

## Conference Program Detail

Pre-Conference Day 1 of 1: Wednesday, May 28, 2008

8:00 – 2:00

American Forests Board of Directors Meeting. (Lunch 12:00 – 1:00)

*Location: TBD*

8:30 – 5:00

Community Tree Leadership Forum (Optional Activity), Presented by the Alliance for Community Trees

*Location: TBD*

6:00 – 9:00

Registration Opens

*Location: TBD*

6:00 – 10:00

Board and VIP Dinner

*Location: TBD*

**7:30 – 5:30**

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**Registration Open**

*Location: TBD*

**7:30 – 8:15**

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**Continental Breakfast**

*Location: TBD*

**8:30 – 10:00**

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**Opening General Session**

*Location: TBD*

Welcome: Deborah Gangloff

Conference Overview: Cheryl Kollin

Nature and Network Animation (short video): Theresa Flaxman

Description: **TBD**

Topic: Nature and the Network - A New Conceptual Framework  
Understanding the Natural and Human Systems and How They Interact  
The Piedmont Crescent Example

Speaker(s):

The Human Network: Michael Gallis, MGA

The Natural World: Gary Moll, American Forests

The Interaction: Michael Flaxman, MIT

Summary:

While most people acknowledge that the environment is in trouble, but they assume that the major issue is climate change. Climate change is a problem, but not the problem. What is the problem? It is a problem of vision and understanding. We need to create a landscape-scale understanding of nature, human activity, and how the two interact.

The Natural System has been evolving for eons; it consists of millions of species, processes and interactions that are constantly changing. The Human Network has been developing for 2,200 years, since the first truly global trade began with the Silk Road from Asia to the West. This network also has millions of parts that are constantly in motion. Our current environmental problems arise out of all these components, all these relationships. Analyzing the Natural System and the Human Network and their interaction may seem completely impossible. It's not.

This session will show how the Natural System, the Human Network and their interaction for the Piedmont Crescent in the Southeastern United States can be identified, analyzed and synthesized into a decision making framework. With the information presented in this session we will begin to create a new methodology for effective action.

**10:00 – 10:30**

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**Break**

**10:30 – 12:00**

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## Keynote Session

Location: TBD

(10:30 – 11:00)

Topic: Investments in Transportation are Investments in the Environment

Speaker: Emil Frankel, independent consultant, Director of Transportation Policy, Bipartisan Policy Center and former Assistant Secretary for Transportation of US DOT

Summary:

~~The region around Alabama's Mobile Bay has boomed in recent years, creating both economic opportunities and challenges for the region's infrastructure and environment. Mr. Hallet will share Mobile's experience as the area begins to try to create a regional framework that takes into account both human needs and natural systems.~~

(3/31) To be supplied in three or four weeks – Gary - Do we have this somewhere?

Topic: Connecting Nature and the Network for Regional Development

Speaker: Win Hallett, President, Mobile Area Chamber of Commerce and Chairman of the US Chamber of Commerce Committee of 100

Summary: Recent economic development in Mobile Bay Area, and how it is viewed by Chamber members and the community. How the growth will impact the Mobile Bay environment and what the Chamber is doing to manage that growth.

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**12:00 – 12:15**

**Break**

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**12:15 – 1:30**

**Lunch with Presentation**

Location: TBD

Topic: Landscape Conservation and the Network: Guiding Principles

Speaker: Jeff Danter, State Director, The Nature Conservancy, Florida Chapter

Summary:

The State of Florida is engaged in a statewide effort to revitalize fundamental building blocks of their special places like the Everglades and the St. John's River. More to come from Jodi

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**1:30 – 2:00**

**Break**

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**2:00 – 3:00**

**General Session**

Location: TBD

Topic: The MyRegion Experience

Speaker: Shelley Lauten, Executive Director, myregion.org

Summary:

Myregion.org is a regional planning organization in Central Florida. Lauten will share the experience of the seven counties that make up Central Florida. Faced with infrastructure woes, air and water quality challenges and other economic and environmental problems, Central Florida leaders came together almost a decade ago to try to understand how their home operated as a region. This new vision has led to fundamental economic, environmental and policy changes.

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**3:00 – 3:30**

**Break**

**3:30 – 5:00**

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**Concurrent Sessions**

Session 1

Topic: [Developing a Digital Model for Analyzing Community Development](#)

Speaker(s): Dr. Michael Flaxman, MIT Systems Modeling; Michael Gallis, MGA; Gary Moll, AF

Summary:

Dr. Flaxman has developed a conceptual model for how the Natural System and the Human Network interact. This session will describe the conceptual model and how it can be used to analyze the interaction between the Human network and the Natural System. The Catawba River Basin in the Carolinas will be used as an example.

*Location: TBD*

Session 2

Topic: A Model for Easier Access to Mapping Data for Urban Forestry & Planning

Speaker(s) Ian Hanou, NCDRC; Bill Peel, RFP Mapping

Summary: High-resolution green & gray infrastructure mapping data has many uses for urban forestry and green planning. Until now, it has never been available on-the-shelf. A recent program in Chicago, IL will change how the industry obtains high value GIS data.

*Location: TBD*

Session 3

Topic: Planning the Urban Forest: Ecology, Economy and Community Development – **Reword this?**

Speaker(s): Cheryl Kollin, American Forests; Jim Schwab, American Planning Association; Phillip Rodbell, USFS, Moderator

Summary: Urban planning is vital to the future long term health of urban forests. This presentation summarizes a variety of U.S. case studies of how planning and urban forestry work together to address community and regional environmental, social, economic, and development challenges. This two year effort and forthcoming publication is presented by the American Planning Association, American Forests, the International Society of Arboriculture, and the US Forest Service.

*Location: TBD*

Session 4

Topic: USFS Redesign

Speaker(s): Jim Hubbard, USFS

Summary: The USFS has started an effort to redesign their State and Private Forestry Program under Jim Hubbard's leadership. Jim will overview the redesign philosophy and discuss them with the attendees.

*Location: TBD*

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**5:00 – 7:00**

**Evening Reception**

*Location: TBD*

**7:30 – 5:00**

**Registration and Information Open**

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**7:30 – 8:15**

**Continental Breakfast**

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**8:30 – 10:00**

**Concurrent Sessions**

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Session 1

Moderators: Ed Macie & Phillip Rodbell, USFS

Topic: [Organizing](#) Landscape Scale Projects

Speaker(s): Jenny Gulick, Davey Resource Group

Summary: **TBD**

Topic: A Model for Large Scale Watershed Restoration and Stewardship

Speaker: Heather Montgomery, Potomac Partners

Summary: The Potomac Watershed Partnership (PWP) is a collaborative effort among federal, state, and local partners to restore the health of the land and waters of the Potomac River Basin, thereby enhancing the quality of life and overall health of the Chesapeake Bay.

Heather Montgomery, PWP Coordinator, will provide background to the success of this partnership while focusing on PWP's signature project Growing Native and its role in engaging partners, students, and community volunteers in supporting riparian buffer establishment and school tree canopy increase.

~~Topic: Albuquerque Openspace / Rio Grande River Riparian Forest Restoration Project~~

~~Speaker: Matt Schmader (invited)~~

Topic: Rebuilding Charlotte's Natural System by Re-establishment of the County's Tree Cover

Speaker: Rick Roti, Chair, Charlotte - North Carolina Tree Board

Summary: **TBD**

*Location: TBD*

Session 2

Session: Human Network: Green Infrastructure - Opportunities and Challenges

Topic: Green Highways Partnership

Speaker: Dominique Lueckenhoff, Associate Director, Water Protection Division, EPA Region III  
Chair, GHP Ad Hoc Committee

Summary:

The concept of "Green Highways" provides State Departments of Transportation (DOTs) the opportunity to highlight the many good environmental practices already underway and encourages participation by industry, academia, NGO's, individuals and other interested parties in the development of innovative products and practices that facilitate the timely delivery of quality transportation projects and programs.

The Green Highways Partnership, a cooperative inter-agency initiative led by the US Environmental Protection Agency and the Federal Highways Administration was formed in 2003 specifically for addressing the needs of transportation through expanded public/private partnerships, the promotion of environmental stewardship, and the incorporation of market based approaches, regulatory flexibility and innovative environmental streamlining.

In this presentation, Ms Lueckenhoff addresses, how the growing practice of integrating environmental sensitivity and stewardship into the day-to-day activities of Federal, State and local highway agencies and municipalities is providing greater opportunities, as well as, a higher reliance on public private partnerships in facilitating and accelerating the overall process of sustainable development.

Topic: Low Impact Development (LID) + Best Management Practices (BMP), An Environmental Management Systems (EMS) Approach

Speaker: Robb Jolly, AIA, CSI, Principal, ReVision Strategy + Design; Chair, GHP Outreach, Development and Communications

Summary:

Across the country conventional development and traditional practice has resulted in increased surface water run-off rates, volumes and increased flooding potentials. Additionally, conventional development combined with traditional storm drain system designs which did not provide for storm water quality treatment has resulted in the direct transportation of pollutants into local streams, rivers, lakes, lagoons, bays and oceans via stormwater systems.

As stormwater runoff flows over various structures and pavement, the water picks up and carries sediment and pollutants such as pesticides, fertilizers, oils, metals, bacteria, and fecal materials down to streams, lagoons, bays and oceans. For these reasons, improved on-and-off-site stormwater management practices and solutions have become a critical component of preventing pollution from entering storm drains including, system-wide improvements to water quality and water conservation.

Mr. Jolly explores the opportunities and challenges that arise in the planning, systems integration and implementation of low impact development (LID) with stormwater best management practices (BMP's) and how these programs combine to create the basis for a more effective and integrated Environmental Management Systems (EMS) approach.

Topic: Drawing a Link between Congestion Mitigation, the Environment, and Pavement Type

Speaker: Leif Wathne, P.E., Director of Highways, American Concrete Pavement Association

Reducing congestion is a key objective of the Department of Transportation, and one that has gained increasing attention in the past several years. The cost of congestion, which negatively affects the U.S. economy, quality of life, and air quality, has risen dramatically in the last 25 years despite record levels of transportation investment.

Reducing pollution and other adverse environmental effects of transportation projects and transportation system inefficiency have been long-standing objectives of the Department of Transportation. The strategic plans for the Department of Transportation and for the Federal Highway Administration both include performance measures specifically focused on reducing air pollution from transportation facilities and for establishing priority consideration for cost-effective emissions reduction and congestion mitigation activities.

The relationship between long term durability and pavement performance is at the heart of sustainable roads and highways and a key to long term performance is pavement type and selection. The argument being that the longer a road or highway remains open-to-traffic the greater the reduction in local congestion related to reduced idling, the negative emissions impacts of "stop and go" driving, and the number of vehicles on the road, they have a corollary benefit of improving air quality.

Mr. Wathne's presentation will address innovative solutions to urban heat island mitigation, air quality improvement and the broader spectrum of environmental benefits related to pavement type and selection.

*Location: TBD*

### Session 3

Topic: Measuring and Monitoring Green Infrastructure, City of Bellevue

Speaker(s): Andrew Brenner, Sanborn; Kevin LeClair, Bellevue

Summary: (Brenner) **This session will show how it is possible to cost effectively quantify your existing green infrastructure and monitor how it is changing over time. It will also show how this information can be seamlessly integrated into American Forest's CITYgreen software that is an extension to ArcGIS. The session will show how using imagery that communities already have and are available in the public domain communities can be turned into the input data sets for estimating the value of these assets in dollars and cents for reduced stormwater costs, reduced air and water pollution costs and carbon storage and sequestration. The session will feature communities that have used this approach and present some of their findings.**

*Location: TBD*

### Session 4

Session Title: Florida's Waterways Session 1 - Defining the Landscape Context for the Northern Everglades Region

Moderator: Keith Fisher, The Nature Conservancy, Florida Chapter

Topic: Historic vs. Current conditions in the northern Everglades, where we are and where do we need to be.

Speaker: Paul Gray, Ph. D., Okeechobee Science Coordinator, Audubon of Florida (invited)

Topic: Integrating restoration needs in the northern Everglades with the MyRegion Vision

Speakers: Walt Thomson, Central Region Conservation Director, The Nature Conservancy; Jenny Conner, Senior Policy Advisor, The Nature Conservancy; Tom Teets, South Florida Water Management District (invited)

Topic: Greater Ridge Conservation Planning Tool - A tool for evaluating landscape context for growth planning decisions

Speaker: Tricia Martin, Lake Wales Ridge Program Director, The Nature Conservancy

*Location: TBD*

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## 10:00 – 10:30

**Break**

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## 10:30 – 12:00

**Concurrent Session**

### Session 1

Moderators: Ed Macie & Phillip Rodbell, USFS

Topic: Landscape Scale Projects

Speaker(s): **Jim Fox, UNC;**

Summary: **TBD**

Topic: Landscape Conservation in the Northeast Mega-Region

Speaker: Rob Pirani, Regional Plan Association NY

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Summary: Landscape conservation in the Northeast Megaregion can help sustain drinking water and other natural resources as the region adds 19 million people by 2050. Regional approaches developed for the Long Island Pine Barrens, New Jersey Highlands, and Long Island Sound can make a vital contribution to meeting the \$277 billion that EPA estimates is needed to repair and improve our water infrastructure.

Topic: The Green Seattle Partnership - Combining Human and Ecologically Systems For a City Wide Forest Restoration Program

Speaker: Mark Mead, Senior Urban Forester, Seattle Department of Parks and Recreation

Summary: This will briefly describe the development and inner workings of the Green Seattle Partnership (GSP) a citywide volunteer based program that is repairing the health of forested parklands through direct citizen action, partnership with a non-profit land conservancy and direct support from our Mayor and three City departments. Aside from developing a unique methodology for forecasting workloads and actually funding long term maintenance of sites, the GSP is part of a larger citywide Urban Forest Management Plan that will help to build a more sustainable and livable city through the Seattle Climate Action NOW campaign, which has direct relationship to the US Mayor's Global Climate Initiative. The GSP has also become an integral part of our partner the Cascade Land Conservancy's region wide Cascade Agenda a plan to protect the working agricultural and forests lands of the Puget Sound region in part by building more livable communities. The GSP model has already been adopted by two other cities in the region.

*Location: TBD*

#### Session 2

Topic: Federal Update: Opportunities and Challenges for Urban National Resources in the Federal Agenda

Speaker: Alice Ewen Walker, Alliance for Community Trees; Gerry Grey, AF

Summary: The urban and community forestry program has been an important source of support and innovation for urban natural resources management.

Learn about the Sustainable Urban Forest Coalition's advocacy action this year, and contribute to roundtable discussion about how urban natural resources can be promoted in the national agenda.

*Location: TBD*

#### Session 3

Topic: Sustainable Tree Ordinances

Speaker: Buck Abbey, LSU

Summary: Authorities on municipal tree laws and other green laws discusses the changing nature of urban tree regulations and how they must be revised to embrace the truly unique natural concept of sustainability. The theoretical concept of urban sustainability is driving the design of modern buildings, cities and landscapes and the tree ordinance and the landscape code are two principal tools that are helping society understand that the urban forest canopy is one of the most important aspects of urban sustainability. People in the tree industry have known that for years, now is the time for our tree ordinances to reflect this knowledge.

Topic: An assessment of Canopy and Impervious surface changes for Metropolitan Areas across the SE US: results of a prototype for a national database system.

Speaker: Liz Kramer, Natural Resource Spatial Analysis Laboratory (NARSAL), University of Georgia

Summary: Measurements of tree canopy, impervious surface, for circa 1991 and 2001 have been derived for 11 Metropolitan Statistical Areas (MSA's) in the Southeastern US. 11 MA's will be reported Atlanta, GA Birmingham AL, Charlotte NC, Charleston SC, Raleigh-Durham NC, Jackson MS, Jacksonville FL, Lexington KY, Nashville TN, Washington, DC/Northern VA and Greenville, SC. In addition we will discuss how these changes impact a number of environmental metrics such as water quality, air quality, and carbon sequestration.

*Location: TBD*

#### Session 4

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Session Title: Florida's Waterways Session 2 - Defining the Process, How to Move From Planning to Implementation

Moderator: Keith Fisher, The Nature Conservancy, Florida Chapter

Topic: The Disney Wilderness Preserve Story and Targeted Mitigation

Speaker: Keith Fisher, Disney Wilderness Preserve Program Director, The Nature Conservancy

Topic: The Wekiva Basin Task Force - Lesson Learned and Application to the northern Everglades Issues

Speaker: Keith Schue, Central Florida Conservations Project Coordinator, The Nature Conservancy

Topic: Panel Discussion - Tying It All Together. How do we get where we need to be.

Speakers: Charles Lee; Director of Advocacy; Audubon of Florida (invited)

Representative, South Florida Water Management District (invited)

Representative, US Army Corp of Engineers, Jacksonville District (tentative)

Representative, Everglades Coalition (tentative)

*Location: TBD*

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**12:00 – 12:15**

**Break**

*Location: TBD*

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**12:15 – 3:00**

**Closing Lunch with Presentations**

*Location: TBD*

Topic: *Return to the Forest Where We Live* - Video Preview

Presented by: Louisiana Public Broadcasting

**Short Overview:**

*Return to the Forest Where We Live* examines how advances in technology—and changes in priorities—are prompting communities throughout America to reconsider how vital trees really are to the socio-economic wellbeing of our cities. Drawing upon examples from New Orleans, Washington DC, Baltimore, Los Angeles, and Charlotte, this program challenges viewers to re-evaluate the critical importance of investing in healthy urban ecosystems.

**FOR THE 30 SECOND PROMO: 25 seconds plus 5 second tag line for time and date...**

Join us for a *Return to the Forest Where We Live* – and see how advances in technology – and changes in priorities—are prompting communities throughout America to reconsider how vital trees really are to the socio-economic wellbeing of our cities. Drawing upon examples from New Orleans, Washington DC, Baltimore, Los Angeles, and Charlotte, this program challenges viewers to re-evaluate the critical importance of investing in healthy urban ecosystems.

**FOR THE 20 SECOND PROMO**

Cut as you feel comfortable from the 20 – remember 15 seconds plus 5 seconds tag line

**Program Synopsis:**

Most people will express a sincere appreciation for the trees in their cities; in principle, after all, everyone prefers tree-lined streets, generous green spaces, and abundant parklands. When it comes to the bottom line, however, few of us could arrive at any kind of meaningful estimate of the real value of our urban forests. So among city planners and citizens alike, the absence of hard figures inevitably results in an

absence of trees. As pavement replaces shade, cities grow and business expands. Yet, paradoxically, community resources shrink and quality life withers.

That may be changing, though. This program looks at how advances in technology—and changes in priorities—are prompting communities throughout America to reconsider how vital trees really are to the socio-economic wellbeing of our cities. And many are surprised to find that a small investment in trees can reap big dividends.

Beginning with the hurricane-ravaged Gulf Coast, *Return to the Forest Where We Live* examines how some American cities have begun to calculate the real economic costs that follow the loss of our urban forests. As cities expand and pressure on public services increases, many are discovering that “green infrastructure” provides a highly efficient and cost-effective alternative to traditional urban development. Drawing upon examples from Los Angeles, Washington DC, Baltimore, New Orleans, and Charlotte, this program challenges viewers to re-evaluate the critical importance of investing in healthy urban ecosystems.

Topic: The Southern Piedmont Crescent: Evolution of an Urban Region

Speaker: David Goldfield, Historian, UNC Charlotte

Summary: The Southern Piedmont Crescent, extending from southern Virginia to the foothills of the Appalachians near Birmingham, Alabama, emerged as the economic engine of the South during the years following the Civil War, as well as the focal point for social change. The acceleration of development since WWII created an interdependent urban region with connections to a national and global networks.

Closing General Session

Topic: A National Systems Framework for the Environment

Speaker: Michael Gallis, MGA

Summary: TBD - Gary

**3:00 – 3:30**

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**Open**

**3:30 – 5:00**

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**Small Group Presentations or Meetings**

Topic: CITYgreen Presentation

Presenters: Eric Ray and Mike Lehman

Summary: TBD

Location: TBD

Topic: Margo's Meeting

Presenter: Margo Dawley

Summary: TBD

Location: TBD

Topic: TBD

Presenter: Gerry Gray

Summary: TBD

Location: TBD

Topic: OPEN

Presenter:

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Summary:  
Location:

## **Possible Remaining Pieces**

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Climate Communities

Southern Growth Policies Board - <http://www.southern.org>

Green Infrastructure Center

Robin Chase, CEO of Zipcar

## **Program Committee**

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Michael Gallis	Michael Gallis and Assoc
Gary Moll	American Forests
Michael Flaxman	MIT
Dominique Luekenhoff	EPA Green Highways
Ed Macie	USDA Forest Service
Robb Jolly	ReVision