

Brownfields2011
SUSTAINABLE COMMUNITIES START HERE

**Life, Liberty, and
Sustainability**



APRIL 3-5, 2011 | PENNSYLVANIA CONVENTION CENTER, PHILADELPHIA

REGISTRATION IS FREE www.brownfields2011.org



Leaders at the Core of Better Communities



Brownfields 2011: Life, Liberty, and Sustainability

The National Brownfields Conference is the official U.S. EPA and ICMA cosponsored conference focused on brownfields redevelopment and revitalization. Now in its fourteenth year, the conference continues to be the premier national event for discovering solutions to cleanup challenges, examining lessons from the field, and turning environmental liabilities into useful resources.

The Greater Philadelphia area is pleased to invite you to celebrate the EPA's Brownfields and Land Revitalization Program at Brownfields 2011. On April 3-5 more than 6,000 experts and practitioners will descend on the City of Brotherly Love for two and a half days of innovative sessions, mobile workshops, and a wealth of networking and information-sharing opportunities. Registration for this unique event is FREE!

Conference Overview

WHY ATTEND?

You won't want to miss out on the opportunities that Brownfields 2011 will offer, including:

- More than 100 lively panel sessions and interactive roundtable discussions
- Real-world projects showcased in mobile workshops and walking tours
- Exciting plenary speakers and networking events
- Film screenings and special events
- More than 200 solutions-oriented product and service providers in the Exhibit Hall
- The Economic Redevelopment Forum

WHO ATTENDS?

The National Brownfields Conference attracts a diverse audience, including:

- Local, state, and federal government leaders
- Federal and state contractors
- Real estate developers and investors
- Financial and insurance providers and risk management practitioners
- Economic development officials and community development organizations
- Construction and building firms
- Environmental and civil engineers, planners, and public works officials
- Information technology professionals
- Academic administrators and students
- Attorneys



How to Register

Signing up for Brownfields 2011 is **free** and easy.

Go to **brownfields2011.org** and click "Register."

If you have questions about registration, please call the toll-free conference hotline at 1-877-343-5374 or e-mail **brownfields2011@csc.com**.



Brownfields 2011 Educational Program

Conference attendees will have more than 100 sessions to choose from in Philadelphia. The educational program covers dozens of topics with several formats, including traditional panel sessions, interactive roundtable discussions, and our newly established town hall meetings and debates. Planned topics in the 2011 program will include:

- Green building and technologies
- Real estate and deal making
- State voluntary cleanup programs
- Public-private partnerships
- Affordable housing
- Environmental justice
- Green jobs
- Community engagement
- BP oil spill
- Economic and community development
- Historic preservation
- Tribal programs
- Urban design and planning
- Vapor intrusion
- Sustainable solutions
- Petroleum brownfields
- Urban agriculture
- Mine-scarred lands
- Transit-oriented design
- Rural and small-town issues
- Smart growth
- Area wide planning
- Public health
- State and local financing
- Distressed market strategies
- Military base closures

"The National Brownfields Conference is an opportunity for collaboration and partnerships of government, communities, and the private sector to promote community revitalization. Today more than ever, these collaborations and partnerships are critical to addressing economically and environmentally distressed communities around the country by cleaning up and redeveloping brownfield properties to create jobs, affordable homes, and open spaces."

Mathy Stanislaus
Assistant Administrator,
U.S. EPA Office of Solid Waste and Emergency Response



Promotional Opportunities and Networking

MOBILE WORKSHOPS AND WALKING TOURS

Brownfields 2011 will provide several opportunities to view local brownfields redevelopment sites firsthand. These unique tours include transportation to outstanding redevelopment sites throughout the Greater Philadelphia area. Pre-registration is required for all mobile workshops and walking tours.

CONTINUING EDUCATION CREDITS

Each year, the conference offers continuing education credits (CECs) to professionals in several fields. For Brownfields 2011, conference organizers are pursuing CECs for real estate professionals, attorneys, civil engineers, planners, and architects. Conference attendees may also pick up a general certificate of attendance from the CEC desk at registration to obtain credits from their professional associations.

SPONSORSHIPS AND ADVERTISING*

ICMA offers a suite of sponsorship, advertising, and promotional opportunities for organizations seeking to increase their visibility at the conference. Sponsorship packages include a variety of special events and branding opportunities, conference products and publications, exhibit hall activities, and opportunities for print and electronic advertising. Take advantage of all that Brownfields 2011 offers by tailoring a sponsorship package that fits your budget and meets your business needs. For more information, go to brownfields2011.org or contact Mary Michalik at 312-265-9650 or mary@corcexpo.com.

**Please note that sponsorships and advertising opportunities are offered solely by ICMA. No federal agencies are involved in fundraising, nor do they endorse products or services mentioned in this publication.*

EXHIBIT HALL

The largest gathering of redevelopment and revitalization practitioners also features a dynamic exhibit hall and trade show with more than 200 exhibitors. If your organization is looking to connect with thousands of decision makers, Brownfields 2011 is the perfect business development marketplace for you. For more information, contact Eric Martin at 312-265-9666 or eric_martin@corcexpo.com.

THE ECONOMIC REDEVELOPMENT FORUM*

As the premier national deal-making event of Brownfields 2011, the Economic Redevelopment Forums brings a new name and a new focus on the financial and other transactional elements necessary for today's market. Stay tuned to brownfields2011.org for more information or contact Danielle Goodwin at 202-962-3590 or dgoodwin@icma.org.

**Formerly known as the Brownfields Transaction Forum.*



"Sustainable communities truly do start with redevelopment, because being green means using existing resources whenever possible. Philadelphia is happy to host Brownfields 2011. We hope that while you're here, you'll visit some of our sustainable projects that capitalize on Philly's historic infrastructure."

Michael A. Nutter
Mayor, City of Philadelphia





"Having attended the first brownfields conference in Pittsburgh in 1996, and most since, I would have to say the 2009 conference in New Orleans was perhaps my all-time favorite. From the wonderful pre-conference site tours, the huge environmental justice caucus, the poignant speech of Father Vien T. Nguyen of Mary Queen of Vietnam Church, the great sessions, and the rapturous welcome from Administrator Lisa Jackson and Assistant Administrator Mathy Stanislaus, I felt like I was at the place to be for those who believe in environmental cleanup, regeneration, and revitalization. Each year the National Brownfields Conference keeps getting better. I know that the City of Brotherly Love and EPA Region 3 will deliver an exceptional gathering for Brownfields 2011."

Vernice Miller-Travis,
Vice Chair, Maryland State Commission on Environmental
Justice and Sustainable Communities

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Leaders at the Core of Better Communities



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Better Choices For Our Communities



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Town of Babylon

UMDNJ School of Public Health, Office of Public Health Practice

Vorys, Sater, Seymour, and Pease, LLP

XL Insurance - Environmental Group

"There's much to learn at the National Brownfields Conference because of the rich diversity of perspectives represented. Whether it be from the standpoint of professional disciplines or cultural backgrounds, the National Brownfields Conference is the best place to find out how to turn environmental liabilities into useful resources while preserving communities and respecting the people who live there."

Ron Carlee

Executive in Residence
and Chief Operating Officer, ICMA



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