

PA BROWNFIELDS CONFERENCE
5th Annual
2009

Putting the Deal Together



Photos courtesy of O'Neill Properties Group

Promoting Revitalization in Pennsylvania

September 15 & 16, 2009

Crowne Plaza Harrisburg/Hershey

23 South Second Street

Harrisburg, PA 17101

(717) 234-5021

(717) 221-1094

www.CPHarrisburg.com

Visit www.dep.state.pa.us
keyword: brownfields

PA Brownfields 2009 satisfies requirements for Pennsylvania Economic Development Association (PEDA) Professional Development Units. Certification Maintenance Credits for the American Planning Association are pending.

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DEPARTMENT OF ENVIRONMENTAL PROTECTION



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Pennsylvania
FOUNDATION

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see pages 9-15

**Brownfields Redevelopment – making revitalization
a reality in communities across Pennsylvania!**

Putting Deals Together for Five Years

The Commonwealth of Pennsylvania, Team Pennsylvania Foundation, and Hangley Aronchick Segal & Pudlin is pleased to announce Pennsylvania's Fifth Annual Brownfields Conference. The conference is scheduled for September 15 & 16 in Harrisburg, Pennsylvania at the Crowne Plaza Harrisburg.

Top FIVE Reasons

to attend the 5th Annual PA Brownfields Conference:

5. **Networking** – Take advantage of numerous opportunities to network with private and public-sector environmental, economic development, real estate development, and planning professionals.
4. **Education** – Acquire information on the latest trends in brownfield redevelopment from industry experts during conference sessions.
3. **Marketing** – Each year, the number of companies that recognize the importance of this conference increases . . . sign up to become an exhibitor or sponsor today! Attendees - discuss products, technologies and service needs with companies involved in brownfields redevelopment.
2. **Funding** – Find out how to access state and federal funding sources available to revitalize communities.
1. **Put YOUR Deal Together** – Looking to buy or sell a brownfield property? Participate in the Transaction Forum. Plus, find out how to make deals happen in today's challenging economy.

The Transaction Forum at the PA Brownfields Conference

The Transaction Forum provides the venue to make deals happen. Developers – Look for new real estate opportunities. Property Owners – If you have a brownfield property ready for redevelopment and want an excellent opportunity to market, sign up to participate. See Registration Information for details.

Post Conference Workshop: Roundtable for Local Government Officials

If you are a local government official, here are some reasons why you should attend this workshop:

- You just learned you have a brownfield in your municipality
- You are not sure if you have a brownfield property in your municipality
- You have never completed a brownfield redevelopment project
- You think your project is too small to be funded or successful
- You are confused about who to contact for assistance

This is your opportunity to discuss your project one-on-one with DEP and other professionals involved in brownfield redevelopment. See Registration Information for details.

Agenda at a Glance:

Tuesday, September 15, 2009

8:00 AM	Registration & Breakfast
8:30 AM	Welcome Address
9:00 AM	Issues and Implications of Stormwater on a Site
10:00 AM	Effectively Managing Risk
11:00 AM	Exhibit/Transaction Forum Time
11:30 AM	Attracting Tenants to a Redeveloped Property
12:30 PM	Lunch & Keynote Speaker Address David Lloyd, Director, US EPA Office of Brownfields & Land Revitalization
1:45 PM	Energizing Brownfields in PA
2:45 PM	Break
3:30 PM	Extreme Makeover: Redeveloping PA III – The Pitch
5:00 PM	Mobile Workshop – Appalachian Brewing Company Sponsored by the Team Pennsylvania Foundation *Transportation will be provided to and from the event

Wednesday, September 16, 2009

8:00 AM	Registration & Breakfast
8:30 AM	Structuring Deals in Today's Challenging Economy
9:30 AM	Turning Brownfields Green
10:30 AM	Exhibit/Transaction Forum Time
11:00 AM	Ask the Agency
12:30 PM	Lunch & Presentation Extreme Makeover: Redeveloping PA III – ISRP Award Presentation
1:45 PM	Extreme Makeover: Redeveloping PA III – The Debriefing
2:00 PM	Closing Remarks
2:30 PM	Post Conference Workshop: Roundtable for Local Government Officials

Day One: September 15, 2009

Program/Speaker Description:

8:30AM	Welcome Address – Governor Edward G. Rendell, Invited
9:00AM–10:00AM	Issues and Implications of Stormwater on a Site This panel will discuss an integrated approach to stormwater management at brownfield sites. Speakers: Joe Casey , <i>Director of Land Development, Mignatti Companies</i> Gregory Elko , <i>Senior Associate, Langan Engineering & Environmental Services</i> Matthew Dorner , <i>Director of Engineering, City of Bethlehem</i> Ken Murin , <i>Chief – Waterways, Wetlands and Stormwater Management, DEP</i> Moderator: Jon Edelstein , <i>Industrial Land Reuse Manager, City of Philadelphia</i>
10:00AM–11:00AM	Effectively Managing Risk Viable and successful brownfield redevelopment projects must rely on effective, real life risk management strategies to plan for and manage environmental, financial, legal and other risks. Panelists will discuss a variety of risk management tools, including environmental review and planning, legal strategies, creative insurance mechanisms, and long term stewardship approaches/environmental covenants. Speakers: Gary Brown , <i>President, RT Environmental Services</i> Troy Conrad , <i>Director, Land Recycling Program, DEP</i> Deborah Sewell , <i>Director, Frank Crystal & Company</i> Moderator: Steve Miano , <i>Shareholder, Hangley Aronchick Segal & Puллин</i>
11:00AM–11:30AM	Exhibit/Transaction Forum Time Visit with conference exhibitors and learn about Brownfield redevelopment opportunities from Transaction Forum participants.
11:30AM–12:30PM	Attracting Tenants to a Redeveloped Property Compared to landing rent-paying tenants, remediation may seem like the easy part of a brownfield redevelopment project. This session will reveal the tricks of trade that brownfield redevelopers have employed to successfully bring employment and tax revenue back into their community. Speakers: Kerry Wrobel , <i>President, Lehigh Valley Industrial Park</i> Brooks Robinson , <i>Vice President, Leasing/Marketing, Regional Industrial Development Corporation (RIDC)</i> Michael Allyn , <i>Executive Director, Titusville Redevelopment Authority</i> Andy Skrip , <i>Vice President, Industrial Development, Scranton Lackawanna Industrial Building Company (SLIBCO)</i> Moderator: Jill Gaito , <i>Executive Director, Green Center of Central Pennsylvania</i>
12:30PM–1:45PM	Lunch and Keynote Address – David Lloyd, Director, US EPA Office of Brownfields & Land Revitalization

1:45PM–2:45PM Energizing Brownfields in PA

When it comes to the potential end-uses of brownfield properties, the sky has been the limit. Now, groundwater, the sun and the wind are getting into the act too! Energy developers are turning to brownfields and grayfields as locations for their energy projects in Pennsylvania. This session will include a discussion of Pennsylvania's energy initiative and the challenges and successes that energy developers are experiencing in getting their projects up and running.

Speakers: **Jim Seif**, *Managing Partner, 21st Century Energy Development, LLC*
David Althoff, *Director, Bureau of Energy, Innovations and Technology Deployment, DEP*

Brad Maurer, *Environmental & Professional Liability, Johnson, Kendall, & Johnson, Inc.*

Moderator: **Kristeen Gaffney**, *Brownfield Project Coordinator, Office of Brownfields & Land Revitalization, U.S. EPA Region 3*

3:30PM–5:00PM Extreme Makeover III: Redeveloping PA – The Pitch

For the third 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 judges and the audience with the winner announced on day two of the Conference

Moderator: **Scott Dunkelberger**, *Chief Operating Officer, Center for Business Financing, DCED*

5:00PM Mobile Workshop – Appalachian Brewing Company

Sponsored by the Team Pennsylvania Foundation. ABC is a unique large-capacity microbrewery and full-service brewpub located in Harrisburg. The building housed the Auchenbach Printing Co., the Harrisburg passenger Railway Co., and was used to manufacture and store aircraft parts during WWII. A building fire in 1993 led to the structure sitting idle until restoration began on July 4, 1995 with brewery operations starting in 1997.

Day Two: September 16, 2009

8:30AM–9:30AM Structuring Deals in Today's Challenging Economy

Learn about creative financing strategies in down turned markets and how successful private-public partnerships are key to moving brownfield redevelopment forward.

Speakers: **Charlie Bartsch**, *Vice President, Social Programs and Strategic Communications, ICF International*

Dennis Jones, *Regional Director, USS Real Estate, Keystone Industrial Port Complex*

John Kingsley, *Vice President of Economic Development Finance, Lehigh Valley Economic Development Corporation*

Moderator: **Holly Edinger**, *Coordinator, Lehigh Valley Land Recycling Initiative*

9:30AM–10:30AM Turning Brownfields Green

You hear about ‘going green’ everywhere. But what does ‘green’, and sustainable, really mean, especially from a brownfield redevelopment perspective? Find out from national, regional, and local organizations that are turning brownfields ‘green’.

Speakers: **Jim Savard**, *Senior Vice President, O’Neill Properties Group*
Jill Gaito, *Executive Director, Green Center of Central Pennsylvania*
Michael Taylor, *President, Vita Nuova*
Robert Burns, *Counsel, Buchanan Ingersoll & Rooney*

Moderator: **Maureen Guttman**, *Executive Director, Governor’s Green Government Council*

10:30AM–11:00AM Exhibit/Transaction Forum Time

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

11:00AM–12:30PM Ask the Agency

Now is your chance! What are the brownfield redevelopment questions – from remediation issues to public funding – that you’ve been wanting to ask? EPA and Pennsylvania state agency representatives are here to answer.

Speakers: **Kristeen Gaffney**, *Brownfield Project Coordinator, Office of Brownfields & Land Revitalization, U.S. EPA Region 3*
Steve Sinding, *Environmental Cleanup Program Manager, DEP*
Brian Eckert, *Director, Site Development, DCED*
Lori Kieffer Yeich, *Natural Resource Supervisor, DCNR*
Paul Marchetti, *Executive Director, PENNVEST*

Moderator: **Dan Vilello**, *Community Relations and Revitalization Consultant, DEP*

12:30PM–1:45PM Lunch and Presentation – Extreme Makeover III: Redeveloping PA – The Big Check

1:45PM–2:00PM Extreme Makeover III: Redeveloping PA – The Debriefing

The panel of judges will discuss the relative merits of the “Extreme Makeover III - Redeveloping PA” presentations and projects and how the ultimate funding decision was made. The session will give the audience insight into how decisions are made by the Commonwealth and which factors are most important in awarding funds under the ISR Program.

2:00PM Closing Remarks – Deputy Secretary, Office of Community Revitalization and Local Government Support, PADEP

2:30PM–4:00PM Post-Conference Workshop: Roundtable for Local Government Officials

Attention local government officials: Bring your projects and your questions. This post-conference session provides a unique opportunity for you to discuss your brownfield redevelopment projects with state officials and redevelopment consultants.

Speakers: **Deborah Lange**, *Executive Director, Western PA Brownfield Center at Carnegie Mellon*

Kathleen Horvath, *Special Projects Chief, DEP*

Sean Garrigan, *Principal, SGA, Inc.*

Troy Truax, *Vice President, Delta Development Group*

Moderator: **Erin Wells**, *Community Relations and Revitalization Consultant, DEP*

Registration Information

Pennsylvania Brownfields 2009
September 15 & 16, 2009
Crowne Plaza Harrisburg/Hershey

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 2009 Brownfields Conference as a:

Public Sector Participant (\$100)

Private Sector Participant (\$150)

I will attend the 2009 Brownfields Conference Mobile Workshop on September 15, 2009 at 5:00 p.m. (no charge)

I will attend the Post-Conference workshop on September 16, 2009 at 2:30 p.m. (no charge)

I would like to showcase properties in the Transaction Forum

The registration fee per person for the conference is \$100 for public sector participants and \$150 for private sector. No refunds will be given after August 31, 2009. Cancellations received prior to August 31, 2009, will be assessed a \$40 cancellation fee. There is no charge for the mobile workshop or post-conference workshop, but registration is required.

A block of rooms has been reserved at the Crowne Plaza. Please call 717-234-5021 to reserve your room under the PA Brownfields Conference.

CONTINUED ON PAGE 8

Registration Information

Payment Information

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

Card Number: Security Code:

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 2009**
c/o PSATS
4855 Woodland Drive
Enola, PA 17025

For more information contact: **Kelly Lougee**
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 2009 Conference. Sponsorship provides you a unique opportunity to showcase your company.

Conference Sponsor

Exhibit Space

\$1,250 - Table Top Exhibit on Tuesday and Wednesday, Sept. 15 & 16, 2009

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 Crowne Plaza at 717-234-5021 for specific information). Due to space limitations, we ask that you bring only a tabletop display, not a floor display. If this is a problem, please contact PSATS at 717-763-0930. Each booth rental includes two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees. Set up: Monday 9/14, 6PM-8PM & Tuesday, 9/15, 7AM-8AM. Exhibit hours: Tuesday 9/15, 8AM-5PM, Wednesday, 9/16, 8AM-3PM.

Set up Monday, September 14 – 6-8 PM

Set up Tuesday, September 15 – 7-8 AM

Conference Hours

Tuesday, September 15 – 8:30 AM – 5 PM

Wednesday, September 16 – 8:30 AM – 3 PM

Sponsors & Exhibitors

Sponsorship Options

\$2,000 – Portfolio Sponsor

Sponsor will receive verbal recognition throughout the conference, as well as a special listing inside the portfolio. Sponsor is also able to include handouts in each portfolio, which will be given to all attendees as a take away. Sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

\$2,000 – Mobile Workshop Sponsor (Tuesday, Sept. 15)

Includes hot and cold Hors d'oeuvres selections. Sponsor to receive verbal recognition during the opening and closing address at the mobile workshop, as well as tabletop signs throughout the tables during the event. Sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

\$2,500 – Refreshment Break Sponsor (Tuesday, Sept. 15)

Includes pre-meeting break (8AM), mid-morning break (10AM) and mid-afternoon break (2PM). Sponsor will receive verbal recognition throughout the conference, as well as tabletop displays at all break tables. Sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

\$2,500 – Refreshment Break Sponsor (Wednesday, Sept. 16)

Includes pre-meeting break (8AM), mid-morning break (10AM) and mid-afternoon break (2PM). Sponsor will receive verbal recognition throughout the conference, as well as tabletop displays at all break tables. Each sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

\$3,500 – Lunch Sponsor (Tuesday, Sept. 15)

Sponsor will receive verbal recognition throughout the conference, as well as tabletop displays at all food tables. Sponsor is also able to provide handouts to all attendees. Each sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

\$3,500 – Lunch Sponsor (Wednesday, Sept. 16)

Sponsor will receive verbal recognition throughout the conference, as well as tabletop displays at all food tables. Sponsor is also able to provide handouts to all attendees. Each sponsorship includes one booth, registration for two company representatives and lunch on Tuesday and Wednesday (Sept. 15 and 16), as well as the mobile workshop on Tuesday evening. Additional representatives must pay additional registration fees.

Sponsors & Exhibitors

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. Organization logo (digital, high resolution) must be received by August 21, 2009.



Photos courtesy of Lehigh Valley Industrial Park, Inc.

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 _____

will attend mobile workshop on September 15 at 5PM

Conference Attendee (free with exhibit/sponsorship)

Name _____

Title _____

will attend mobile workshop on September 15 at 5PM

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

Name _____

Title _____

will attend mobile workshop on September 15 at 5PM

Name _____

Title _____

will attend mobile workshop on September 15 at 5PM

The registration fee to attend the conference is \$150 (private sector) and \$100 (public sector). No refunds will be given after September 4, 2009. Cancellations received prior to September 4, will be assessed a \$40 cancellation fee.

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

Card Number: Security Code:

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 2009**
c/o PSATS
4855 Woodland Drive
Enola, PA 17025

A block of rooms has been reserved at the Crowne Plaza. Please call 717-234-5021 to reserve your room under the PA Brownfields Conference.

Sponsorship Program

Sponsor a Local Government Scholarship Program

**NEW
Sponsorship
Opportunity!**

In partnership with the Team Pennsylvania Foundation, Pennsylvania Brownfields 2009 is offering a new sponsorship opportunity to support scholarships to help local government officials attend the conference.

Scholarship Program

Benefits for Sponsors

\$500 Sponsor: Each \$500 sponsor will provide three scholarships.

In exchange for your sponsorship, you will be eligible to invite three municipal officials to Pennsylvania Brownfields 2009. Scholarships will cover the entire cost of conference registration, and will be provided to the local government through the Team Pennsylvania Foundation.

Benefits

- Sponsors will receive the opportunity to extend free attendance to municipal officials in advance, through the Team Pennsylvania Foundation.
- Opportunities to interface and discuss potential projects.
- Interface to identify site specific potential loan and grant opportunities.
- Opportunities for municipal and government redevelopment officials to understand how they can work toward redevelopment of brownfield properties in their community.
- Your logo displayed at the conference and in conference materials.
- Recognition as conference sponsors during Pennsylvania Brownfields 2009

Benefits for Local Governments

With strained municipal budgets, the scholarship opportunity allows local government officials to get all the benefits associated with attending the Pennsylvania Brownfields Conference at no cost to them or their local government (registration fee will be paid by the Team Pennsylvania Foundation.)

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Sponsorship Program

Local government officials need advice and assistance on how to identify potential redevelopment sites so that sites are ready for redevelopment, especially in the current economic environment. Local government officials need to be aware of important information such as how to identify brownfield redevelopment opportunities, potential grants and loans to complete environmental due diligence and investigation work at sites, and how to work with the community to communicate redevelopment plans.

NOTE Be sure to attend our new special session for municipal officials on the second day of the conference. At the Local Government Roundtable session, local government officials will have the opportunity for meaningful discussions with the key state officials, sponsors and others involved in brownfield redevelopment in Pennsylvania.

For more information, contact: **Matt Zieger**
Team Pennsylvania Foundation
matt@teampa.com
717.233.1375

Sponsorship Program

2009 Pennsylvania Brownfields Conference

Local Government Sponsorship Registration Form

Please return completed form to Team Pennsylvania Foundation

Fax: 717.233.0986 Email: info@teampa.com

◆◆ Please make check payable to the Team PA Foundation ◆◆

<input type="checkbox"/> Yes, I would like to sponsor the 2009 Pennsylvania Brownfields Conference Scholarship Program	
Name	
Company	
Phone	Email
Address	
Local Government Scholarship Information	
1	Name
Government / Municipality Represented	
Phone	Email
Address	
2	Name
Government / Municipality Represented	
Phone	Email
Address	
3	Name
Government / Municipality Represented	
Phone	Email
Address	



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