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What's **THE BIG DEAL?**



The brownfield event of the year! **THE NBA Brownfields 2007** will bring to the top real estate and brownfield pro across the US and Canada, as well as industry and the public sector, for tw making, education, and networking o Included are more than 20 breakout : roundtables, plenary sessions, a prop and exhibits! For those arriving early, tours will offer a bird's eye view of br studies, waterfront redevelopment pr green building success stories within Wisconsin markets.

THE BIG DEAL is hosted by the Nati Associations, a nonprofit organization the responsible redevelopment of bro its partner, the City of Chicago, a nat urban green design.

City of Chicago. Department of Environment. Mark Farina

For a current list of conference partners and exhibitors [click here](#)...

**HOSTED BY
THE NATIONAL BROWNFIELD ASSOCIATIONS**



AND ITS PARTNER, THE CITY OF CHICAGO



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Plenary and Breakout Sessions

Show All Sessions

Tuesday, October 16, 2007
 Wednesday, October 17, 2007

Tuesday, October 16, 2007

8:00 AM - 10:00 AM	Exhibit Hall - Breakfast	ⓐ
8:00 AM - 1:00 PM	Exhibit Hall - Exhibit	ⓐ
8:45 AM - 10:15 AM	Corporate Greening Sustainability. What does it mean? Find out what corporate America is doing and gain a better understanding of how you can employ state-of-the-practice green initiatives into your projects. This session will focus on Corporate Sustainability and describe how corporations are more proactively reusing idled properties to promote corporate sustainability. Moderator: Jay Truty, Bell, Boyd & Lloyd LLC	ⓐ
8:45 AM - 10:15 AM	Measuring Success in Brownfields It is difficult to count and measure achievements in the brownfield industry. As we continue to evolve and approach the more difficult sites that will require government resources, we must be able to quantify the cost benefit of our efforts and government programs. In addition, states are charged with measuring the success of their brownfield programs. These moderated discussions will consist of key leaders from the various agencies as well as private sector leaders, who will discuss what variables and measurements would best track progress in the brownfield industry. Moderator: Maureen Gorsen, California EPA, Department of Toxic Substances Control	ⓐ
8:45 AM - 10:15 AM	Oil & Gas Industry Roundtable From upstream to downstream operations, the oil and gas industries are among the largest landowners of property with heavy industrial operations. Property owners from these companies will discuss the management and lease, sale and redevelopment of non-strategic surplus properties. Moderator: Randy Turk, Glenn Springs Holdings, Inc.	ⓐ
8:45 AM - 10:15 AM	R-PAT Liability Trust Learn about the R-PAT legislative proposal to provide long-term liability relief for owners of contaminated properties who transfer sites for cleanup and redevelopment. The R-PAT concept would create a quasi-federal government corporation that would assume the future contaminated property liabilities of owners who pay into a trust fund designed to pay for any such liabilities and long-term property maintenance. The establishment of "R-PAT" would provide property owners with a mechanism to determine, prior to property transfer, the extent of their liability exposure in perpetuity. Moderator: Karl Bourdeau, Beveridge & Diamond P.C.	ⓐ
8:45 AM - 10:15 AM	Should You Become a Brownfield Professional? This panel of experts will discuss the controversial topic of "if," "why" or "who" of those currently practicing in the brownfield arena should become "certified" as Registered Brownfield Professionals. The Institute of Brownfield Professionals will set the case for a national registration program. Representatives of	ⓐ

states which have certification programs in place, and states with developing programs will set the case for state-by-state programs. Also, listen to how the certification programs dovetail (or not) with the All Appropriate Inquiry (AAI) brownfield professional credentials. Come listen to the panel and weigh in with your own opinions.

Moderator: Ken Kastman, Institute of Brownfield Professionals

10:30 AM - 12:00 PM

Heard on the Hill



The brownfield industry is a private market industry, but one built on a federal policy structure—and that structure is undergoing renovation. Learn the status of brownfields, and brownfield-related tax and funding proposals at mid-point in the 110th Congress. How will these updates affect buyers and sellers in the industry?

Moderator: Charlie Bartsch, ICF International

10:30 AM - 12:00 PM

How to Build and Maintain Confidence for Projects



Moderator: John Davies, Davies Public Affairs

10:30 AM - 12:00 PM

Mayors & Developers Roundtable



Cities come in all sizes and solutions for one size do not necessarily fit all. A roundtable discussion between mayors and developers will help identify how each party can better communicate their needs and work to understand key issues related to brownfield redevelopment in mid-size (median), small and rural cities. Roundtable recommendations will assist cities in attracting developer interest and investment to their projects.

Moderator: Deb Peters, Quality Environmental Professionals, Inc.

10:30 AM - 12:00 PM

The Wall Street Perspective



Learn how new financial reporting standards and rising stakeholder expectations for environmental, social, and governance (ESG) performance are changing the way corporations manage their contaminated properties and environmental remediation liabilities.

Moderator: Greg Rogers, Guida, Slavich & Flores, P.C.

12:45 PM - 2:15 PM

Utility Industry Roundtable



Utility companies can directly benefit when brownfield sites in their service territory are redeveloped and go from, vacant, underutilized facilities to new redevelopments housing new customers. This roundtable will bring together utilities to discuss the role that utilities are playing in brownfield redevelopment process and the challenges faced in the industry.

Moderator: Bruce Rasher, Consumers Energy

1:00 PM - 4:00 PM

Grand Ballroom - Plenary Session Day I



Welcoming Remarks

Ken Cornell, President, Board of Directors, NBA and Executive Vice President, JCH Environmental Insurance Brokers

Putting Brownfields on the Political Agenda

Richard M. Daley, Mayor, City of Chicago (Invited)

Real Estate Market Forecast: What it means for Brownfield Redevelopment

A market forecast of the three major real estate sectors—industrial, commercial and residential—will be given by a wide range of specialists. This session will cover functional property types that are hot, what geographic regions are most desirable, and buyers and sellers appetite for using brownfields.

Moderator: Robert Colangelo, CEO, NBA

5:00 PM - 7:00 PM

Exhibit Hall - Networking Reception and Property Showcase



This is an excellent business development and information sharing opportunity. Meet vendors, property owners, chapter leadership and attendees, as you enjoy food and beverage

An area will be dedicated in the Exhibit Hall for the Property Showcase that gives exclusive access to properties! Prospective purchasers are encouraged to check the Property Showcase website frequently for details on properties being showcased.

Meet NBA Chapter leadership when members from each of the more than 20 U.S. and Canadian Chapters will discuss the policy, legislative and technical issues that are being addressed at the local level. Learn about our referral program network, and how it can help you find properties, experts and information in your area.

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Wednesday, October 17, 2007

8:00 AM - 10:00 AM

Exhibit Hall - Breakfast and Exhibit



9:00 AM - 12:00 PM

Grand Ballrom - Plenary Session Day II



Welcoming Remarks

Mary Gade, USEPA Region V Administrator
(Invited)

The Importance of Financial Incentives

Doug Scott, Director, Illinois Environmental Protection Agency

Economic Forecast: Financing Brownfields

Once shunned by lenders for fear of environmental liabilities, capital markets have awakened to the profit potential of the brownfield industry. Experts will discuss the availability of debt and equity capital, the cost of capital and the appetite for investing in brownfield transactions.

Moderator: Steve Blank, Senior Resident Fellow, Urban Land Institute

12:00 PM - 2:00 PM

Exhibit Hall - Exhibit



12:45 PM - 2:15 PM

Alternative Remediation Strategies

- This roundtable will highlight different assessment and cleanup scenarios taking place across the country and look to various experts to describe what alternative remediation strategies (assessment and cleanup) can be employed. Panelists will consider concepts such as cost-effectiveness, impacts on reuse alternatives, and "green remediation," as well as the effects of factors such as community acceptance, limited budgets, project redevelopment timelines, and insurance costs. Participants will discuss past efforts and look at "iffy" data from new sites. During the round table, they will be asked to offer cleanup recommendations that will be most cost effective, meet project timing, and protect human health and the environment
Moderator: Dan Powell, Project Manager, USEPA Ⓞ
- 12:45 PM - 2:15 PM **Railroads & Municipalities Roundtable** Ⓞ
 Railroads as an industry have historically been the largest landowners. Over the last decade a large percentage of these land holdings have been divested and we can point to numerous successful redevelopment of brownfield properties. Many of these holdings lie within municipal boundaries and there has been much tension between the railroads and the cities when it comes time for redevelopment. In this roundtable, railroads and municipalities will discuss strategies on how best they can work together to get more sites redeveloped. The railroads will review business models, including divestiture practices and prioritizing brownfields; whereas community leaders will review success stories, as well as challenges when redeveloping properties with rail lines
Moderator: Marshall Williams, former president of the American Railway Development Association
- 12:45 PM - 2:15 PM **The Canadian Brownfield Market** Ⓞ
 Canada's brownfield industry is evolving and more activity recently has taken place in the provinces of Ontario, British Columbia, Quebec, and Alberta. In this session, we will hear about market opportunities, key policies in development, and how Canadian and U.S. companies can work together to responsibly redevelop more brownfield projects together.
Moderator: Luciano Piccioni, RCI Consulting
- 12:45 PM - 2:15 PM **Using Strategic Development Planning to Turn Problems into Profits** Ⓞ
 Learn how to use strategic planning to create master plans that not only engage but entice developers wanting to build on your brownfield site. Strategic planning identifies how to create the overall plan of development needs, the economic pro forma that verifies the financial basis for the plan, and the timing that makes sense to the owner and development community.
Moderator: Jon DeVries, Roosevelt University
- 12:45 PM - 2:15 PM **Using TIF to Overcome Brownfield Financing Barriers Roundtable** Ⓞ
 TIF Financing has become a mainstream economic development tool but the application of TIF to brownfields projects is something less than a slam-dunk. TIF tends to work best when it coincides with vertical development, not horizontal/site preparation activities. This panel will cover what states and localities are doing to match TIF financing to brownfields projects and how developers are using TIF to get cleanup-redevelopment results.
Moderator: Evans Paul, Northeast Midwest Institute
- 2:30 PM - 4:00 PM **AAI: Year in Review** Ⓞ
 All Appropriate Inquiries has modified how environmental due diligence is conducted. The new standard has been in practice for more than a year now, and a number of issues have arisen. Come discuss what issues you are having and hear practical

solutions on how you can implement the latest strategies in your next phase I assessment.
Moderator: Julie Kilgore, Wasatch Environmental, Inc.

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