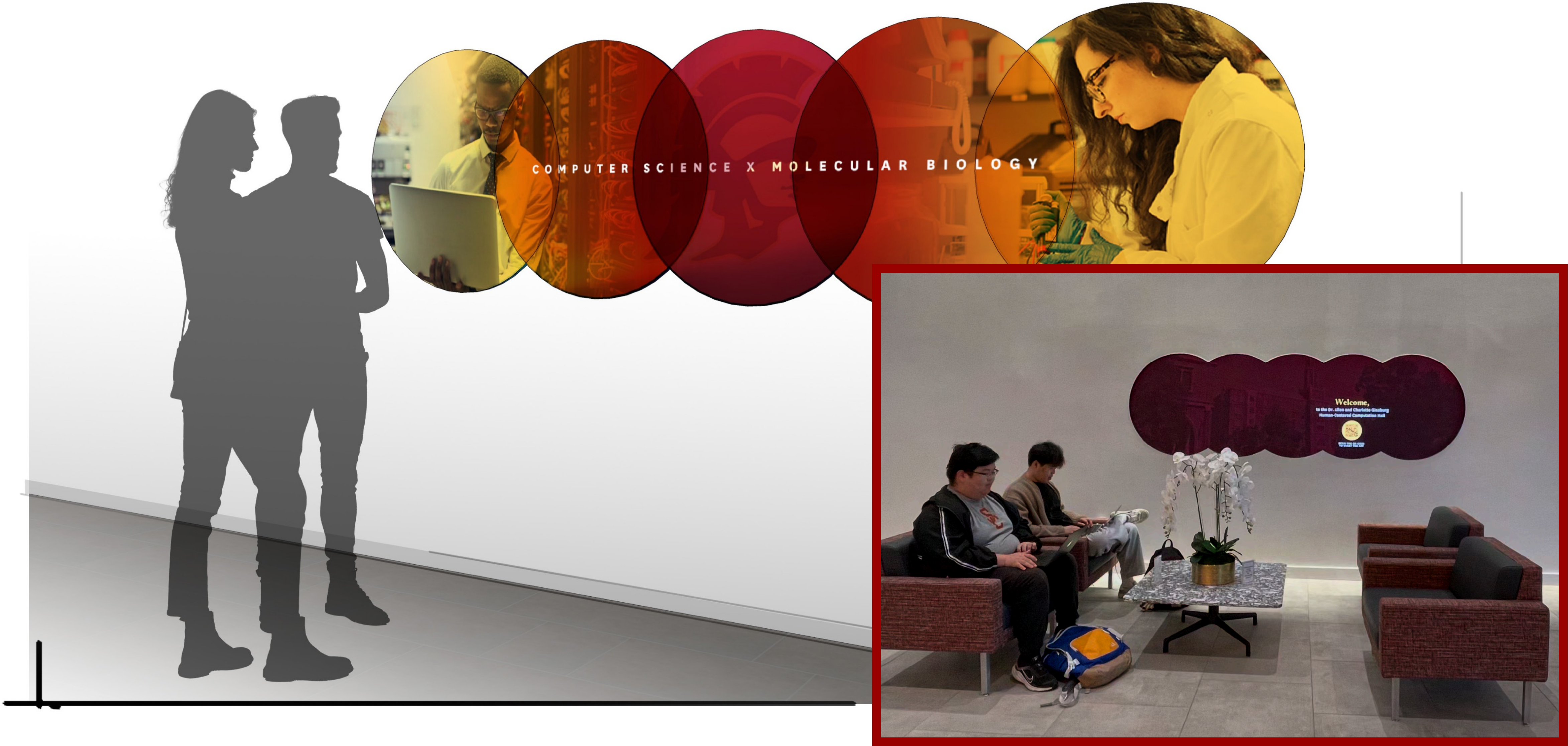
USE FULL-SCREEN TAKEOVERS TO SHOW THE DEPTH AND BREADTH OF CONNECTIONS AT USC

MIXED MEDIA TELLS THE STORIES OF CONVERGENCE THROUGH THE COLLISION OF MINDS AND DISCIPLINES

MAIN LOBBY: CONVERGENCE



MAIN LOBBY: CONVERGENCE







Welcome,
to the Dr. Allen and Charlotte Ginsburg
Human-Centered Computation Hall



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THE WHY.



THE TRADELINE THREE

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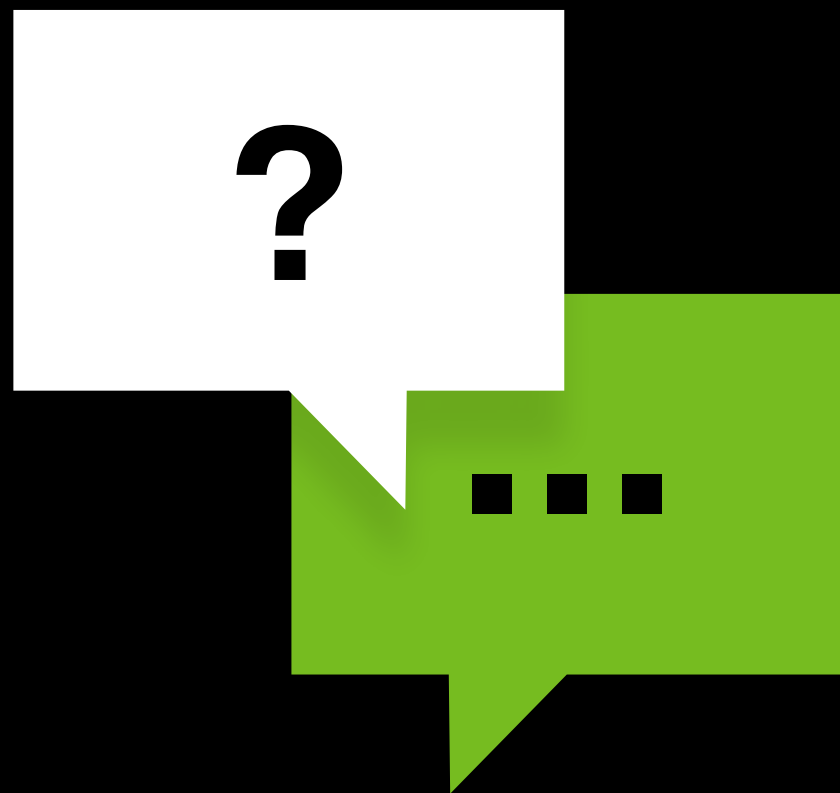
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**JOHN
ROBERSON**
CEO/Chief Cheerleader

JOHN.ROBERSON@ADVENTMOVESPEOPLE.COM

