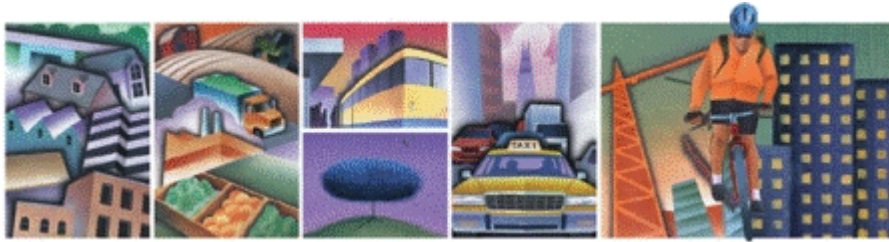


## 11th Annual SWPA Smart Growth Conference



“Smart Growth is Smart Business”

Featuring: Henry Cisneros, Executive Chairman, CityView "*Smart capital for Smart growth*"  
Tuesday, December 13, 2011

8:00 am - 4:15 pm (Registration begins at 7:30 am)

David L. Lawrence Convention Center, Downtown Pittsburgh

### AGENDA

As of 11/28/11

#### I. The Business Case

7:30 Registration

8:00 Welcome

8:10 Introduction of Henry Cisneros by **Laura Ellsworth**, Partner-in-Charge, Jones Day;  
Chair Pennsylvania Economy League of Southwestern Pennsylvania

8:15 Keynote

**Henry Cisneros**, Executive Chairman, CityView

8:55 Q&A

9:10 - 10:10

Panel moderated by **Mark Nootbaar**, Senior News Editor, Essential Public Radio

Panelists:

**Henry Cisneros**

**Audrey Murrell**, Associate Professor of Business Administration, Psychology, Public  
and International Affairs, Director of the David Berg Center for Ethics and Leadership

**Anthony Ravitz**, Green Team Lead, Real Estate & Workplace Services, Google

**Todd Reidbord**, President, Walnut Capital

**Rob Stephany**, Executive Director, Urban Redevelopment Authority of Pittsburgh

10:10 Break

#### II. Green Infrastructure

10:30 **Dominique Lueckenhoff**, Director, US EPA Office of State and Watershed Partnerships  
(Mid-Atlantic Green Infrastructure POC)

11:00 **John Schombert**, Executive Director, 3 Rivers Wet Weather

11:25 Q&A

12:00 Lunch

PittsburghTODAY will release a newly developed set of regional smart growth indicators

III. Financing Smart Growth

1:00 **Robert Lang**, Professor of Sociology and the Director, Brookings Mountain West, University of Nevada, Las Vegas

1:40 **Brian Walker**, CFO, Millcraft Industries

2:05 Q&A

IV. Blight and Abandonment

2:30 **Lee Huang**, Director, Econsult

3:00 **Kathleen McGinty**, Senior Vice President and Managing Director, Strategic Growth, Weston Solutions, Inc.

3:20 **Liz Hersh**, Executive Director, Housing Alliance of Pennsylvania

3:40 Audience Q&A

4:00 Closing Remarks and Next Steps

**Audrey Russo**, President and CEO, Pittsburgh Technology Council

4:15 Adjourn