

2010 Pennsylvania Brownfields



AFTER

Transforming our Communities, Strengthening our Economy

September 28 & 29, 2010

Holiday Inn Center City Allentown
904 West Hamilton Street
Allentown, PA 18101
(610) 433-2221
www.hiallentownpa.com

For more information on
community revitalization
and brownfields, visit
www.dep.state.pa.us,
keyword: brownfields.



BEFORE

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Brownfields Redevelopment – Making Revitalization
a Reality in Communities Across Pennsylvania!

2010 Pennsylvania Brownfields

Helping Communities Revitalize for Six Years

The Commonwealth of Pennsylvania is pleased to announce the sixth annual Pennsylvania Brownfields Conference, to be held September 28 & 29 in Allentown at the Holiday Inn Center City.

For the first time, we have moved the conference to the Lehigh Valley, where attendees will experience first-hand the impressive results of regional cooperation and community revitalization. A guided tour of the former Bethlehem Steel site — the largest privately owned brownfield site in the country, another round of “Extreme Makeover — Brownfields Edition,” a brownfields video premiere and an outstanding program with industry experts promise to make this conference the best yet!

For more information on this conference or to become an attendee, sponsor or exhibitor, please contact the conference manager at (717) 763-0930 or klougee@psats.org.

This conference satisfies requirements for Pennsylvania Economic Development Association (PEDA) Professional Development Units. Continuing Education Credits for the American Planning Association are pending. Please visit www.palocalgovtraining.org for updates on available credits. And be sure to join us on September 28 and 29 in Allentown!

Moving Pennsylvania Forward — Pennsylvania’s Priority Brownfield Properties

This year’s Transaction Forum will highlight priority brownfield properties across the commonwealth, providing an invaluable opportunity for real estate development professionals seeking brownfield redevelopment opportunities in Pennsylvania.

Agenda at a Glance

Tuesday, September 28, 2010

8:00 AM	Registration & Breakfast
8:30 AM	Welcome Address
8:45 AM	21st Century Brownfield Redevelopment: The Nexus of Community Revitalization, Smart Growth Implementation, and Climate Change Mitigation
9:30 AM	Plan on It! The Key Components to a Successful Brownfield Redevelopment Project
10:30 AM	Exhibit/Transaction Forum Time
11:00 AM	Relief for Municipalities: Regulatory Changes that Reduce Risk and Promote Public Engagement in Brownfield Projects
NOON	Lunch & Keynote Speaker Address
1:00 PM	Exhibit/Transaction Forum Time
1:30 PM	The Return of the Iron Horse
2:30 PM	Field Trip of the former Bethlehem Steel Property – Sponsored by HDR
6:30 PM	Mobile Workshop and Networking Reception – Bethlehem Brew Works Sponsored by the Michael Baker Corporation

CONTINUED ON PAGE 4



**New
this
Year!**

Visit the Conference's Internet Café!

If you need to check your email or surf the Internet, visit the Internet Café, located outside of the meeting room. The Internet Café will be open from 8 AM - 2:30 PM on Tuesday and 8 AM - 3 PM on Wednesday

Wednesday, September 29, 2010

8:00 AM	Registration & Breakfast
8:30 AM	Welcome Address: 15 Years of Brownfields Redevelopment in PA: A Look Back and a Look Ahead
9:00 AM	The Real Estate Market: A Forecast for Brownfields
9:30 AM	Extreme Makeover IV – Brownfields Edition
10:30 AM	Exhibit/Transaction Forum Time
11 AM	Sustainable Brownfields Redevelopment: Beyond the Buzzword
NOON	Lunch & Keynote Speaker Address
1:00 PM	Extreme Makeover IV – Brownfields Edition Award Presentation
1:30 PM	Creating Effective Partnerships with Government: We're Here to Help, Really!
2:30 PM	A Special PA Brownfields Video Series: Roadmap to Success — How Four Pennsylvania Communities Got it Right
3:30 PM	Closing Remarks

Day One: September 28, 2010

Program/Speaker Description:

8:30 AM

Welcome Address – Mayor Ed Pawlowski, City of Allentown

8:45 - 9:30 AM

21st Century Brownfield Redevelopment: The Nexus of Community Revitalization, Smart Growth Implementation, and Climate Change Mitigation

The cleanup and reuse of brownfield sites have long been recognized for their environmental and economic benefits. By emphasizing the revitalization of depressed areas, the reuse of aging buildings, and the development of vacant and abandoned properties, environmental restoration is realized and the tax base is built for the benefit of both city and suburban dwellers. Brownfield redevelopment also produces other well-documented benefits: revitalizing neighborhoods, restoring historic buildings, and converting eyesores into assets. As redevelopment potential rebounds with the economy, energy conservation and climate change strategies will also become integral to successful revitalization projects. Mr. Murphy will address how we can create healthy cities, boroughs, and townships through brownfields development that includes cutting-edge transportation networks; world-class recreational attributes; clean, energy-efficient homes and buildings; and ultimately, strong communities and economies.

Speaker: **Tom Murphy**, *Senior Resident Fellow, Klingbeil Family Chair for Urban Development, Urban Land Institute and Former Mayor of Pittsburgh*

9:30 - 10:30 AM

Plan on It! The Key Components to a Successful Redevelopment Project

Planning is an integral part of any brownfield redevelopment project. Taking the right planning steps early on can deter certain pitfalls down the road. This panel will discuss the steps taken from the perspective of a small town, a county, and a large city.

Speakers: **Mary Gattis Schell**, *Planning Coordinator, Lancaster County*
Thomas Corcoran, *President, Delaware River Waterfront Corporation*
Sarah Thorp, *Master Planning Manager, Delaware River Waterfront Corporation*
Elizabeth Russell, *Assistant to the Ambler Borough Manager*

Moderator: **Greg Elko**, *Langan Engineering & Environmental Services*

10:30 - 11 AM

Exhibit/Transaction Forum Time

Let's make a deal! Visit with conference exhibitors and learn about brownfield redevelopment opportunities from transaction forum participants.

11 AM - NOON

Relief for Municipalities: Regulatory Changes that Reduce Risk and Promote Public Engagement in Brownfield Projects

Redevelopment agencies and municipalities should be active participants in the redevelopment of brownfields properties. However, many of them remain weary of the environmental risks associated with such projects. Last year, the Pennsylvania Legislature passed critical amendments to Act 3 to strengthen the protections afforded to redevelopment agencies and municipalities. Learn about strategies for managing overall environmental risks and opportunities to partner with private developers in order to obtain critical funding for successful projects. Panel members include an authority solicitor, a real estate attorney, an environmental attorney, and DEP's director of the Land Recycling program – all of whom have considerable experience with helping municipalities and authorities participate in brownfields projects.

Speakers: **David M. Scolnic**, *Shareholder, Hangley Aronchick Segal & Pudlin*
Bruce Nicholson, *Esquire, Duffy, North, Wilson, Thomas & Nicholson, LLP*
Troy Conrad, *Director, Land Recycling Program, Pennsylvania Department of Environmental Protection*

Moderator: **Steven Miano**, *Shareholder, Hangley Aronchick Segal & Pudlin*

Day One: continued

NOON - 1 PM

Lunch and Keynote Address – John Callahan, Mayor, City of Bethlehem

1 - 1:30 PM

Exhibit/Transaction Forum Time

Visit with conference exhibitors and learn about brownfield redevelopment opportunities from transaction forum participants.

1:30 - 2:30 PM

The Return of the Iron Horse

As America's railroads are spending billions of dollars each year to keep up with the increasing demand for freight hauling, economic development professionals, developers, and consultants have seen unprecedented demand for industrial space served by railroads. Not every brownfield redevelopment project is conducive to integrating rail access, but many of the larger industrial complexes already had or have rail infrastructure in place. This session will evaluate the trends in the rail industry and what companies and their consultants are looking for that will allow communities and developers to consider when integrating rail service as a component of a site's redevelopment strategy.

Speakers: **David E. Beal**, *Vice President, Mid-Atlantic Region, Hart Corporation*

Roger Bennett, *Director, Industrial Development, Norfolk Southern Corporation*

Pat Sabatino, *Manager, Lehigh Valley Rail Management LLC*

Moderator: **Pat Miller**, *Executive Vice President, Altoona-Blair County Economic Development Corporation*

2:30 - 6:30 PM

Field Trip

Conference participants will board biodiesel-powered buses for a tour of the former Bethlehem Steel property, the largest privately-owned, contiguous brownfield tract in the nation. The tour will include stops at the following:

- The former headquarters building, now home to the Northampton Community College Fowler Center;
- Arts Quest's Steel Stacks Arts Center and 21 Century Plaza;
- Sands Casino;
- Lehigh Valley Industrial Park's LEED Certified Office Building;
- Bethlehem's Intermodal Facility
- Majestic Bethlehem

Sponsored by HDR

6:30 PM

Mobile Workshop – Allentown Brew Works

Join us for an evening of networking! The Allentown Brew Works is housed inside the historic Harold's Furniture Building at 812 West Hamilton St., Allentown. Years in the making, the new Allentown restaurant and brewery are part of the continuing vision of the Fegley family that established the original Bethlehem Brew Works in 1998. Proud to be part of the resurging downtown, the 400 seat restaurant is a testament to the vibrant heartbeat that thrives in this "Queen City." Join other conference attendees in *Silk*, the lower lounge of the Brew Works.

Sponsored by Michael Baker Corporation

Day Two: September 29, 2010

8:30 - 9 AM

**Welcome Address – Governor Edward G. Rendell (invited)
15 Years of Brownfields Redevelopment in PA: A Look Back
and a Look Ahead**

9 AM - 9:30 AM

The Real Estate Market: A Forecast for Brownfields

PNC Bank is a leader in community revitalization projects. Hear how one of the largest Pennsylvania lending institutions is finding ways to finance redevelopment projects in a challenging economy.

Speaker: **Chris Rockey**, *Vice President, PNC Bank*

9:30 AM - 10:30 AM

Extreme Makeover IV – Brownfields Edition

Move that bus! For the fourth consecutive year, three applicants will present their projects for consideration under the commonwealth's Industrial Sites Reuse Program. Who will make the best presentation for public funding? Which applicant will receive your vote for an Industrial Sites Reuse Program award? Each project will be scored by a panel of expert judges and the audience. The winner will be announced at lunch.

Moderator: **Brian Eckert**, *Director, Industrial Sites Reuse Program, DCED*

10:30 - 11 AM

Exhibit/Transaction Forum Time

Visit with conference exhibitors and learn about brownfield redevelopment opportunities from transaction forum participants.

11 AM - NOON

Sustainable Brownfields Redevelopment: Beyond the Buzzword

Turning “brown to green” may sound catchy, but the reality of “greening” your project is harder to define. Hear from three experts in environmental sustainability and integrated design on why “green” is more than a trend and why your project should incorporate these concepts.

Speakers: **Stephen J. McKnight**, *Economic Architect, GSP Consulting Corporation*

David Taylor, *CNU Senior Vice President National Director, Sustainable Transportation Solutions*

Rob Fleming, *Program Director, Master of Science in Sustainable Design, Philadelphia University*

Moderator: **Holly Edinger**, *Director Lehigh Valley Land Recycling Initiative, LVEDC*

NOON - 1 PM

Lunch and Keynote Address – Greg Rogerson, Principal, J.G. Petrucci Co.

J.G. Petrucci Co. Inc. (JGPCO) was founded in 1987 by James G. Petrucci shortly after his graduation from Princeton University. JGPCO's core proficiencies include both development and turnkey design/build projects for a diverse corporate clientele. Brownfields redevelopment and adaptive re-use of obsolete industrial facilities have also become staples of JGPCO's portfolio. Many of their projects also involve LEED certification or elements of sustainable design and green building practices. JGPCO's headquarters are in Asbury, NJ., and they also maintain a branch office in the Lehigh Valley.

1 - 1:30 PM

Extreme Makeover IV: Redeveloping PA – The Big Check

Day Two: continued

1:30 - 2:30 PM **Creating Partnerships with Government: We're Here to Help, Really!**

This panel will do much more than just “show you the money!” Creating effective local-state-federal government partnerships can play a key role in aligning capacity, technical assistance, and financial support to advance brownfields redevelopment. Meet a panel of local, state, and federal officials who will explain how to achieve a successful brownfields project — from planning and acquisition to site assessment and remediation to site redevelopment — by providing both human and financial capital to move sites forward.

Speakers: **Denise Brinley**, *Deputy Secretary, Office of Community Revitalization and Local Government Support, DEP*

Susan Janowiak, *Associate Director, Office of Brownfields and Outreach, EPA, Region 3*

Dave Green, *Manager, City of St Marys*

2:30 - 3:30 PM **Brownfields Video Premiere: Roadmap to Success — How Four Pennsylvania Communities Got it Right**

For the first time in the history of the PA Brownfields Conference, a video showcase of four successful projects in various regions of the state will be aired. In many areas of Pennsylvania, strategies for brownfield redevelopment vary depending on market demand and investor interest. Brownfield redevelopment often involves a multi-faceted approach that includes community visioning sessions, creative financing strategies, and public-private partnerships. This session will highlight the integral elements of these successful transactions. A panel of local community leaders and redevelopment partners involved in each of the brownfield projects will participate in the session and answer questions from the audience.

Keystone Industrial Port Complex — Bucks County

Speaker: **Dennis Jones**, *Regional Manager, Fairless Hills Region, USS Real Estate*

Taylor Colliery — Lackawanna County

Speaker: **Dan Zeleniak**, *Manager, Taylor Borough*

Lancaster Northwest Gateway — Lancaster County

Speaker: **Lisa Riggs**, *President, James Street Improvement District*

Keystone Commons — Allegheny County

Speaker: **R. Brooks Robinson, Jr.**, *Vice President, Communications and Community Relations, Regional Industrial Development Corporation of Southwestern Pennsylvania (RIDC)*

Moderator: **Erin Wells**, *Community Revitalization Consultant, DEP Northwest Regional Office, Meadville*

3:30 PM **Closing Remarks — Denise Brinley, Deputy Secretary, Office of Community Revitalization and Local Government Support, DEP**

Registration Form

2010
Pennsylvania Brownfields

**Pennsylvania Brownfields 2010:
September 28 & 29, 2010
Holiday Inn Center City Allentown**

This form may be copied and used for additional registrations.

Name _____

Title _____

Organization or Municipality/County _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

First name for name badge _____

I will be attending the 2010 Brownfields Conference as a:

Public-Sector Participant (\$100)

Private-Sector Participant (\$150)

I will attend the 2010 Brownfields Conference Mobile Workshop on September 28, 2010 at 6:30 p.m. (no charge)

The registration fee per person for the conference is \$100 for public-sector participants and \$150 for private-sector participants. No refunds will be given after September 14, 2010. Those who cancel after September 14, or do not attend, forfeit the full registration fee and if unpaid, will be invoiced.

A block of rooms has been reserved at the Holiday Inn. Please call 610-433-2221 to reserve your room under the PA Brownfields Conference.

CONTINUED ON PAGE 10

Payment Information

Payment by: Check (Made payable to PSATS) VISA MC Discover

Card number:

Valid through: ___ / ___

Print name as it appears on the card: _____

Signature: _____

Billing address of credit card: _____

Please mail registration form and payment to: **Pennsylvania Brownfields 2010**
c/o PSATS
4855 Woodland Drive
Enola, PA 17025

For more information contact: **Conference Manager**
717-763-0930
klougee@psats.org

Sponsors & Exhibitors

Want to Increase Your Company's Name Recognition? Become a Conference Sponsor!

Don't miss this tremendous opportunity to extend your company's visibility and name recognition at the Pennsylvania Brownfields 2010 Conference, mobile workshop, and site tour. Sponsorship provides you a unique opportunity to showcase your company to hundreds of potential clients! More than one organization may sponsor the same event.

Sponsorship Options

\$2,000 – Refreshment Break Sponsor (Tuesday, Sept. 28, 2010)

Includes pre-meeting break (8AM) and mid-morning break (10AM).

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Tabletop displays at all break tables
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

\$2,000 – Refreshment Break Sponsor (Wednesday, Sept. 29, 2010)

Includes pre-meeting break (8AM) and mid-morning break (10AM).

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Tabletop displays at all break tables
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

\$2,500 – Portfolio Sponsor

Sponsor will receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Ability to include handouts in each portfolio, which will be given to all attendees for them to take home
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

\$3,000 – Conference Reception Sponsor (Tuesday, Sept. 28, 2010)

Includes hot and cold hors d'oeuvres selections, sodas and water. Cash bar available.

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Speaking opportunity at the reception
- Signage throughout the tables during the event
- Screens for sponsor to project images of their choice
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the conference reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

Sponsors & Exhibitors

\$3,500 – Lunch Sponsor (Tuesday, Sept. 28, 2010)

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Speaking opportunity at the conference
- Tabletop displays at all food tables
- Ability to include handouts in each portfolio, which will be given to all attendees for them to take home
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

\$3,500 – Lunch Sponsor (Wednesday, Sept. 29, 2010)

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Speaking opportunity at the conference
- Tabletop displays at all food tables
- Ability to include handouts in each portfolio, which will be given to all attendees for them to take home
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

\$3,500 – Tour Sponsor (Tuesday, Sept. 28, 2010)

Sponsor to receive:

- Verbal recognition throughout the conference
- Company logo on conference signage
- Speaking opportunity at the conference
- Ability to include handouts in each portfolio, which will be given to all attendees for them to take home
- One booth and registration for two company representatives with lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the Conference Reception on Tuesday evening
- Additional representatives must pay additional registration fees (\$150 per person)

Exhibit Space

\$1,250 for a Table-Top Exhibit on Tuesday and Wednesday, Sept. 28 & 29, 2010

Each booth rental includes one skirted, 8-foot display table and two chairs. Electrical service is an additional charge, determined by the facility (please call the Holiday Inn Center City at 610-433-4211 for specific information).

Each booth rental includes two company representatives and lunch on Tuesday and Wednesday (Sept. 28 and 29), as well as the conference reception on Tuesday evening.

Additional representatives must pay additional registration fees. Set up: Monday 6 PM-8 PM & Tuesday 7 AM-8 AM.

Exhibit hours: Tuesday, 9/28 8 AM-2:30 PM, Wednesday, 9/29 8 AM-3 PM.

Setup Monday – 6-8 PM

Setup Tuesday – 7-8 AM

Conference Hours:

Tuesday – 8 AM - 2:30 PM

Wednesday – 8 AM - 3:30 PM

Conference Reception Hours:

Tuesday – 6:30 PM

Sponsors & Exhibitors



Photos courtesy of Lehigh Valley Industrial Park, Inc.

Registration Information

Please provide the following information as you would like it to appear in a published list of sponsors/exhibitors. Potential customers/clients who are interested in learning more about your company will use this information as a resource after the conference. Names and contact information will appear on the badge as listed below. Your organization's logo (digital, high resolution) must be received by August 27, 2010.

Information for Exhibitor/Sponsor Listing

Company Name _____

Company Representative's Name _____

(to be listed in exhibitor directory for conference; may or may not be attending conference)

Title _____

Address _____

City, State, Zip Code _____

Telephone _____

Fax _____

Email _____

Sponsors & Exhibitors

For Conference Registration

Conference Attendee (free with exhibit/sponsorship)

Name _____

Title _____

Yes, I will attend the Conference Reception on 9-28 at 6:30 PM

Conference Attendee (free with exhibit/sponsorship)

Name _____

Title _____

Yes, I will attend the Conference Reception on 9-28 at 6:30 PM

Names of additional Conference attendee(s) (\$150 each additional attendee)

Name _____

Title _____

Yes, I will attend the Conference Reception on 9-28 at 6:30 PM

Name _____

Title _____

Yes, I will attend the Conference Reception on 9-28 at 6:30 PM

The registration fee to attend the conference is \$150 (private sector) and \$100 (public sector). Cancellations received prior to September 14 will be assessed a \$40 cancellation fee. Those who cancel after September 14, or do not attend, forfeit the full registration fee and if unpaid, will be invoiced.

Exhibit Space _____ @ \$1,250 = \$ _____

Additional Attendees _____ @ \$150 = \$ _____

Sponsorship/Exhibit Amount

Sponsorship selection _____ \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Payment Information

Payment by: Check (Made payable to PSATS) VISA MC Discover

Card number:

Valid through: ___ / ___

Print name as it appears on the card: _____

Signature: _____

Billing address of credit card: _____

Please mail registration form and payment to: **Pennsylvania Brownfields 2010
c/o PSATS
4855 Woodland Drive
Enola, PA 17025**

A block of rooms has been reserved at the Holiday Inn. Please call 610-433-2221 to reserve your room under the PA Brownfields Conference.

The following companies have already pledged support for the conference.

Portfolio Sponsors:



KU Resources, Inc.

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SEGAL
& PUDLIN

Refreshment Break Sponsor:



Reception Sponsor:



Tour Sponsor:



Exhibitors:





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