



Urban Land Philadelphia
Institute

Serving Eastern and Central Pennsylvania, Southern New Jersey, and Delaware



present the Delaware Valley's Inaugural Urban Marketplace!



Thursday, June 25, 2009 - The Union League, Philadelphia

REGISTER NOW for this dynamic, day-long forum convening the private, public and community development sectors of the region's real estate industry to promote investment opportunities and development strategies to revitalize urban and suburban neighborhoods and corridors.


Interact with keynote speakers, attend panel discussions, participate in roundtable discussions, and visit with nearly 40 exhibitors providing lending, development, and related services to our region.

- 7:30AM REGISTRATION OPENS ~ NETWORKING BREAKFAST THROUGHOUT EXHIBIT AREAS.
- 8:30AM WELCOME.
- 8:40AM KEYNOTE SPEAKER: **Christopher Leinberger**, Visiting Fellow, The Brookings Institution.
- 9:15AM PLENARY SESSION: **Regional Economic Outlook & its Impact on Urban Development**: **Tom Morr**, President, Select Greater Philadelphia (moderator); **William P. Hankowsky**, President & Chief Executive Officer, Liberty Property Trust; **Marilyn Jordan Taylor**, Dean, University of Pennsylvania School of Design and former national Chair, ULI.
- 10:00AM BREAK: OPPORTUNITY TO VISIT EXHIBIT AREA & JOIN ROUNDTABLE DISCUSSIONS ON: **Transit Oriented Development: TRID & Zoning Considerations ~ Successfully Attracting Big Box to Urban Locations ~ Greening & Urban Farming ~ First Ring Suburbs ~ Commercial Corridors ~ Valuation and Acquisition Strategies in a Distressed Market.**
- 10:45AM CONCURRENT SESSIONS:
Community Development and the Federal Stimulus Package: **Chris Terlizzi**, Chair, ULI Philadelphia (moderator); **Roy Diamond**, Principal, Diamond and Associates; **Andrew Rachlin**, Deputy Chief of Staff, Office of the Deputy Mayor for Planning and Economic Development, City of Philadelphia; **Donna Cooper**, Secretary of the Governor's Office of Policy Planning & Policy, Department of Community and Economic Development, Commonwealth of Pennsylvania (invited).
Data-driven Development and Investment: **Jeremy Nowak**, President, The Reinvestment Fund (moderator); **Lois W. Greco**, Senior VP, Wachovia Regional Foundation; **Maggie McCullough**, Director, TRF; **Alexandra Vetrand**, Policy Research Coordinator, New Jersey Housing Mortgage Finance Agency.
Revitalizing Camden – The Next 10 Years: **David Foster**, President, Greater Camden Partnership (moderator); **Tom Corcoran**, President, Cooper's Ferry Development Association; **Carl E. Dranoff**, President, Dranoff Properties; **Saundra Ross Johnson**, Director, Camden Redevelopment Agency; **George Norcross**, Chairman, Cooper University Hospital.
- 11:45AM LUNCH & KEYNOTE SPEAKER: **Stefan Pryor**, Deputy Mayor for Economic Development, Newark, NJ.

REGISTER NOW at <http://philadelphia.uli.org/events.aspx>

MORE GREAT URBAN MARKETPLACE PROGRAMMING!

- 1:00PM CONCURRENT SESSIONS
Creative Financing for Emerging Neighborhoods: Omowale Crenshaw, Managing Director, Enterprise Heights (moderator); Jim Burnett, Executive Director, West Philadelphia Financial Services Institution; Andrew Frishkoff, City of Philadelphia Department of Commerce; Richard Krauss, Philadelphia President, M&T Bank; Jeremy Sunkett, Director of Project Management, Casino Reinvestment Development Authority.
Making the Most of Infill Development: Alan Razak, President, Razak and Company (moderator); Don Billingsley, Project Manager, Project H.O.M.E.; James Maley, Mayor, Borough of Collingswood, NJ; Frank M. Porrazza, Vice President/ Sr. Development Advisor, PNC Bank.
Lessons for the Region from the Christina Waterfront: Harris Steinberg, Executive Director, PennPraxis (moderator); James M. Baker, Mayor, City of Wilmington (invited); Ferdinando Micale, Senior Associate, Wallace Roberts & Todd; Mike Purzycki, Executive Director, Riverfront Development Corp.
- 2:00PM BREAK: OPPORTUNITY TO VISIT EXHIBIT AREA & JOIN ROUNDTABLE DISCUSSIONS ON: **Transit Oriented Development: Connecting Infrastructure & Land Use ~ New Urbanism in the Delaware Valley ~ The Financial Case for Green Building & Renewable Energy ~ Emerging Sources of Capital ~ The Stimulus Package: What are the Opportunities? ~ Equitable Development.**
- 2:45PM CONCURRENT SESSIONS:
Sustainable Urban Development: Richard Bartholomew, Managing Principal Director, Wallace Roberts & Todd (moderator); Paul Frietag, Director of Development, Jonathan Rose Companies, New York; Sophie Lambert, Director LEED-ND, US Green Building Council; Johnny McDonald, Chief Operating Officer, Onion Flats, LLC; Michael Szura, Director of Landscape Architecture, Langan Engineering & Environmental Services.
Reinventing Bethlehem: Daniel Harpstead, Principal, Kleinfelder (moderator); John Callahan, Mayor, City of Bethlehem; Robert DeSalvio, President, Sands Casino Bethlehem Resort; Tony Hanna, Director of Economic Development, City of Bethlehem; Jeffrey Parks, President, Artsquest.
The Role of Anchor Institutions in Neighborhood Transformation: Lisa Prasad, Principal, U3 Ventures (moderator); Joe Orkins, Assistant Vice President, Rowan University; Ken Lawrence, Senior Vice President, Temple University.
- 3:45PM NETWORKING RECEPTION IN EXHIBIT AREAS.

 **Additional Benefits of Attending!**
ULI's famed bookstore will be on site – first time ever in Philadelphia!

- ✓ **Free Book!** Choose from a selection of ULI's best-selling, classic reference titles.
- ✓ **Complimentary 6-Month Subscription to the ULI Development Case Studies database!** Valued at \$100, this benefit profiles cutting-edge projects that reflect the latest trends in all types of developments and is a way to get ideas and an inside look at developments that are both innovative and successful.

Exhibitors: AIA Philadelphia; Allied Construction; Amper; Asociacion de Puertorriquenos en Marcha; Arcadia Land Company; BartonPartners; Beneficial Bank; Berks Economic Partnership; BrightFields; City of Philadelphia; Commonwealth of PA- Department of Community & Economic Development; Community Design Collaborative; Delaware Valley Green Building Council; Delaware Valley Regional Planning Commission; Fox Rothschild; Greater Camden Partnership; J Davis Architects; Kleinfelder; Langan Engineering & Environmental Services; Legend Properties; Martin Architectural Group; Michaels Development; Minno & Wasko; Pennsylvania Association of Realtors; Philadelphia Business Journal; Philadelphia Industrial Development Corp.; Preservation Alliance; PS&S Consulting Engineers; Riley Riper Hollin & Colagreco; Society for Marketing Professional Services; Taylor Wiseman & Taylor; TimHaahs; Tri- State Realtors; TRF Policy Map; Women's Community Revitalization Project.

Partners: 10,000 Friends of Pennsylvania; AIA Philadelphia; BIA of Philadelphia; Builders League of South Jersey; Community Design Collaborative; Delaware Valley Green Building Council; Delaware Valley Regional Planning Commission; Delaware Valley Smart Growth Alliance; Green Building Association of Central PA; Greater Camden Partnership; PlanPhilly; PlanSmart NJ.

**LIMITED SEATING! REGISTER ONLINE NOW AT <http://philadelphia.uli.org/events.aspx>
800-321-5011**