



Urban Land Philadelphia
Institute

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

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Present the Region's **3rd Annual Urban Marketplace!**

Tuesday, June 14, 2011 at The Union League, Philadelphia.



REGISTER NOW for this dynamic, day-long forum convening the private, public and community development sectors of the tri-state 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 breakout panel discussions... participate in roundtable conversations...share ideas and network with your colleagues...and meet with exhibitors providing lending, development, and related services. We are absolutely limited to the first 500 registrants.

- 8:00AM **REGISTRATION OPENS ~ NETWORKING BREAKFAST THROUGHOUT EXHIBIT AREA.**
- 8:30AM WELCOME: **Chris Terlizzi**, Chair, ULI Philadelphia.
- 8:45AM **KEYNOTE SPEAKER: Edward L. Glaeser, Ph.D.**, Professor of Economics at Harvard University and author of the new book, *Triumph of the City: How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier and Happier* (buy your special copy and get it autographed).
- 9:45AM **NETWORKING BREAK: VISIT EXHIBIT AREA, BOOK SIGNING & JOIN ROUNDTABLE DISCUSSIONS** including: Delaware Riverfront Master Plan ~ Alternative Financing Sources ~ Retail Trends ~ Senior Living & Changing Demographics.
- 10:45AM **CONCURRENT SESSIONS:**
Campus Expansions - How Universities are Broadening their Footprints into the Community: **H. Alan Brangman**, Architect and Campus Planner, University of Delaware; **Robert Francis**, Vice President, University Facilities, Drexel University; **Robert Morro**, Associate Vice President-Facilities Management, Villanova University; and **Stephen Mullin**, Senior Vice President and Principal, Econsult Corporation.
- Bringing Fresh Foods to Underserved Communities:** **Jeffrey Brown**, President and CEO, Brown's Super Stores, Inc.; **Don Hinkle-Brown**, President, Community Investment and Capital Markets, The Reinvestment Fund; **Mami Hara**, Principal, Wallace Roberts & Todd; and **John Weidman**, Deputy Director, The Food Trust.

11:45AM **LUNCHEON KEYNOTE SPEAKER: Robert C. Lieber**, former New York Deputy Mayor for Economic Development under Mayor Bloomberg; now Executive Managing Director of Island Capital Group. In this special Q&A format, Mr. Lieber will be interviewed by **Marilyn Jordan Taylor**, Dean and Paley Professor, University of Pennsylvania School of Design, and former ULI National Chair.

1:00PM **CONCURRENT SESSIONS:**
Leveraging Economic Development through Entertainment: **Meryl Levitz**, President and CEO, Greater Philadelphia Tourism Marketing Corporation; **Dave Sciocchetti**, Executive Director, Chester Economic Development Authority; and **Bill Taylor**, Executive Director, Light up the Queen Foundation and founder of the Tipitina Foundation, an organization founded to benefit the New Orleans music community.

Transit-Oriented Development – Catch the Next Wave: **Shelley Poticha**, Director of the Office of Sustainable Housing and Communities, U.S. Department of Housing and Urban Development (HUD); **Byron Comati**, Director of Strategic Planning and Analysis, SEPTA; **Rose V. Gray**, Director of Development, APM; and **Jim Zullo**, Vice President, Tim Haahs & Associates.

2:00PM **NETWORKING BREAK: VISIT EXHIBIT AREA & JOIN ROUNDTABLE DISCUSSIONS: Affordable Housing ~ Opportunities in Distressed Assets ~ Urban Design ~ Transit Oriented Development.**

3:00PM **CONCURRENT SESSIONS:**
How ULI Can Help Revitalize and Rebuild Your Community: **Tom Eitler**, Vice President for Advisory Services, ULI – the Urban Land Institute; **David Foster**, President, Greater Camden Partnership, partner on a ULI Philadelphia Technical Assistance Program (TAP); **Bradley Jones**, Vice President for Community Development, Harristown Development Corporation, recipient of a ULI Community Action Grant; and **Douglas O’Dell, Maj. Gen. USMCR**, former coordinator of the Office of Gulf Coast Rebuilding, who helped bring a national ULI Advisory Services Panel to Pottstown, PA.

P3 - The Role of Public-Private Partnerships in Future Development: **Manju Chandrasekhar**, Vice President, Halcrow, Inc.; **Phil Ehlinger**, Principal, Town Planning Partnership; **Frank Rapoport**, Senior Partner, McKenna Long & Aldridge; and **Dick Zimmer**, Chairman of the New Jersey Privatization Task Force.

Continuing Education Credits Available On-Site: AICP: 5.75 Certification Management (CM) credits pending. ARCHITECTS: 4.0 AIA/CES (HSW/SD) Learning Units from AIA.

PERPETUAL SUPPORTING EVENT SPONSOR



Platinum Annual Sponsors: AMC Delancey Group; Brandywine Realty Trust; Dranoff Properties; Ernst & Young; Hersha Hospitality Trust; Langan Engineering & Environmental Services; Liberty Property Trust; O’Donnell & Naccarato; PECO; The Goldenberg Group; The Norwood Company; Timothy Haahs & Associates; Zell/Lurie Real Estate Center at Wharton.

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THIS CONFERENCE ALWAYS SELLS OUT QUICKLY ~ DON’T MISS OUT ~ ABSOLUTELY LIMITED TO 500 REGISTRANTS!
Register online now at <http://philadelphia.uli.org/events.aspx> or call ULI Customer Service at 800-321-5011

EXHIBITORS: Allentown Economic Development Corp; Asociacion Puertorriquenos En Marcha; BartonPartners; Bergman Architects; C.M.Jones, Inc., Commonwealth Land Title Insurance Company; Delaware Valley Regional Planning Commission; EisnerAmper LLP; Energy Works; ENVIRON; Fox Rothschild; Harkins Builders; Integra Realty Resources; Kreisler Miller; Langan Engineering & Environmental Services; LarsonAllen; Lutron; PIDC; Pennoni; PNC Real Estate; Print-O-Stat; The Reinvestment Fund; Timothy Haahs & Associates; Villanova University. **WE STILL HAVE A FEW EXHIBIT SPACES AVAILABLE -- CALL 215-446-2930 FOR DETAILS.**