

Pennsylvania Brownfields Conference

September 27 & 28, 2011



Pennsylvania Brownfields
Experience. Opportunity. Innovation.

New this year. Enhanced educational credits. See inside for details.

Blair County Convention Center

One Convention Center Drive

Altoona, PA 16602

814-943-5392

Welcome to Pennsylvania Brownfields 2011

The Commonwealth of Pennsylvania is pleased to announce the seventh annual Pennsylvania Brownfields Conference to be held September 27 & 28 at the Blair County Convention Center, Altoona.

This year's conference features big changes as it moves to Altoona and the Commonwealth joins forces with the Engineers' Society of Western Pennsylvania to combine the two largest statewide brownfield conferences into one unique and informative event.

There is something for everyone at this year's conference. Sessions will be offered for both those new to brownfields as well as the seasoned brownfields practitioner. Preceding the conference, a "Brownfield Basics" course will be offered to provide new attendees with the fundamental concepts of brownfields redevelopment. Other sessions will focus on planning and financing innovations to advance brownfield projects.

The conference agenda will include an informative field trip where attendees will experience first-hand the impressive results of Altoona's downtown revitalization as well as tour a more traditional manufacturing reuse of a former rail car shop in Hollidaysburg.

The popular "Extreme Makeover – Brownfields Edition" will feature a new video format. And this year's networking event at the historic Railroaders Memorial Museum promises to be a unique and memorable evening.

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.

NEW! Enhanced Education Credits

This conference has been approved for 6.75 organizational Professional Development Units (PDUs) through the Pennsylvania Economic Development Institute (PEDI). For a listing of the approved sessions within the conference, please call PSATS at 717-763-0930. Additionally, the conference satisfies requirements for Pennsylvania Economic Development Association (PEDA) Professional Development Units. Attendance at all sessions also equates to 10 Professional Development Hours for Engineers. Visit www.palocalgovtraining.org for updates on available credits.

Pennsylvania Brownfields Inventory – Marketing Pennsylvania's Priority Brownfield Properties

Pennsylvania is currently developing a statewide brownfield inventory. The conference will offer an opportunity to learn how to list your properties in the new Pennsylvania Brownfields Inventory. This online marketing tool is offered free of charge and will be invaluable in helping to promote the redevelopment of Pennsylvania's priority brownfields to real estate professionals nationwide.

Agenda at a Glance

Tuesday, September 27, 2011

7:30 AM	Registration & Networking Breakfast
8:00 AM	Brownfield Basics
9:00 AM	Welcome Address
9:30 AM	Real Estate Forecast
10:20 AM	Exhibit Time
10:50 AM	Session One: Brownfields Planning 101: Strategic Site Repositioning Session Two: Brownfields Planning 201: Master Planning
11:50 AM	Lunch & Keynote Speaker Address (Sponsored by Hangley, Aronchick, Segal & Pudlin)
12:50 PM	Mock Site Development
1:40 PM	Exhibit Time
2:00 PM	Session One: Funding 101 – The Basics of Brownfield Financing Session Two: Funding 201 – Innovative Financing for Brownfields Redevelopment
2:50 PM	Extreme Makeover
3:40 PM	Break (Sponsored by Michael Baker Corporation)
4:00 PM	Field Trip
6:00 PM	Mobile Workshop and Networking Reception – Railroaders Memorial Museum

Wednesday, September 28, 2011

8:00 AM	Eggs and Issues: State and Federal Brownfields Update
9:00 AM	Keynote Address (Sponsored by ABCD)
9:30 AM	Pennsylvania Brownfields Video Showcase: A Roadmap to Success
10:20 AM	Exhibit Time
10:50 AM	Session One: Reuse It or Lost It: Greening the Built Environment Session Two: Stormwater and Brownfields
11:40 PM	Extreme Makeover Award Presentation
12:00 PM	Luncheon Session: Marcellus Shale & Brownfields
12:50 PM	Closing Remarks

Day One: September 27, 2011

Program/Speaker Description:

7:30 AM Registration & Networking Breakfast

8:00 AM Brownfield Basics

Spend an hour learning the basics of Pennsylvania's brownfields program before the official kick off of the conference. The session is designed for those who are either new to brownfields redevelopment or for those who want to put the entire brownfields redevelopment process into perspective. The session will cover the basics of Acts 2, 3 and 4, the legal protections provided, federal counterparts, the drivers of the process, the nuts and bolts of doing the deal, managing risk, and long term stewardship of redevelopment projects including environmental covenants. Speakers will provide both the DEP and private practice perspectives.

Moderator: **Troy Conrad**, *Director Land Recycling Program, DEP*

Speakers: **Steve Miano**, *Shareholder, Hangley Aronchick Segal & Pudlin*
Paul Bruder, *Partner, Rhodes & Simon LLP*

9:00 AM Welcome Address

Denise Brinley, *Deputy Secretary, Office of Community Revitalization, DEP*

Deborah Lange, *President, Engineers' Society of Western Pennsylvania*

Lori Bechtel-Wherry, *Chancellor, Penn State Altoona*

Marty Marasco, *President and CEO, Altoona Blair County Development Corporation*

9:30 AM Real Estate Forecast

This program will discuss recent and projected trends in Pennsylvania's commercial and residential real estate markets, including brownfields redevelopment projects. The panel will also focus on the impact of the Marcellus Shale play on real estate trends within the state.

Moderator: **Jonathan H. Spergel**, *Esquire, Partner - Manko, Gold, Katcher & Fox, LLP*

Speakers: **Michael Bradley**, *Vice President, Fish Commercial Group, Williamsport*
Robert M. Rosenthal, *Land Acquisition Manager, K. Horvath Homes*
John J. Zaharchuk, *Summit Realty Advisors, LLC, Blue Bell (Invited)*

Following the Real Estate Forecast Session, Matt Zieger, President & CEO, Team PA Foundation, will outline Pennsylvania's new Brownfields Inventory and how participants can get their properties listed in this premiere online marketing tool.

CONCURRENT SESSIONS

10:50 AM Brownfields Planning 101: Strategic Site Repositioning

This session will explore the tools and strategies available to municipalities, authorities and other community stakeholders that are interested in the targeted redevelopment and adaptive reuse of brownfield sites and buildings. Topics will include the formation of public/private partnerships (P3), leveraging the P3, market analysis, highest and best use analysis, as well as present ways in which communities can proactively position sites and/or buildings for reuse that responds to the current real estate market and prepares the site for private development. An active case study in Carlisle, Cumberland County, will be represented by the panel participants.

Moderator: **Tracey Vernon**, *PP, AICP, President, Vernon Land Use*

Speakers: **Troy Truax**, *AICP, Vice President, Delta Development Group*
Stephen Heitsch, *Manager, Carlisle Borough, Cumberland County*
G. Bryan Salzmann, *Managing Partner, Salzmann Hughes, PC*
Sean Garrigan, *RIA, AICP, Principal, Stromberg/Garrigan & Associates, Inc.*

10:50 AM Brownfields Planning 201: Master Planning

This session focuses on community outreach and visioning as vital parts of successful downtown or riverfront revitalization. Helping communities identify what they can be in the future and providing for community input can significantly facilitate revitalization efforts. A significant impediment can be poor or inappropriate planning prior to pursuing redevelopment. The panel will explore how to coordinate a common vision from communities with different local ordinances, policies and stakeholders.

Moderator: **William K. Ahlert**, *Ph.D., Vice President, HDR Engineering*

Speakers: **James A. Moore**, *National Community Planning Principal, HDR Engineering*
Emily Buka, *Executive Director, Riverside Center for Innovation*

11:50 AM Lunch & Keynote Address – Governor Tom Corbett (invited)

12:50 PM Mock Site Development

Put on your thinking caps! During this interactive forum, members of the audience will be center stage as they help to develop a mock brownfield site and work through the development process with the speakers.

Moderator: **John Krueger**, *Environmental Program Manager, DEP South Central Office*

Speakers: **William K. Ahlert**, *Ph.D., Vice President, HDR Engineering*
Holly Edinger, *Director, Land Recycling, Lehigh Valley Economic Development Corporation*
Steve Miano, *Shareholder, Hangley, Aronchick, Segal & Pudlin*

CONCURRENT PROGRAM SESSIONS

2:00 PM Funding 101 – The Basics of Brownfield Financing

This informational session will focus on brownfield basics of financially preparing and positioning your project through assessment, remediation and development. Today's landscape of limited public funding and greater private contributions necessitate knowing the ins and outs of simple procurement. Local lenders, economic development professionals and state and local experts will present the information to get you started, along with creative ideas for partnerships and leveraging additional resources.

Moderator: **Pat Miller**, *Deputy Director, Altoona Blair County Economic Development Corporation*

Speakers: **Steve Foreman**, *Regional Executive, M&T Bank*
Brian Eckert, *Director of Site Development, Center for Business Financing, DCED*
Stephen Nevshehirlian, *Brownfields Project Manager, US EPA, Region 3*

2:00 PM Funding 201 – Innovative Financing for Brownfields Redevelopment

Brownfield projects are, at their core, real estate deals and, like any other real estate transaction, they must make financial sense. There is no cookie cutter approach to financing a project. This interactive session will provide an enhanced view of how to break down a brownfield development project into manageable parts and identify and apply the best financial/funding tools to fit your specific project. Approaches will include utilization of tax credits, TIFs or LERTAs, risk management strategies, and, how to sequence them to get the best returns for all partners.

Moderator: **Coleen M. Terry**, *Vice President, Public Funding, Delta Development Group, Inc.*

Speakers: **Craig A. Ripport**, *President, Trinity Commercial Development*
Bonnie Wilkinson Mark, *Associate, Delta Development Group, Inc.*
Mitchell Bormack, *Vice President, TRC Companies, Inc.*

2:50 PM

Extreme Makeover V: Brownfields Edition

Now in its fifth consecutive year, Extreme Makeover - Brownfields Edition will have a slightly different twist in 2011. Three sites were profiled in a video for consideration for funding under the Commonwealth's Industrial Sites Reuse Program. The videos will be aired during this session, and each applicant will have an opportunity to pitch their project. The videos and pitches which will be scored by both a panel of judges as well as the audience. Who will make the best presentation for public funding? Which applicant will receive your vote for an Industrial Sites Reuse Program award? The winner will be announced at lunch during day two of the conference. . . . Move that bus!

Contestants: **Gary Smith**, *President and CEO, Chester County Economic Development Corporation*
Greg Weitzel, *Director, Allentown Department of Parks and Recreation*
Deborah Walter, *Program Manager, Johnstown Redevelopment Authority*

Judges: **Scott Dunkelberger**, *Director, Center for Business Financing, DCED*
Denise Brinley, *Deputy Secretary, Office of Community Revitalization, DEP*
Elizabeth Gabor, *Real Estate Manager, Philadelphia Industrial Development Corporation*
Craig Rippole, *President, Trinity Commercial Development*

Following the Extreme Makeover presentations, Jim Rea, President of Mountain Research, will give us a video preview of today's field trip locations providing background information on their successful redevelopment.

4:00 PM

Field Trip

Conference participants will board buses for a tour of several Blair County revitalization projects that, while much different in purpose and scope, have been vital to the area's economic resurgence. The first stop will be at the DeGol Industrial Center, a traditional manufacturing facility located in the county seat of Hollidaysburg. Once home to the former 700,000+ square foot Hollidaysburg Car Shops, the DeGol Industrial Center now houses Seven D Industries, manufacturers of premium windows and patio doors, and Advanced Metal Processing, a secondary state-of-the-art aluminum recycling business. Located in a Keystone Opportunity Zone and Enterprise Zone, the center currently has approximately 300,000 square feet of available space and is one of Pennsylvania's priority brownfields sites.

Next, attendees will travel to downtown Altoona for a tour of Penn State Altoona's downtown development and the Station Medical Center Mall complex. Once home to three Pennsylvania Railroad roundhouses and a locomotive manufacturing plant, then later a strip mall, the Station Medical Center Mall is now a vibrant and essential medical complex serving the healthcare needs of thousands of people in Central Pennsylvania. Operated by Altoona Regional Health System and Lexington Mall Partners, the site also is home to the new Outpatient Services Center of Altoona Regional Health System.

Penn State Altoona's Devorris Downtown Center, Aaron Building, Kazmaier Family Center and the recently dedicated Sheetz Center for Entrepreneurial Excellence are located "across the tracks" along the 11th & 12th Avenue redevelopment areas, creating an important "Eds & Meds" corridor similar to those in Philadelphia, Pittsburgh and Lancaster. These partnerships between higher education and life sciences are often the catalyst to a city's urban renewal.

6:00 PM

Reception

Join us for an evening of food, fun, live entertainment and networking at the historic Railroaders Memorial Museum in downtown Altoona where you will take a step back in time to the days when rail was king in Central Pennsylvania. For more than a century, Altoona was one of the most important rail facilities in the United States. The city was home to the Altoona Pennsylvania Railroad's repair and maintenance shops, its locomotive construction facility, and its test department. Altoona's location at the foot of the Allegheny front and its proximity to the Horseshoe Curve route over the mountains made the city a key location in the Altoona Pennsylvania Railroad's operations.

The Altoona Pennsylvania Railroad's contribution to the nation's transportation infrastructure, and to production standardization, marks it as one of the most important contributors to America's industrial revolution. By the 1920s, the Altoona railroad works employed 15,000 workers, and by 1945 the Pennsylvania Railroad's facilities at Altoona had become the world's largest rail shop complex.

Adjacent to the Station Medical Center, the Museum also became part of the massive clean-up of the old Altoona Works of the PRR.

Tour buses will take you directly to the reception following the field trip, and return you to your hotel at the end of the evening.

Day Two: September 28, 2011

8:00 AM

Eggs and Issues

Join top policy makers to discuss current initiatives in the brownfield arena. An informal networking session will be followed by brief presentations highlighting relevant and valuable information related to brownfields redevelopment. This interactive session is designed for both direct dialogue and exchange of information, so come with questions, ideas and comments!

Moderator: **Stephanie Catarino Wissman**, *Director, Government Affairs, PA Chamber of Business and Industry*

Speakers: **Scott Dunkelberger**, *Director, Center for Business Financing, DCED*

Denise Brinley, *Deputy Secretary, Office of Community Revitalization, DEP*

David Lloyd, *Director, Office of Brownfields and Land Revitalization, US EPA (invited)*

Evans Paull, *Principal, Redevelopment Economics and Executive Director, National Brownfields Coalition*

9:00 AM

Keynote Address

Hear the Corbett Administration's commitment to revitalize Pennsylvania's Brownfields from two of its top Cabinet members, Department of Environmental Protection Secretary Michael Krancer and Department of Community and Economic Development Secretary C. Alan Walker.

Speakers: **Michael Krancer**, *Secretary, Department of Environmental Protection*

C. Alan Walker, *Secretary, Department of Community and Economic Development*

9:30 AM

Pennsylvania Brownfields Video Showcase: A Roadmap to Success

DEP continues its popular video showcase of brownfields success stories, this time traveling to Allegheny, Cambria, Crawford, and Philadelphia counties. Learn how project leaders navigated through a multi-faceted approach including community visioning sessions, creative financing strategies, and public-private partnerships to bring their projects to completion. 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.

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

Speakers: **Tom Surman**, *Vice President of Corporate Communications, Vantage Holding Company*

Todd Reidbord, *President, Walnut Capital Management, Inc.*

Deborah Walter, *Programs Manager, Jobstown Redevelopment Authority*

Stephen Forster, *Director of Public Finance and Government Relations for O'Neill Properties Group (Invited)*

10:50 AM

Reuse It or Lose It : Greening the Built Environment

What are the steps that make most sense to follow in developing a vision and plan for the adaptive reuse of a building? This panel will discuss how the architect works with the owner/developer to find out if the building is structurally sound, and identify any environmental remediation issues in order to successfully accomplish this vision. The panel will provide practical, hands-on information to turn aging infrastructure into new assets for communities.

Moderator: **Anna Childe**, *AIA, Manager Weber Murphy Fox*

Speakers: **Anthony F. Naccarato**, *PE, SECB, Principal, Vice President, O'Donnell & Naccarato, Inc.*

Colleen Costello, *PG, Senior Principal, Langan Engineering & Environmental Services*

Joseph Biondo, *AIA, Principal, Spillman Farmer Architects*

Mark Schneider, *Principal, Fourth River Development LLC*

Managing Stormwater on Brownfields

Brownfield redevelopment often requires a multi-disciplinary team to address the various facets involved, including owners, engineers, financiers, planners, and public officials. Within the technical arena, there is a need to adequately manage stormwater during and after redevelopment activities that necessarily involves the owners, engineers, and PADEP. This session will present a brief overview of the regulatory requirements specific to stormwater on brownfield sites, and a targeted discussion of the unique challenges that may be encountered, and the potential solutions that may be employed."

Moderator: **Mark Urbassik**, *P.E., Principal, KU Resources*

Speakers: **Jennifer Orr**, *Chief, NPDES Construction and Erosion Control, DEP*

Harold McCutcheon, *P.E., Chief Engineer, KU Resources*

11:40 AM

Extreme Makeover: Brownfields Edition – Award Presentation

12:00 PM

Marcellus Shale and Brownfields

The Marcellus Shale, the largest natural gas find in the United States, is bringing new life to communities across Pennsylvania, where many brownfield sites remain undeveloped and growth has been stagnant for decades. With the increased Marcellus Shale activities, an unprecedented use of the existing infrastructure has been experienced. This panel examines key development issues and technical concerns, outlines the current regulatory landscape, and identifies present community impact and opportunities the Marcellus Shale brings to Pennsylvania.

Moderator: **Brian Clark**, *Esquire, Buchanan Ingersoll & Rooney, PC*

Speakers: **Walt Hufford**, *Manager, Regulatory Affairs, Talisman Energy USA*

Gerry Kirkpatrick, *President, Environmental Standards, Inc.*

William Kelly, *Deputy Director, Lycoming County Planning and Community Development*

Registration Form

**Pennsylvania Brownfields 2011:
September 27 & 28, 2011
Blair County Convention Center**

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 2011 Brownfields Conference as a:

Public-Sector Participant (\$100)

Private-Sector Participant (\$225)

will attend the Networking Breakfast on 9-27 at 7:30AM (no charge)

will attend the Brownfields 101 session on 9-27 at 8AM (no charge)

will attend the Site Tour of Altoona Brownfields on 9-27 at 3:45PM (no charge)

will attend the Conference Reception on 9-27 at 6PM (no charge)

will attend the Roundtable/Open Forum with DCED, DEP & EPA on 9-28 at 8:30AM (no charge)

The registration fee to attend the conference is \$225 (private sector) and \$100 (public sector). No refunds will be given after September 13, 2011. Cancellations received prior to September 12, will be assessed a \$40 cancellation fee. Those who cancel within two business days of the Conference, or who do not show up, forfeit the full registration fee and if unpaid, will be invoiced.

A block of rooms has been reserved at the Courtyard by Marriott. Please call 814-312-1800 to reserve your room under the PA Brownfields Conference.

CONTINUED ON PAGE 10

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For more information contact: **Conference Manager**
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The following companies have already pledged support for the conference.

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