



CELEBRATE MORE THAN 20 YEARS OF
BROWNFIELDS REDEVELOPMENT!



Brownfields 2015

SUSTAINABLE COMMUNITIES START HERE

CHICAGO

SEPTEMBER 2-4, 2015

HILTON CHICAGO

BROWNFIELDSCONFERENCE.ORG



Since 1996, the National Brownfields Training Conference has been the premier conference and trade show focused on environmental revitalization and economic redevelopment. This September, join thousands of experts and practitioners in “the windy city” for three full days of practical and innovative training and education, business networking, and information sharing. Cosponsored by the U.S. Environmental Protection Agency (EPA) and International City/County Management Association (ICMA), Brownfields 2015 is the place where decision makers from all stakeholder categories gather to hear about the strategies and tools for beneficially reusing abandoned and underutilized properties and creating more sustainable, livable, and economically vibrant communities.

REGISTRATION FOR BROWNFIELDS 2015

Online Registration is quick, easy, and a great value for attendees. We’ve kept the registration cost low to ensure that all attendees can continue to attend the most important three days on your business, training, and networking calendar.

Register at brownfieldsconference.org.

REGISTRATION RATES

- Academia/Student (student/faculty id required) \$50
- Nonprofits and Community Groups \$125
- Federal, Tribal, State and Local Government \$200
- Private Sector \$350

CONFERENCE SCHEDULE AT A GLANCE

TUESDAY, SEPTEMBER 1ST

- 8:00 A.M. – 6:00 P.M. Registration Open
- 7:30 A.M. – 4:00 P.M. Pre-Conference Training Workshops
- 1:00 P.M. – 4:00 P.M. Mobile Workshops
- 4:00 P.M. – 5:30 P.M. EPA Regional Open Houses

WEDNESDAY, SEPTEMBER 2ND

- 7:30 A.M. – 7:30 P.M. Registration Open
- 9:00 A.M. – 10:30 A.M. Opening Plenary Session featuring EPA Administrator Gina McCarthy (Invited)
- 10:30 A.M. – 7:30 P.M. Exhibit Hall Open
- 10:45 A.M. – 12:00 P.M. Concurrent Educational Sessions
- 12:00 P.M. – 1:00 P.M. Lunch
- 1:15 P.M. – 2:30 P.M. Concurrent Educational Sessions
- 2:45 P.M. - 4:00 P.M. Concurrent Educational Sessions
- 4:15 P.M. – 5:30 P.M. Concurrent Educational Sessions
- 5:30 P.M. - 7:30 P.M. Opening Celebration and Reception with Brownfields 2015 Exhibitors

THURSDAY, SEPTEMBER 3RD

- 7:30 A.M. – 6:00 P.M. Registration Open
- 8:30 A.M. – 10:00 A.M. Mayor’s Roundtable Moderated by Congressman Dan Kildee
- 10:00 A.M. – 5:00 P.M. Exhibit Hall Open
- 10:15 A.M. – 11:30 A.M. Concurrent Educational Sessions
- 11:30 A.M. – 12:30 P.M. Lunch
- 12:45 P.M. – 2:00 P.M. Concurrent Educational Sessions
- 2:15 P.M. – 3:30 P.M. Concurrent Educational Sessions
- 3:45 P.M. – 5:00 P.M. Concurrent Educational Sessions
- 6:00 P.M. – 8:00 P.M. Community Celebration at Chicago’s Field Museum

FRIDAY, SEPTEMBER 4TH

- 7:30 A.M. – 1:00 P.M. Registration Open
- 8:30 A.M. – 9:30 A.M. Keynote Presentation by Charles Landry
- 9:30 A.M. – 12:30 P.M. Exhibit Hall Open
- 9:45 A.M. – 11:00 A.M. Concurrent Educational Sessions
- 11:15 A.M. – 12:30 P.M. Concurrent Educational Sessions

PLENARY SESSIONS

OPENING PLENARY FEATURING EPA ADMINISTRATOR GINA MCCARTHY (INVITED)

The conference will open with a session guided by the EPA Administrator, Gina McCarthy (invited). This session will discuss the importance of brownfields redevelopment to our nation's communities and will review the priorities set forth by the current administration.



MAYOR'S ROUNDTABLE MODERATED BY CONGRESSMAN DAN KILDEE (INVITED)



Hear nationally-recognized local leaders discuss how brownfields redevelopment can spur community revitalization and economic growth. During this facilitated dialogue, leading mayors from across the nation will share their experiences and success stories in revitalizing communities while addressing blight and

environmental contamination. The roundtable will be moderated by Congressman Dan Kildee (Michigan).

KEYNOTE PRESENTATION BY CREATIVE URBANIST CHARLES LANDRY

On the final day of the conference, international urbanist, author, and speaker, Charles Landry will lead a session on the use of imagination and creativity for urban change. Landry catalyzed a global movement by inventing the concept of the Creative City in the late 1980s and has helped cities internationally become more resilient and sustainable by triggering their inventiveness and thinking.



MOBILE WORKSHOPS

Whether it's a walking, bike, or bus tour, mobile workshops give attendees the chance to see brownfield transformations firsthand. Brownfields 2015 will present an array of Chicagoland brownfield success stories and projects in progress. Interact with local experts and learn how they turned a community liability into a catalyst for revitalization. Preregistration and an additional registration fee of \$25-50 (depending on the workshop) are required for each workshop.

MORE THAN 100 EDUCATIONAL AND TRAINING SESSIONS

Brownfields 2015 will feature more than 100 educational sessions on environmental assessment and cleanup, real estate and finance, planning, community engagement, environmental justice, sustainable communities, liability and enforcement, and state, tribal, and local programs and partnerships. A sample of sessions includes:

- Show Me the Money – Successful Local Strategies for Leveraging Investment in Brownfields
- The Lakeside Idea: Leveraging Innovation with Chicago's Lakefront Legacy
- New Approaches to Marketing and Redeveloping Surplus Properties
- Equity, Equity, Where is the Equity? Brownfields Community Indicators and Resident Perspectives
- Tracking and Measuring the Community Benefits from Brownfields: The Latest Models, Methods and Tools
- Grave to Cradle: Where Remediation Meets Sustainable Design
- Manufacturing Communities Put Brownfields Back to Work
- Transportation and Logistics Driving Redevelopment
- A Survivor's Guide: Protecting Yourself from Brownfield Bankruptcies
- Models for Transferring and Redeveloping Contaminated Properties
- Bottom-up Planning: A Placemaking Strategy for Brownfield Redevelopment
- Inside the Mind of a Developer
- Banking on Progress: Land Banks as Catalysts for Brownfields Redevelopment
- Marketing Brownfields – Creative Marketing and Public Participation
- Partnering for Parks: A Chicago Case Study in Little Village
- Where Are They Now? Successful Redevelopment of Former Automotive Facilities

CONTINUING EDUCATION CREDITS (CECS)

CECs will be offered for a variety of professionals including attorneys, planners, real estate developers, architects, engineers, and public health officials. Visit brownfieldsconference.org for CEC updates.

ECONOMIC REDEVELOPMENT FORUM

The Economic Redevelopment Forum is uniquely designed to inspire deal-making and get brownfield projects started. It serves as a central gathering for attendees, speakers, practitioners, and solution-providers to explore redevelopment topics and opportunities in a collaborative, interpersonal setting.

- **STAKEHOLDER MARKETPLACE**

Property owners, agencies, prospective buyers from all industries, and government representatives interact and discuss available brownfield properties and the various financing tools and incentives for redeveloping them.

- **BROWNFIELD TRANSACTION CONSULTATIONS**

Meet with redevelopment advisors with a range of brownfield transaction expertise, including finance, legal, insurance, regulatory, and more. Sign up now for consultations. Space is limited, so preregister at brownfieldsconference.org.



- **REDEVELOPMENT CENTER STAGE**

The "Center Stage" is a venue featuring interactive educational sessions highlighting key finance and real estate topics.

- **BROWNFIELDS PROPERTY MAP**

Post your property on the user-friendly Google-Maps based service available only at brownfieldsconference.org/ERF. This service is free to the public.



GROW YOUR BUSINESS AND MAXIMIZE YOUR CONNECTIONS AT BROWNFIELDS 2015

BROWNFIELDS 2015 EXHIBIT HALL AND TRADE SHOW

Connect with thousands of decision makers from the private sector, local, state and federal agencies, nonprofit and community groups, and academia. A complete exhibitor prospectus can be downloaded at brownfieldsconference.org/en/exhibit.



NETWORKING AND PROMOTIONAL OPPORTUNITIES

ICMA offers a number of sponsorship, advertising, and promotional opportunities for organizations seeking to increase their visibility. Have your brand seen by the thousands of attendees who share interest in your industry. Sponsorship packages will give your company valuable exposure and can be tailored around your goals and level of investment. All the details on the various sponsorship opportunities can be found at brownfieldsconference.org/en/sponsors_partners.

CONTACT US

Stay tuned to www.brownfieldsconference.org for the latest news, updates and additions to the conference. Contact Katherine Takai (ktakai@icma.org) or Tad McGalliard (tmcgalliard@icma.org) for additional information.

The following contacts can provide specific information about registration, housing, meeting requests, exhibiting, and sponsorship:

- Registration QMS Services
brownfields@prereg.net
- Housing Eventsphere
brownfields@eventsphere.com
- Meeting Requests Stacey Young, SRA
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- Exhibitors Noreen Burke, Corcoran Expositions
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