

# Discover a Fundamental Framework to coordinate all your Green Programs.

*2008 National Conference on Urban Ecosystems*

May 29 - 30, 2008 | Caribe Royale Hotel | Orlando, Florida

Register Before April 27!

#### FEATURED TOPICS

Reconciling Natural Systems and Human Networks  
Transportation Solutions that Build Up the Environment  
Creating Regional Development Strategies  
Methods for Supporting and Restoring Green Infrastructure  
Organizing Landscape-Scale Projects

#### FEATURED SPEAKERS

Michael Gallis, Regional Strategist, Principal, Michael Gallis & Associates  
Emil Frankel, Principal Consultant, PB Consult, a division of Parsons Brinckerhoff,  
former assistant secretary for policy U.S. DOT  
Win Hallet, President, Mobile Area Chamber of Commerce  
Jeff Dartner, State Director, The Nature Conservancy, Florida Chapter  
Michael Flaxman, Assistant Professor, Massachusetts Institute of Technology  
Shelley Lauten, Director, myregion.org, Central Florida  
Gary Moll, VP Urban Ecosystems Center, American Forests

*Today*, everyone expresses interest in developing programs that improve the environment. Every sector of society—business, industry, government, non-profits, research institutions, private citizens—wants to be GREEN. As a result, lots of organizations have lots of good plans to address our many environmental woes. The problem is this: These myriad efforts will not likely achieve the fundamental change that the current crisis demands.

*Why?* Business, industry and government do not have a framework for coordinating their efforts. Our society does not have a method for bringing together many little plans into a big effort that embraces both nature and economic development in a strategic way. Coordinated, landscape-scale programs are possible. The National Conference on Urban Ecosystems will show how.

The opening presentation of this conference will outline a method for building a framework that makes effective regional action a reality. Using data from a recent research project on the Piedmont Crescent region of the southeastern United States, we will show that the first step is creating a context for decision-makers. We need to be asking these questions: What basic metrics can create a broad picture of a region's Natural System? At the landscape scale, how does nature operate? How has the Human Network—the means for moving people, goods, resources and information—been constructed over the region's Natural System? How can we make the Human Network efficient? How do these two systems, the Natural System and the Human Network, interact? How does the Natural System support, or hinder, human efforts? How do humans impact nature? Where and how do these two systems, Natural and Human, intersect?

Answering these questions produces data that can be used to help leaders construct a regional vision. This shared outlook then makes it possible to organize programs and strategies that both support the environment and recognize the demands of human economies and networks. With this framework, we can do more than create programs that are green. We can create programs that actually work.

 Nature & the NETWORK

[www.americanforests.org/conference](http://www.americanforests.org/conference)

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## Key Speakers

### Michael Gallis

Urban Strategist, Principal, Michael Gallis & Associates (MG&A). MG&A has a national reputation for developing regional strategic frameworks that embrace two systems, the Human Network and the Natural System. In several sessions, Mr. Gallis will discuss his method for creating a framework that integrates both nature and the network. He will use the recent Piedmont Crescent project, a collaborative analysis produced with American Forests and the Massachusetts Institute of Technology, to illustrate how this methodology works. He will close the conference with a discussion of national policy implications.

### Emil Frankel

Principal Consultant, PB Consult and former Assistant Secretary of Transportation. His presentation will address Investments Transportation and the Environment. Building a road doesn't have to mean harming the environment. Mr. Frankel will share methods for building transportation corridors that support and restore natural processes.

### Win Hallett

President, Mobile Area Chamber of Commerce and Chair of the US Chamber of Commerce committee of 100. 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. Hallett 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.

### Jeff Dartner

State Director, The Nature Conservancy, Florida Chapter. He will discuss *Landscape Conservation and the Network: Guiding Principles*. 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.

### Michael Flaxman

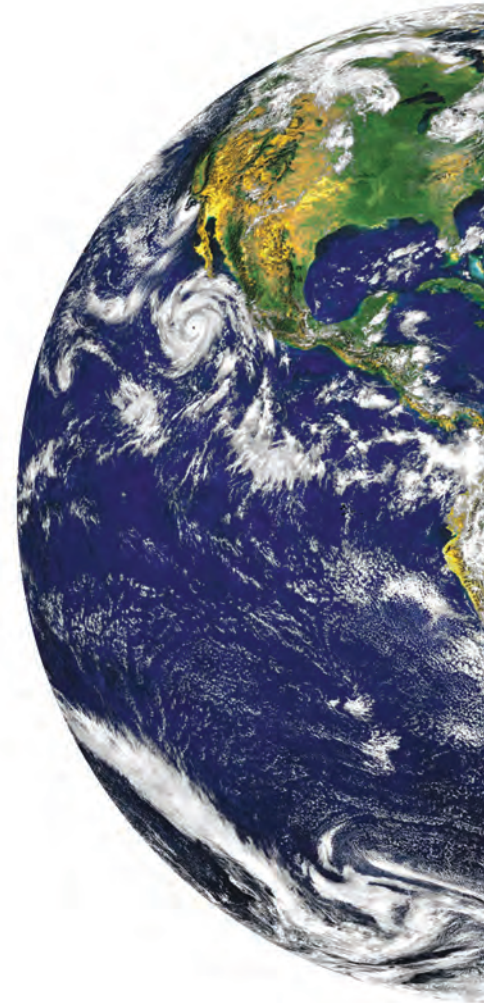
Assistant Professor of Urban Technologies and Information Systems, Massachusetts Institute of Technology. He will discuss *Developing a Digital Model for Analyzing Community Development*. Dr. Flaxman has developed a conceptual model for how the Natural System and the Human Network interact. This session will describe that model and how it has been used to analyze the Catawba River Basin in the Carolinas.

### Shelley Lauten

Executive Director, myregion.org, 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.

### Gary Moll

Vice President of the Urban Ecosystems Center at American Forests will present the Natural Systems element of the Piedmont Crescent project, The Urban Ecosystems Center developed CITYgreen software, a tool that measures the dollar value of benefits produced by green infrastructure.



#### OTHER TOPICS TO BE PRESENTED

- Planning the Urban Forest
- Better Mapping for Urban Forestry and Planning
- Measuring and Monitoring Green Infrastructure
- Landscape Conservation in the Northeast
- Integrating Restoration Needs in the Northern Everglades
- Assessing Canopy and Impervious Surface Changes in Metro Areas
- The Southern Piedmont Crescent: the Evolution of an Urban Region
- Opportunities and Challenges for Urban Natural Resources

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