



# Owner Early Decision Process for a Modularization Strategy FEL1 Conceptual Design Workshop

Wednesday, September 17, 2025 | Cincinnati Airport Marriott

- 7:00-8:00 AM **Morning Fuel – Networking Breakfast**  
Kick-start your day with a full breakfast & network with construction leaders.
- 8:00-8:15 AM **Welcome & Safety Brief – Setting the Stage for Success**  
*Greg Sizemore, CURT President*  
Overview of the day, safety reminders, and a warm welcome to all.
- 8:15-9:45 AM **Part 1 – Owner Early Decision Process for a Modularization Strategy FEL1 Conceptual Planning**
  - Preliminary Plot Plan & module concepts – *Russell White, Director of Business Analytics, Primoris Services Corporation*
  - Local sensitive receptors (permitting) - *Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
  - Commercial strategy & interfaces for module integration – *James Sartoris, Senior Project Leader, M.C. Dean*
  - Site specific labor study – *Nicholas Johnson, Chief Evangelist, Kahua*
  - Long Lead Equipment – early specifications, bulks, logistics - *Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
  - Development of BIM models, drawing maturity, and data requirements – *Emily Michaels, PhD, Director of Strategy & Innovation, Day & Zimmermann*
- 9:45-10:00 AM **Networking Break**
- 10:00-12:00 PM **Part 2 – Owner Early Decision Process for a Modularization Strategy FEL1 Conceptual Planning**
  - Constructability & Path of Construction - *Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
  - Level 2 Schedule – sequencing and NPV - *Russell White, Director of Business Analytics, Primoris Services Corporation*
  - Estimating – E4 level (Project definition is approximately 15%) - *Russell White, Director of Business Analytics, Primoris Services Corporation*
  - Commissioning & start up – Off-site Cx - *James Sartoris, Senior Project Leader, M.C. Dean*
  - Greenfield vs. Retrofit – opportunities & limitations - *Emily Michaels, PhD, Director of Strategy & Innovation, Day & Zimmermann*
  - Transportation/Logistics - *Nicholas Johnson, Chief Evangelist, Kahua*
  - Value proposition - *Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
- 12:00 – 12:45 PM **Networking Lunch**
- 12:45 – 1:30 PM **Early Project Development Exercise**  
*Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
  - Survey Results & Menti® Exercise
  - DO – Put your newfound knowledge into effect with an example project
- 1:30 – 2:00 PM **Early OOM Estimate Cost Sheet & Closing Remarks**  
*Bill Lewis, Director, Global Modularization, Microsoft (ret.)*
  - LEAD – Your organization in early decision-making
  - Final questions and farewell

Register at [www.curtevents.com](http://www.curtevents.com)

- Upon completion of the Workshop, attendees are eligible for 5 CEU/PDH hours, which they can submit to their certifying organizations (note: those organizations make the final decision on credit hours).
- Contact Ronna DuBro, Director of Membership & Member Services, ([rdubro@curt.org](mailto:rdubro@curt.org) / 513-981-2773) with any questions or for assistance with registration.
- CURT reserves the right to change sessions or speakers when conditions prevail beyond its control.