

MEETING  
OF  
THE  
MINDS  
2012  
San Francisco  
Oct. 9-11

Program



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in several locations**

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**MOTM2012**



**Check the Meeting of the Minds 2012 website  
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<http://www.meetingminds2012.org>



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we can continually make improvements.**

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# Welcome

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## Dear friends,

Welcome! We're excited you're here in San Francisco and that you and more than 300 others are joining us for Meeting of the Minds 2012.

For the past six years, we have gathered in different cities with a single purpose: to identify tested and untested solutions that can help us build connected and sustainable cities and regions, and to share those solutions with each other.

Since our last Meeting in September 2011 in Boulder, the need for radical innovation has grown more intense, in part because of economic hardship, extreme weather, and the hunger we all have for a dramatic shift in the way our human systems perform and interact with natural systems.

There is some good news to report. At the same time as systemic stresses are becoming more severe, significant technological advances are expanding opportunities for radical change. In our humble opinion, we can't wait any longer to put into practice the best innovations, to apply them in new ways and achieve outcomes that foster a more creative, sustainable and resurgent economy.

Every year our Meeting reveals a few innovations with breakthrough potential, showcases some outstanding public policies that offer real hope and spotlights strategies that can move us closer to connectivity and sustainability goals.

With this in mind, we've designed Meeting 2012 as a place where you can do more than share key lessons drawn from 'what works today.' You will also have time to focus on 'what could work,' presented by innovators who are hard at work putting their innovations through real world stress tests in cities. They are coming together here, in the spirit of 'open source,' to share results. That means we'll get time together to adjust our tactics,

making it possible to bring home the very best of what's being done by each and every innovator joining us.

A key component of Meeting 2012 is enabling innovation. We try to do that through various means. One of these sounds simple: linking the private, nonprofit and public sectors to identify and share solutions. In its best moments, Meeting 2012 will connect you, the innovators, with two sometimes missing ingredients: living labs ready to become early adopters and partners willing to step up with vitally needed support.

If you've been wondering how and where we can move the needle, you're in the right place.

We're looking forward to building partnerships with all of you and we stand ready to start creating powerful solutions together.

Best wishes,

**Gordon Feller**  
Convenor and Co-Founder

**Jessie Feller**  
Managing Director,  
Meeting of the Minds

# Map

## One Leidesdorff

344 Pine Street, San Francisco, CA 94104

### 2nd Floor

Workshops  
B & J **4**

1st Floor

Open to  
Lower Level

Restroom

1st Floor

Merchant Exchange Bldg. →

Lunches,  
Oct 10 & 11  
Receptions **3**

### 1st Floor

Leidesdorff Alley

Side Entrance

Workshops  
D & G **5**

2nd floor

Basement

Basement

2nd floor

Basement

Elevators

Main Entrance  
Pine St

### Basement

Workshops  
C & H **6**

Women

Men

1st floor

1st floor

1st floor



**Wi-Fi will be available  
in several locations**

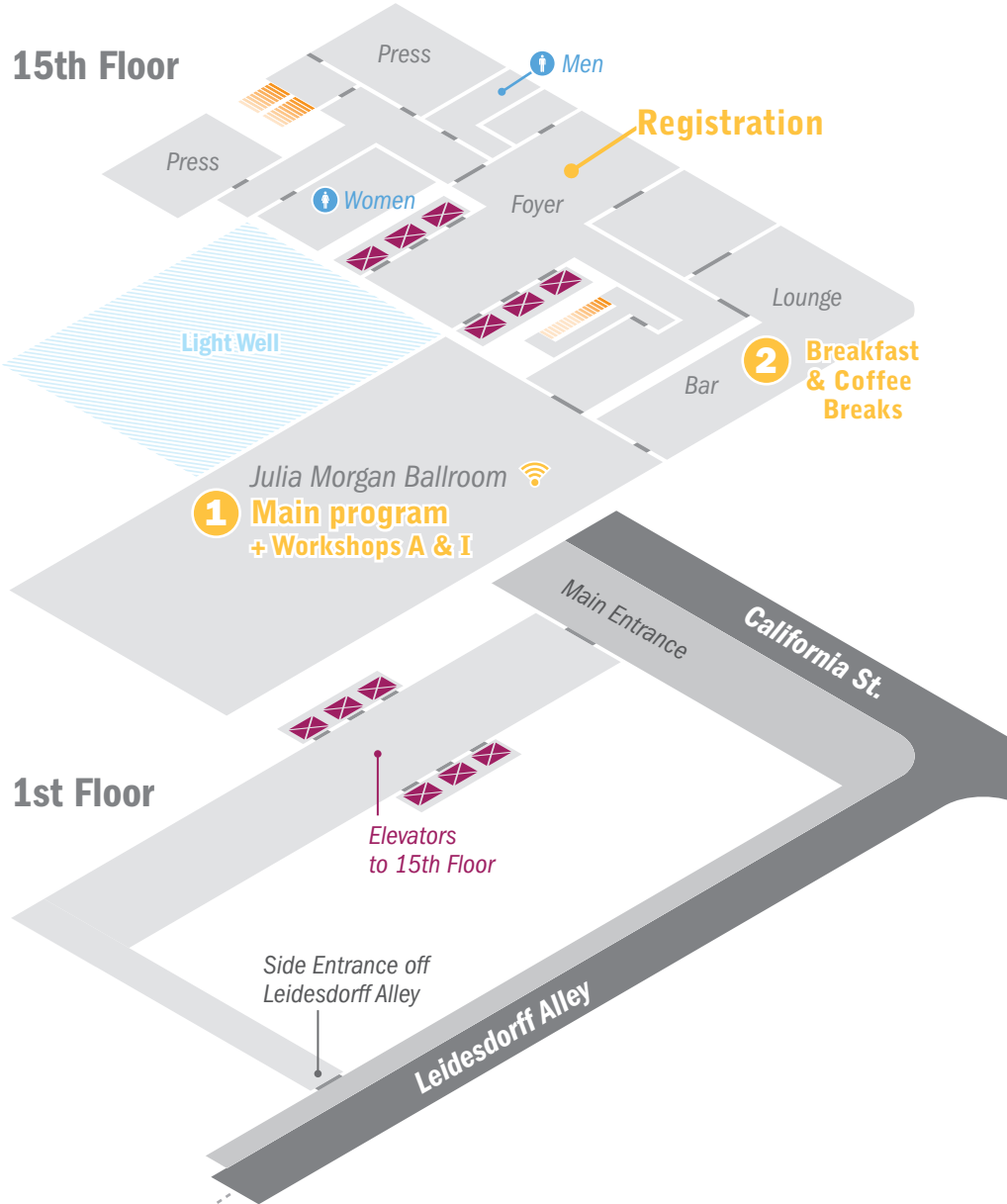
SSID  
**wi-fi**

Password  
**MOTM2012**

# Merchant Exchange Building

465 California Street, San Francisco, CA 94104

## 15th Floor



## 1st Floor

# Agenda

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## Tuesday, October 9

**11:30 AM**

### Registration opens

1 Ballroom

**12:30 PM**

### Tour 1: Arts, Innovation and Sustainability Tour of Central San Francisco

### Tour 2: CA Academy of Sciences Green Building and Living Roof Tour

### Tour 3: Affordable Housing & the Future of the Heart of the City

### Tour 4: San Francisco's Downtown: Past, Present & Future

1 All tours meet at the Julia Morgan Ballroom.

For more information on the tours, visit [www.meetingminds2012.org/tours](http://www.meetingminds2012.org/tours)

**6:30 PM – 8:30 PM**

### Opening Reception

→ Orrick Building, 405 Howard Street, San Francisco

### Hosted and organized by WSP Group

For those not comfortable walking 12 minutes from the conference venue in downtown San Francisco to the reception, there will be shuttles running continuously between the Ballroom and the opening reception from 5:45 PM - 8:00 PM

## Wednesday, October 10

**8:30 AM**

### Welcome

1 Ballroom

**Gordon Feller**, *Convenor of Meeting of the Minds*

**Jessie Feller**, *Managing Director, Meeting of the Minds*

**8:40 AM**

### Panel: From Industrial Zones to Innovation Zones

1 Ballroom

Moderator

**Nicola Villa**, *Managing Director - Global Public Sector, Internet Business Solutions Group, Cisco Systems*

Panelists

**Manel Sanromà**, *CIO of Barcelona, Barcelona City Government*

**Carolien Gehrels**, *Deputy Mayor of Amsterdam (via TelePresence from Amsterdam)*

**Chris Vein**, *Deputy U.S. Chief Technology Officer, Executive Office of the President*

Amsterdam, Barcelona and the U.S. federal government are experimenting with new governance and economic models to create sustainable urban neighborhood developments, bringing together partners focused on reusing and transforming older industrial zones, and creating smarter technologies that improve municipal service delivery. Innovators leading these bold initiatives in three countries will reveal some of the tools that are proving to be crucial when

launching, implementing and sustaining such projects.

**9:20 AM**

## Panel: Where Is the Urban Mobility Revolution Headed?

1 Ballroom

Moderator

**Bill Reinert**, *National Manager, Toyota's Advanced Technology Group*

Panelists

**Susan Zielinski**, *Director, SMART at the University of Michigan Ann Arbor*

**Susan Shaheen**, *Director - Transportation Sustainability Research Center, University of California, Berkeley*

**Scott Samuelsen**, *Director - Professor and Director, National Fuel Cell Research Center; and Director, Advanced Power and Energy Program, University of California, Irvine*

**Eric Cahill**, *Managing Director, Adaptiv LLC*

Where is the city mobility revolution headed? And what's the future of the car (at a moment when some are predicting its extinction)? What new technology innovations will change the way cities are planned while altering the many ways city dwellers travel within and between cities? How close are we to realizing 'personal mobility' visions that have been imagined for decades? What shifts in regulation, investment and policy need to occur in order to mainstream the next generation of advanced technology?

**10:10 AM**

## Next Big Innovation: The Mobile Internet Transformation – Meeting Network Capacity Needs of Cities

1 Ballroom

**Matt Grob**, *Chief Technology Officer, Qualcomm*

Wireless connectivity is revolutionizing the way people live and interact with each other.

Advances in wireless technologies such as 3G, 4G and WiFi have enabled the proliferation of connected devices at affordable price points. People now expect Internet connectivity anywhere they go. The result is that mobile data traffic continues to grow at an astounding rate every year. How can wireless providers continue to increase network capacity in urban cities? This presentation will look at innovative ways of deploying wireless capacity using a dense network of very small cells, reducing energy consumption and urban space requirements for cell sites and antennas.

**10:30 AM**

## Coffee Break

2 Ballroom Bar

**11:00 AM**

## Next Big Innovation: Future Cities Made Real – Efficient, Sustainable, Liveable

1 Ballroom

**James Anderson**, *Vice President, Schneider Electric Infrastructure Business – U.S., Schneider Electric*

Our future lies in cities that are efficient, sustainable and liveable. It is not only a challenge of relentless innovation in technology and business models - it is also a need for broad collaboration at a scale unprecedented in human history. How can we make future cities a reality? By balancing long-term sustainability vision and planning with short-term economics. In this presentation, we will share our experience and the lessons learned as we make cities across the world smarter.

**11:20 AM**

## Next Big Innovation: Smarter Cities

1 Ballroom

**Dr. Colin Harrison**, *Distinguished Engineer and inventor of IBM's Smarter Cities architecture*

For more than 100 years, IBM has been working to make the world a better place by enabling information to flow more easily and more rapidly. Twenty years ago the world began to build a global platform for sharing information. Today IBM is delivering an urban platform – the Intelligent Operations Center - to make cities safer, cleaner, less congested, less wasteful, and far more interactive and flexible. IBM Smarter Cities solutions demonstrate the power of information -- the power to transform the industrial methods of centralized, siloed management and control into integrated, distributed and adaptive methods. Learn about the transformation in motion in both large and small cities around the world.

IBM's Intelligent Operations Center in Rio  
Video: <http://youtu.be/vuBBGYFonXM>

**11:35 AM**

## Next Big Innovation: San Francisco's Tech Innovation Journey: What's Next?

1 Ballroom

**Jon Walton**, *Chief Technology Officer, City and County of San Francisco*

A few cities are moving fast to open up their buried troves of data, enabling higher levels of citizen engagement, embracing app development, and encouraging start-ups. San Francisco's tech pioneer will fill in the details on how his city has built a fiber network to link people and city agencies to each other. Jon will disclose how, through the city's open data policy, San Francisco made it possible to

attract entrepreneurial talent to become one of the world's leading tech hubs.

San Francisco is expanding its reach beyond its borders by collaborating with other large U.S. cities in a new city-to-city tech network called the G7. The new network brings together CIOs from other large U.S. cities such as Los Angeles, Seattle, Chicago, New York and Boston. Jon will share lessons learned through the G7 and how this new city-to-city peer learning exchange is leveraging the best ideas and innovations on a national scale for the first time.

**11:50 AM**

## Next Big Innovation: Worldwide Networks of Smart Workers – Connected and Collaborating Through Smart Work Centers

1 Ballroom

**Bas Boersma**, *Global Lead, Cisco's Work-Life Innovations Program (Geneva via TelePresence)*

**Gordon Feller**, *Director of Urban Innovation, Cisco*

Work is changing. It is less a location and increasingly something we do, free from the Industrial Revolution-era silos that had work fixed at one location, governed by central control, performed within fixed time slots by fixed group of peers called colleagues. As people increasingly work networked, distributed, time and location independent, a new culture of work is emerging, one that reflects the network that enables it. A culture that allows for a seamless way of forming peer networks, sourcing and collaborating - locally, regionally and globally. High end, video-enabled public-work environments called Smart Work Centers typically help facilitate such a way of working. As a result, the next Steve Jobs is probably not operating from a garage. He or she is probably building his or her business in a Smart Work Center. Whether you are an independent worker, a



small business, an employer or a community leader, what will a Smart Work strategy mean for you?

**12:05 PM**

## Outdoor Lunch

3 Leidesdorff Alley

Climb into 2 new Toyota cars designed for urban living

**1:30 PM**

## Breakout Workshops

Four 60-minute sessions — running simultaneously

### Session A: The Successes and Failures of Car Sharing – What’s Next?

1 Ballroom

Moderator \_\_\_\_\_

**Bill Reinert**, *National Manager of Advanced Technology for Toyota Motor Sales, USA*

Resource Team \_\_\_\_\_

**Paul Hedtke**, *Senior Director, Business Development, Qualcomm*

**Rick Hutchinson**, *CEO, City CarShare*

**Robin Chase**, *Founder and CEO, Buzzcar (via Paris TelePresence)*

**Mark Norman**, *President, Zipcar*

What exactly do the practitioners — working on the front lines — think about the role of new technology, telematics, market demands, shifting consumer preferences, and the viability of new options for car sharing? Is the traditional rental model of car sharing the future or is peer-to-peer the next frontier? Does the EV revolution really fit into the car-sharing model? What challenges remain as the core obstacles to car sharing as a solution to urban congestion and localized

air pollution? This workshop will delve into the potential for car sharing to transform the mobility and pedestrian experience of cities as well as their carbon footprint.

### Session B: Environmental Initiatives as Levers for Change: Comparing the Initiatives of Seattle and San Francisco

4 One Leidesdorff - 2nd Floor

Moderator \_\_\_\_\_

**Nils Moe**, *City of Berkeley, Mayor’s Office*

Resource Team \_\_\_\_\_

**Melanie Nutter**, *Director of San Francisco Department of Environment*

**Jill Simmons**, *Director of Seattle Department of Environment*

San Francisco is now ranked first in the Economist Intelligence Unit’s widely read ‘2011 U.S. Green City Index’ and Seattle is now ranked fourth. The directors from the department of environment from both cities will compare their policies and systems that have enabled their city to rise to the top five in the U.S. Which initiatives get the biggest bang for the buck, providing the most impact for the least funding? Which strategies are unique to each city? Which of these strategies can be replicated and transferred to other cities, whether in the U.S. or abroad?

### Session C: The Work-Life Revolution

6 One Leidesdorff - Basement

Moderator \_\_\_\_\_

**Peter Miscovich**, *Managing Director, Corporate Solutions, Jones Lang LaSalle*

Resource Team \_\_\_\_\_

**Alexa Arena**, *Senior Vice President, Forest City*

**Egon Terplan**, *Regional Planning Director, SPUR*

**Mark Gilbreath**, *Founder and CEO of Liquid-Space*

Smart work enabled by emerging technologies is changing the way we work and live. Companies of all shapes and sizes are increasingly moving away from the traditional five-day office work week model; public sector agencies are also making some room for the shift. The big embrace of mobile work behaviors is already boosting productivity, shrinking office space, and reducing harmful environmental effects. But what happens once traditional work spaces begin to fade away? New kinds of mobile and digital work-spaces are emerging that offer more agile, flexible, collaborative and entrepreneurial work environments. This session will present some of these examples — and then ask the larger question: How will smart work change our cities?

## Session D: Smarter Cities of Tomorrow – Integrated Operations across Service Areas to Meet the Needs of Citizens

5 One Leidesdorff – 1st Floor

Moderator

**Chris Clauss**, *Director of Architecture, Strategy and Partners, IBM Smarter Cities Software*

Resource Team

**Niels van Duinen**, *Director, Outdoor Lighting Applications, Philips Lighting*

**Jeff Frazier**, *Senior Director, Global Public Sector Internet Business Solutions Group, Cisco*

**Story K. Bellows**, *Co-Director of the Mayor's Office of New Urban Mechanics, City of Philadelphia*

The infusion of digital intelligence into the world's systems is changing the way people, organizations and entire industries approach everything that they do – how they interact, organize and create value. Nowhere is the potential for transformation greater or more important than in our cities. Join IBM Smarter Cities leaders and esteemed colleagues and partners as we engage in critical thinking and consider the opportunity for transformation. Hear of lessons learned from actual implementations in cities of varying

size. How have IBM and its customers and partners used systems that are Instrumented, Interconnected, and Intelligent to improve the lives of citizens? How are leaders turning existing data into coordinated and actionable information across departments? How are they developing road-maps that align to specific priorities? How are cities integrating across service areas to drive sustainable economic growth while enhancing quality of life for citizens and visitors?

2:30 PM

## Coffee Break

3:00 PM

## Breakout Workshops

Four 60-minute sessions — running simultaneously

## Session G: New Tools for Social Engagement – How to Better Engage the Public on Policy and Planning Issues

5 One Leidesdorff – 1st Floor

Moderator

**Tom Wright**, *Executive Director, Regional Plan Association*

Resource Team

**Ron Dembo**, *Founder and Chairman, Zerofootprint Inc.*

**Art Chang**, *CEO, Tipping Point Partners*

**Jennifer Pahlka**, *Founder and Executive Director, Code for America*

As Regional Plan Association considers the scope, scale and ambition of a Fourth Regional Plan, it is exploring the potential of social media, crowd sourcing, gaming and other new communication techniques to reach the public in new ways. This workshop will serve to source ideas to inform RPA and other organizations by hearing from workshop innovators, implementers and participants on how best to engage the public in

future planning and policy advocacy. Media allows more outlets for distribution, but is the digital divide a hindrance to expanded reach? When and under what circumstances does it make sense to conduct traditional charrettes or public meetings? How do we best engage the public to shape key decisions about large-scale metropolitan change?

## Session H: Building the Smart, Sustainable City – New Strategies for Law and Policy

6 One Leidesdorff – Basement

Moderator \_\_\_\_\_

**William Shutkin**, *President and CEO; Richard M. Gray Fellow in Sustainability Practice, Presidio Graduate School*

Resource Team \_\_\_\_\_

**Nestor Davidson**, *Professor of Law, Fordham University*

**Karen Chapple**, *Associate Professor of City & Regional Planning; Faculty Director, Center for Community Innovation; Acting Director, Institute for Research on Labor & Employment; Associate Director, Institute for Urban and Regional Development, UC Berkeley*

**Hope Cohen**, *Associate Director of the Center for Urban Innovation, Regional Plan Association*

Smart, sustainable urban development is about more than green buildings, electric vehicles, smart grids and other technological innovations, as important as they are. It's also about legal and policy strategies that guide our development decisions and scale sustainable solutions. What are the innovations in law and governance supporting smart, sustainable development? What is the role of smart codes, green building standards and other models in this evolution? What are the practical institutional and legal barriers impeding smart development? What cities, in the U.S. and abroad, are successfully adopting and implementing sustainable urban development laws and policies?

## Session I: The Just City

1 Ballroom

Moderator \_\_\_\_\_

**George McCarthy**, *Director, Metropolitan Opportunity Program, The Ford Foundation*

Resource Team: \_\_\_\_\_

**Leila Janah**, *Founder and CEO of SamaSource*

**Mikel Maron**, *Founder of Map Kibera*

**Victor d'Allant**, *Dallant Networks, Leading Networks for Global Impact*

**Tim Campbell**, *Chairman, Urban Age Institute; Author; Consultant; former Head of Urban Programs, World Bank Institute*

As we add some two billion new residents to cities over the next generation, all nations are confronting the challenge of keeping old development models from delaying the transition to modernity. How can we deliver on the promise of cities to promote social advancement? Can cities be prosperous and competitive if increasing proportions of inhabitants are locked into informal settlement, informal employment, and persistent poverty? While some worry about rapid urbanization, the growth of cities is an opportunity to extend economic possibilities, enable access to jobs, gain social inclusion and protect the environment. In this session, we will talk about how we work together to make our cities more just and prosperous -- by building pathways from poverty and exclusion to the economic mainstream; connecting urban populations to all of the opportunities for advancement and offering New Cities ways to deploy all productive resources. Just cities are a key to a more sustainable future of the planet and to pathway to better lives for hundreds of millions of people.

This workshop, designed in partnership with the Ford Foundation, will explore issues the ways that collaboration across sectors (civic, private, and public) is working to make cities more just, prosperous, equitable and sustainable. Civic leaders, urban designers and entrepreneurs will explore how fairness,

opportunity and equity can serve as the defining features of a new era of urbanization. The workshop will look at real-world examples and the ability of new advances in technology, creative design, and practice can transform cities into safe, equitable and prosperous communities. The session will be run in a modified “fishbowl” – a conversational format with no prepared speeches. In addition to our four invited speakers, audience members can ask to join the conversation on stage by alerting one of the moderators.

## Session J: Clean Energy and Water in the Smart Cities of the Future

4 One Leidesdorff – 2nd Floor

Moderator

**Jo Danko**, *Managing Director of Urban Programs, CH2M HILL*

Resource Team

**Paul Reiter**, *Executive Director, International Water Association*

**Dylan Hixon**, *President, Arden Road Investments*

**Hari Sankaran**, *Vice Chairman, Infrastructure Leasing & Financial Services Limited*

**Ellen Lou**, *Director of Urban Design and Planning, San Francisco, SOM*

Clean energy and water are increasingly conjoining as a driving force for sustainability for municipalities, companies and the urban environment. The nexus is now seen as a business driver for urban communities and industry that can enable cost savings, resource conservation and global competitiveness. International corporate filing requirements as well as access to capital are creating new public and private-sector partnerships that were previously nonexistent. Moving to a smart city model that enables core job creation, sustainable use of resources and inclusion of all community members requires a new and complex system of stakeholders and policy alignment. U.S. and international leaders working on these issues will share

their lessons learned in a group discussion aimed at providing a new platform of understanding around water and energy resources and the smart city of the future.

4:15 PM

## Next Big Innovation: City Breakthroughs and Lessons Learned – The Vancouver Experience

1 Ballroom

**Gregor Robertson**, *Mayor of Vancouver, British Columbia-Canada*

Vancouver’s leaders pioneered the development of a smart and connected city. With a compelling vision and a practical program, this port city successfully engaged neighborhood-based community groups, universities, private enterprises and public agencies. Within fiscal constraints, the city government has delivered significant change, greater livability, and enhanced urban sustainability. What are the key lessons that others can take away from Vancouver’s experience?

4:45 PM

## Next Big Innovation: The New Dutch Model for Economic Innovation Policy

1 Ballroom

**Bart van Bolhuis**, *Consul General of the Netherlands*

The Netherlands government is partnering in new ways with Dutch private enterprises and knowledge institutes, working collaboratively through a series of unique initiatives in support of international economic development. Although the primary focus is on developing opportunities in the U.S., the partnerships will also identify, launch and develop Dutch and European opportunities for U.S. partners. Targeting the fields of sustainability, health care, and e-mobility, the “Golden Triangle” approach supports the

development of a range of projects, including eco-districts, clean power, technological innovations, and infrastructure improvements. Consul General Bart van Bolhuis will discuss this new public-private approach and share examples of projects in development in the western U.S.

**5:00 PM**

## Reception

1 Ballroom Bar & 3 Leidesdorff Alley

Beer and cheese from Amsterdam sponsored by the Consul-General of the Netherlands. Wines courtesy of Humanitas Wines

## Thursday, October 11

**8:30 AM**

## Welcome and Recap of Day 1

1 Ballroom

**Gordon Feller**, *Convenor, Meeting of the Minds*

**8:45 AM**

## Next Big Innovation: San Francisco's Innovation Zone

1 Ballroom

**Jay Nath**, *Chief Innovation Officer of San Francisco, Mayor's Office*

The Mayor's Office of Civic Innovation is looking at activating parts of San Francisco in ways that are similar to efforts aimed at digitally hacking the city. These zones, for a specified amount of time, would be designated for piloting technologies, architecture, design, art, partnerships and business models in a real environment. One of the most significant lessons learned from open data is that when a government asset is open, then applications are built, products are made, and businesses are started. While programmers were hacking with open data, architects, artists, foodies, and gardeners were

in the streets hacking the infrastructure to create parklets, urban gardens, and popups. These types of urban infrastructure hacks have created new types of public space, business markets, community participation, and socio-cultural development. Simultaneous to these two movements, San Francisco has continued to invest in large-scale infrastructure projects without having an opportunity to test or compare the technology of competing vendors before investing and scaling across the city.

**9:05 AM**

## Next Big Innovation: The City Protocol – Building the Internet of Cities

1 Ballroom

**Vicente Guallart**, *Chief Architect and Director of Urban Habitat at the Barcelona City Council*

Can we all agree on criteria for the creation of the "City Protocol," a certification system for smart cities? Can that "City Protocol" be put into practice by any city in the world? During the summer of 2012 more than 30 cities plus organizations and universities took part in an international meeting organized by Barcelona's City Council, GDF SUEZ and Cisco to launch an organized effort to build a City Protocol. It aims to define a global, cooperative framework among cities, industries and institutions with the goal to address urban challenges in a systemic way -- and to do so in areas that range from sustainability, self-sufficiency, quality of life, competitiveness to citizen participation.

9:20 AM

## Next Big Innovation: What's on the Minds of the Leaders of the World's Top Mass Transit Agencies?

1 Ballroom

**Juliette Michaelson**, *Director of Strategic Initiatives, Regional Plan Association*

In 2012, Regional Plan Association brought together the chief executives of public-transportation agencies from New York, Los Angeles, São Paulo, London, Hong Kong and seven other world cities for a candid, off-the-record dialogue. What strategies and technologies are transit executives adopting to improve their systems? What obstacles do they face?

9:40 AM

## Meeting of the Minds 2013 Special Announcement

1 Ballroom

Special guest joining from the host city

10:00 AM

## Next Big Innovation: Planning Tools for Civic Engagement: Is There an App for That?

1 Ballroom

**Armando Carbonell**, *Chairman of the Department of Planning and Urban Form, Lincoln Institute of Land Policy*

Developers of planning software are increasingly turning to a collaborative ecosystem to enhance the capabilities, and foster the use, of tools that can help communities plan for an uncertain future. An emerging network of tool developers and city and regional planners has developed an action agenda to advance scenario planning concepts as they apply to contemporary challenges like climate change -- and to shift these tools, as much as possible, to an open-source format.

Armando Carbonell, senior fellow at the Lincoln Institute of Land Policy, which has nurtured the field of planning support systems in general and visualization and scenario planning tools in particular, will address evolving approaches to engage the broadest possible community in the planning process, including groups that often have been left out or have chosen not to participate in the past. The presentation is based on the report and initiative "Opening Access to Scenario Planning Tools" launched in April 2012 and available here: [http://www.lincolninst.edu/pubs/2017\\_Opening-Access-to-Scenario-Planning-Tools](http://www.lincolninst.edu/pubs/2017_Opening-Access-to-Scenario-Planning-Tools).

10:20 AM – 10:45 AM

## Coffee Break

2 Ballroom Bar

10:45 AM

## Next Big Innovation: From the Empire State Building to the Bay: The Energy Costs and Environmental Impacts of Smart Lighting

1 Ballroom

**Bruno Biasiotta**, *CEO, Philips Lighting North America*

From the most recognized symbol of New York City, to the streets of Boston and San Francisco, find out how cities are building a sense of community, while lowering their energy costs and environmental impact through smart LED lighting technologies. Philips Lighting CEO Bruno Biasiotta will talk about the digital revolution in lighting and how it is helping cities to redefine themselves with practical examples from Boston, New York and San Francisco.

**11:00 AM**

## **Next Big Innovation: What's Next in Real Estate? New Data Measuring Building Performance – The Greenprint Performance Index**

1 Ballroom

**Charles B. Leitner III**, *Chairman, SVP Real Estate; Chairman, ULI Greenprint Center for Building Performance (via TelePresence in DC)*

**Uwe S. Brandes**, *Senior Vice President, Initiatives, Urban Land Institute*

Leading commercial real estate stakeholders have long staked out a leadership role in exploring sustainable design and development practices which voluntarily exceed minimum legal requirements. But how can real estate investors and owners measure ongoing progress toward long-term sustainability goals while taking short-term and incremental actions to achieve them? How can the globalized commercial real estate industry benchmark ongoing progress across international geographies, markets and property types?

The Greenprint Performance Report™ gauges relative progress in reducing greenhouse gas emissions associated with buildings. In only three years, the international scope and size of the report have established it as one of the real estate industry's largest, most verifiable, transparent and comprehensive energy benchmarking tools. It provides an open standard for real estate owners to measure and track energy usage and carbon emissions on a building and portfolio basis across international property markets.

**11:15 AM**

## **Next Big Innovation: The Impact of Energy Supplies on Global Urban Environments**

1 Ballroom

**Dr. Peter Wells**, *Chairman, Nefitex Petroleum Consultants*

In urban areas, automotive emissions are responsible for at least 50% of air pollution. Vehicles that run on cleaner-burning fuels derived from natural gas, and hybrid and all-electric vehicles, have the potential to reduce these emissions. But the relative abundance and low cost of conventional gasoline means that alternative fuels are unlikely to be adopted more widely in the U.S. without sweeping regulatory and tax policy changes. Peter Wells, Chairman, Nefitex Petroleum Consultants, explains the hurdles toward moving toward a cleaner-burning fuel environment.

**11:45 AM**

## **Next Big Innovation: Resilience and Communities – Adapting to Disruptive Change**

1 Ballroom

**Charles Rutheiser**, *Center for Community and Economic Opportunity, Annie E. Casey Foundation*

Can we truly improve the ability of our human systems to adapt to disruptive change? Attention is now focused on defining, fostering, and measuring 'resilience.' Yet a widely shared understanding of the meaning of 'resilience' may be lacking. And it may be especially so for the concept of 'community.' Failure to come to grips with the multi-layered, cross-cutting, contested, and ambiguous natures of community raises serious challenges to promoting and achieving the improved ability of human systems to adapt to disruptive change.

**12:00 PM**

## **Next Big Innovation: Public Lighting and the Internet of Things: Examples from Amsterdam**

1 Ballroom

**Christoph Herzig**, *Senior Marketing Director Outdoor Lighting, Philips*

**James Crowther**, *Customer Solutions Manager,*  
*Cisco's Internet Business Solutions Group*

Digital LED lighting systems are revolutionizing the lighting industry. These systems, which combine energy-saving light-emitting diode bulbs with wireless technology, enable new ways of integrating lighting into public spaces and neighborhoods. Lighting networks can be connected to other urban-systems applications as well, creating new efficiencies for increasingly intelligent cities. The session will provide valuable background knowledge on information and communications technology as well as LED. In addition, participants will take away practical ideas on how to integrate these elements into public spaces.

**12:40 PM – 2:00 PM**

## **Outdoor Closing Lunch and Reception**

③ Leidesdorff Alley

Wine courtesy of John De Luca

**12:15 PM**

## **Next Big Innovation: San Francisco's Secret Sauce – Innovation Drives Livability and Sustainability**

① Ballroom

**Edwin Lee**, *Mayor - City and County of San Francisco*

Mayor Lee discusses the city's initiatives and the drive to ramp up San Francisco's competitiveness through urban innovation. With the help of the city's new innovation office, Mayor Lee has built a special team working to break down city government silos, partner more effectively with both social entrepreneurs and the private sector, and create innovation zones and living labs – all in an era of fiscal constraint.

**12:30 PM**

## **Next Steps**

① Ballroom

**Gordon Feller**, *Convenor, Meeting of the Minds*

**Jessie Feller**, *Managing Director, Meeting of the Minds*



# Biographies

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Listed alphabetically. Full biographies available on the Meeting of the Minds website. Biographies listed are reflective of most current experience.



**James P. Anderson**  
Vice President, Schneider  
Electric Infrastructure  
Business – U.S.

Jim is currently the Vice President, Infrastructure Business for Schneider Electric located in Nashville, TN. He is responsible for developing solutions for Grid Automation and Demand Response in the Smart Grid space focused on the Electric Utility Segment. In addition he is leading the Smart Cities initiative in the U.S. to bring efficiency and sustainability solutions to cities.

Jim has over 33 years of experience in the Electrical Industry spending the last 20 years with Schneider Electric. Prior to his current role, Jim held an assignment in Grenoble France where he was Director for Low Voltage Power Devices and was responsible for global strategy and product developments. Jim graduated from the University of Iowa with a Bachelor of Science degree in Industrial Engineering.



**Alexa Arena**  
Senior Vice President,  
Forest City

Alexa Arena leads Forest City's Northern California Team as head of the San Francisco office. She was the developer on the recently completed Presidio Landmark, and is presently working on the redevelopment of approximately four-acres in downtown SF in partnership with Hearst Corporation. Referred to as the 5M Project, the Project is a pioneering model for both conceptualizing and fostering communities that serve our innovation economy. Ms. Arena is also leading the Pier 70 project, a 50+ acre waterfront revitalization at the edge of the dogpatch neighborhood that is a public-private partnership with the Port of San Francisco. Ms. Arena has a graduate degree from Harvard Business School and the Public Policy School, and is a SPUR Board Member.



**Story Bellows**  
Co-Director of the  
Mayor's Office of New  
Urban Mechanics, City  
of Philadelphia

Story Bellows joined the City of Philadelphia in April of 2012 as Co-Director of the Mayor's Office of New Urban Mechanics. The new office is a civic idea and innovation incubator, which develops innovative approaches and processes to solving complex problems in the public arena. Prior to coming to Philadelphia, Story served as Director of the Mayors' Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the American Architectural Foundation and the US Conference of Mayors. An urban designer by training, Story spent four years in a private design practice Chicago, where she founded a research group and worked with leaders in the public, private and non-profit sectors on urban, education, healthcare and environmental design projects and initiatives. She holds an undergraduate degree from Colgate University and a Masters degree in City Design and Social Science from the London School of Economics and Political Science.



**Bruno Biasiotta**  
CEO and President of Philips  
Lighting North America

Bruno Biasiotta is currently the CEO and President of Philips Lighting North America's lighting operations. He is responsible for driving market share for Philips' lighting businesses in North America, including Lamps, Consumer Luminaires and Professional Luminaires. Mr. Biasiotta previously held the positions of vice president and general manager of building efficiency at Johnson Controls and was head of field operations of the company's Energy Solutions business. He holds a degree in business from Cleveland State University, has dual U.S. and Italian citizenships, and sits on various professional boards.



**Bas Boorsma**  
Global Lead, Cisco's  
Work-Life Innovations  
Program (Amsterdam)

Bas Boorsma currently serves as an urban innovations specialist and director of the Internet Business Solutions Group, Cisco's strategic global consultancy arm. Mr. Boorsma has coordinated and overseen the implementation of Urban Innovations projects and programs that address the ways we work, live, consume, play, learn and deliver within an urban context – and how it can be changed for communities to become more resilient – environmentally, socially and economically. Typical urban innovations delivered include Smart Work Centers, Community Services Platforms, Ecomap and the Personal Travel Assistant. Bas is the global team lead of Cisco's WorkLife Innovations program, member of Cisco's Urban Innovation team and a member of the board of Amsterdam's Double U Smartwork Foundation.



**Uwe Brandes**  
Senior Vice President,  
Initiatives at the Urban  
Land Institute (ULI)

Uwe Brandes is Senior Vice President of Initiatives at the Urban Land Institute (ULI) in Washington, D.C. He leads ULI's initiatives on Climate Change, Land Use and Energy (CLUE) and The City in 2050, and most recently co-authored ULI's publication entitled What's Next? Real Estate in the New Economy. Prior to ULI, Mr. Brandes was Vice President of Capital Projects at the Anacostia Waterfront Corporation in Washington D.C and Associate Director of the D.C. Office of Planning where he managed the award winning Anacostia Waterfront Initiative. He was a Fulbright Scholar at the Technical University Dortmund and a Paul Sun Fellow at Tsinghua University in Beijing. He serves on the boards of the Landscape Architecture Foundation and Bioregional North America.



**Eric Cahill**  
Founder and Managing  
Director, Adaptiv Consulting

Eric Cahill is founder and managing director of Adaptiv Consulting, an independent consultancy engaged in bringing cutting edge personal mobility solutions to market. Prior to founding Adaptiv, Mr. Cahill led the engineering

team responsible for developing the electric drivetrain technology for the Fisker Karma plug-in hybrid luxury sedan. He went on to direct the Automotive X PRIZE, a global competition that awarded \$10 million to teams fielding the top production-capable cars achieving at least 100 MPGe (miles per gallon equivalent). Mr. Cahill holds graduate degrees in Engineering & Management and in Technology & Policy from MIT's Sloan School of Management and Engineering Systems Division, respectively. He is currently pursuing his PhD at the Institute of Transportation Studies at UC Davis where he is exploring differences in the capability of firms to introduce dramatically new technologies and business models that could significantly advance clean vehicle markets.



**Tim Campbell**  
Chairman, Urban  
Age Institute; Author;  
Consultant; former Head  
of Urban Programs,  
World Bank Institute

Tim Campbell retired from the World Bank in 2005 after more than 17 years working in various capacities in the urban sector. His most recent positions include head of the World Bank Institute urban team (from 2001) and head of the Urban Partnership. Prior to his time at the World Bank, Dr. Campbell worked for more than 13 years as a private consultant and university professor at Stanford University and the University of California at Berkeley. He has authored several books, the most recent being Beyond Smart Cities (Earthscan, 2012). He holds a B.A. in Political Science from U. C. Berkeley, a Masters in City and Regional Planning from U.C. Berkeley, and a Ph.D. in Urban Studies and Planning from M.I.T.



**Armando Carbonell**  
Chair, Department of  
Planning and Urban  
Form, Lincoln Institute  
of Land Policy

Armando Carbonell chairs the Department of Planning and Urban Form at the Lincoln Institute of Land Policy, a think tank in Cambridge, Massachusetts. He is the policy and practice editor of the British journal Town Planning Review and an honorary member of the Royal Town Planning Institute. Prior to the Lincoln Institute, Mr. Carbonell had been founding Executive Director of the Cape Cod Commission, a regional planning and land-use

regulatory agency in Massachusetts. He was a lecturer and design critic in urban planning and design at Harvard University, taught planning studios at the University of Pennsylvania, and held a 1992-1993 Loeb Fellowship in the Graduate School of Design at Harvard University as well as chaired the National Academy of Sciences panel on groundwater vulnerability from 1991-1992.



**Art Chang**  
CEO, Tipping Point Partners

Art Chang is a New York tech startup veteran and is CEO of Tipping Point Partners a technology investment company that believes that great software, applied intelligently, can result in positive social and economic change. He currently serves as the CEO of two of Tipping Point's portfolio companies, AppOrchard and Cookstr. Mr. Chang has been a serial entrepreneur, investor and advisor to many NYC tech startups. He is an appointee of Mayor Michael Bloomberg to the New York City Campaign Finance Board, and currently serves as Chair of the NYC Voter Assistance Advisory Committee. Mr. Chang is also a co-creator, along with CUNY and NYC Council Speak Christine Quinn, of a software apprenticeship program based at CUNY schools.



**Karen Chapple**  
Associate Professor of  
City & Regional Planning,  
University of California,  
Berkeley; Associate Director,  
Institute for Urban &  
Regional Development

Karen Chapple, Ph.D., is an Associate Professor of City and Regional Planning at the University of California, Berkeley, and serves also as Associate Director of the Institute for Urban & Regional Development. Chapple specializes in housing, community and economic development, as well as regional sustainability planning. She has most recently published on regional economic resilience (in the *Cambridge Journal of Regions, Economy, and Society*), innovation in the green economy (in *Economic Development Quarterly*), and the failure of poverty dispersal policies (in *Housing Policy Debate*). Most recently, she has led a national contest sponsored by the Annie E. Casey Foundation to generate ideas for local and state job creation targeting disadvantaged communities. Chapple holds a B.A. in Urban

Studies from Columbia University, an M.S.C.R.P from the Pratt Institute, and a Ph.D. from UC Berkeley.



**Robin Chase**  
Founder & CEO, Buzzcar

Robin Chase is founder and CEO of Buzzcar, a service that brings together car owners and drivers in a carsharing marketplace. Buzzcar.com empowers individuals to take control of their mobility, without looking to governments or big businesses for solutions. Robin is also founder and former CEO of Zipcar, the largest carsharing company in the world, and GoLoco, an online ridesharing community.

Robin lectures widely, has been frequently featured in the major media, and has received many awards in the areas of innovation, design, and environment, including Time 100 Most Influential People, Fast Company Fast 50 Innovators, and BusinessWeek Top 10 Designers. Robin graduated from Wellesley College and MIT's Sloan School of Management, and was a Harvard University Loeb Fellow.



**Christian Claus**  
Director of Architecture,  
Strategy, and Partners - IBM  
Smarter Cities Software

Christian Claus has collaborated with customers, partners, and IBMers to create the Intelligent Operations Center software and related products to enable Smarter Cities. The IOC solutions enable cities to utilize IBM's Instrumented, Integrated, and Intelligent approach to convert sensor and related data into key performance indicators and coordinated action. Mr. Claus has dedicated the past decade of his career to dealing with the issues of Sensor Information Management at massive scale. He led the creation of IBM's Radio Frequency Identification and Supply Chain Traceability software products and related global standards. Prior to joining IBM, Mr. Claus held Sales and Technical roles at Sun Microsystems, Apple Computer, and General Electric.



**Hope Cohen**  
Associate Director, Center  
for Urban Innovation,  
Regional Plan Association

Hope Cohen is director of RPA's New York Program and associate director of RPA's Center for Urban

Innovation. Before coming to RPA, Cohen was deputy director of the Manhattan Institute's Center for Rethinking Development, where she focused principally on issues of urban environment and infrastructure, publishing *Rethinking Environmental Review* and *The Neighborly Substation*. Cohen worked many years in New York City's public sector, in areas ranging from urban planning to capital budgeting to strategic information technology. She was at MTA New York City Transit for more than a decade, concentrating on bringing the technology used for the city's subway and bus systems into the twenty-first century. Cohen holds a BA from Harvard and an MA from the University of Chicago.



**James Crowther**  
Customer Solutions  
Manager, Cisco's Internet  
Business Solutions Group

James Crowther is responsible for The Netherlands region within Cisco's IBSG. James is responsible for driving strategic engagements with multinational service provider and enterprise accounts primarily in The Netherlands and Northern Regions within Cisco's European Markets. Crowther joined Cisco in 2000, leading the global transformation of Cisco's customer service function, building one of the world's first global IP Contact Centers/support models. Presently, James is leading Cisco's support of Philips Lighting's transformation. Formerly a consultant at Cap Gemini Ernst & Young in Holland, Crowther has industry experience applying new technology to marketing, advertising, and media. James is an Honours graduate of The University of Leicester and has a Masters from The University Cambridge and MBA from The University of East Anglia.



**Victor d'Allant**  
CEO of [dallant.networks](http://dallant.networks)

Victor d'Allant is CEO of [dallant.networks](http://dallant.networks), a communications group building and managing online networks for global impact. Some of his clients include the World Bank and the Gates, Ford and Skoll foundations. Mr. d'Allant previously served as CEO & Managing Director in both the private and non-profit sectors, and has consulted for the World Health Organization, the World Bank, and Bloomberg among others. Previous to [dallant.networks](http://dallant.networks), he pursued a career in photojournalism and has had his work exhibited at the

Museum of Modern Art, Paris. Mr. d'Allant holds an MA in social anthropology from the Sorbonne and an MBA from UC Berkeley's Haas School of Business.



**Joseph Danko**  
Managing Director of Urban  
Programs, CH2M HILL

Joseph Danko is CH2M HILL's Managing Director of Urban Programs and brings more than 25 years of experience to his role. He oversees urban development programs and strategic master planning for cities and communities around the world. He has participated in sustainable projects from master planning and financing through design, construction, and operations, including development of environmental management systems, sustainable communities and agriculture, renewable energy applications, climate change assessment, and waste-to-energy systems. Mr. Danko's extensive experience includes creating a Nondestructive Evaluation/Nondestructive Testing company with Bristol Bay Native Corporation in Alaska; providing senior leadership for our total water management business in Alberta, Canada; Project Director of an \$800 million infrastructure utilities project and leading an industrial "zero waste" initiative.



**Nestor Davidson**  
Professor of Law at  
Fordham University (NY)

Nestor Davidson's work as a teacher and scholar has focused on land use, local government law, affordable housing law and policy, and sustainability. Davidson served as Deputy General Counsel at the U.S. Department of Housing and Urban Development, and practiced in the real estate and finance department at the firm of Latham & Watkins. Davidson earned his A.B. from Harvard College and his J.D. from Columbia Law School. After law school, he clerked for Judge David S. Tatel of the United States Court of Appeals for the District of Columbia Circuit and Justice David H. Souter of the Supreme Court of the United States.



**Ron Dembo**  
Founder and CEO,  
Zerofootprint

Ron Dembo is the Founder and CEO of Zerofootprint, a cleantech software and services

company that makes environmental impact measurable, visible and manageable for businesses, governments, institutions and individuals. Dr. Dembo is also the Founder and former CEO of Algorithmics Incorporated, growing it from a start-up to the world's largest enterprise risk-management software company. In May 2007, Dr. Dembo was made a lifetime Fields Institute Fellow, a fellowship which honors individuals who have made outstanding contributions to the Fields Institute, its programs, and to the Canadian mathematical community. Currently, he sits on a number of boards and is a member of the Climate Change Adaptation Advisory Committee Canada and UN HABITAT World Urban Campaign Steering Committee.



**Gordon Feller**

Convenor, Meeting of the Minds + Director of Urban Innovation, Public Sector Practice, Internet Business Solutions Group, Cisco

Gordon Feller is the Director of Urban Innovation at Cisco's Internet Business Solutions Group's Urban Innovations team within the Public Sector Practice. He works with corporate and city leaders worldwide supporting Cisco's numerous China initiatives while simultaneously leading Cisco's new City Leader Program for Chinese mayors and city-based party secretaries. Prior to joining Cisco IBSG, Feller was CEO of the Urban Age Institute, an international research organization. For nearly 30 years, Mr. Feller has advised on urban development issues with leaders of multinational companies, cities, NGOs, and national governments. His clients have included World Bank, United Nations, The Rockefeller Foundation, and IBM among others. He is the Co-Founder and Master of Ceremonies & Convenor of Meeting of the Minds. Mr. Feller received his Bachelor's in political science and a Master's in international affairs from Columbia University.



**Jeff C. Frazier**

Senior Director, Global Public Sector, Internet Business Solutions Group, Cisco Systems, Inc.

Jeff Frazier is a Senior Director of the Global Public Sector for Cisco's Internet Business Solutions Group's (IBSG), Cisco's strategic consulting arm. He is a technology executive with 20+ years in the international

business community with a background in international business, global public policy and innovation focus on the public markets. He is a six-time speaker at the Public Services Summit at Nobel, and holds positions on the Boards of Director for the International Affairs Council (IAC) and Communities in Schools, North Carolina (CISNC), as a Councilmember to the NC Governor's Innovation Council and NC Governor's China Advisory Council. He is an appointed member of the United Nations International Police Advisory Council (UN-IPAC) and a National Governors Association (NGA) Fellow.



**Deputy Mayor Carolien Gehrels**

Deputy Mayor, City of Amsterdam

Carolien Gehrels was sworn in a second term as deputy mayor of the city of Amsterdam on May 27th 2010. After serving a first term (April 2006 – March 2010), she took the lead in forming a new Amsterdam administration after the 2010 municipal elections. She is responsible for Economic Affairs, Art & Culture, Water Management, Monuments, Local Media and Public Companies. She also supports Art & Culture and is hosting Amsterdam's celebrations of 400-year canals, the re-opening of the Van Gogh and Rijksmuseum, and the international Waterweek in 2013. Prior to working for the Amsterdam administration, deputy mayor Gehrels was Managing Director at Berenschot Citymarketing & Communications, an independent organizational consulting firm with 500 employees in the Benelux.



**Mark Gilbreath**  
Founder and CEO,  
LiquidSpace

Mark Gilbreath is the Founder and CEO of LiquidSpace, the dominant realtime workspace and meeting space network. LiquidSpace supports corporations of all sizes, seeking to improve the productivity of their mobile workforce, increase the efficiency of their real estate portfolio, and bring measurability to their sustainability initiatives. He is an experienced serial entrepreneur and one of the new voices in real estate technology, supporting a vision of sustainable, mobile business practices.

Mark has spent 25+ years in the technology industry with Wyle Electronics, Trinity Technologies, Altera, Toolwire in roles ranging from design engineer to startup CEO. For the past 6 years Mark has been focused on the massive opportunity facing the commercial real estate industry and the planet as a whole – the consummation of real estate.



### **Matt Grob**

**Executive Vice President  
and Chief Technology Officer,  
Qualcomm Incorporated**

Matt Grob is the executive vice president and chief technology officer for Qualcomm Incorporated. He is responsible for the oversight of Qualcomm's technical path, the coordination of R&D activities across the company and the development of next-generation wireless technologies. Mr. Grob also leads Corporate R&D and provides oversight to Qualcomm Corporate Engineering Services. Since joining Qualcomm in 1991, his contributions have included: system design, standardization, and project leadership for programs including the early CDMA data services; the Globalstar satellite based mobile voice and data system; and the 1x EV-DO high-speed wireless Internet access technology. He holds a number of patents in the area of wireless data services and technology, and holds a BSEE from Bradley University, Peoria, Illinois as well as an MSEE from Stanford University.

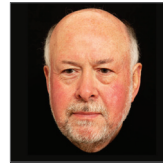


### **Vicente Guallart**

**Chief Architect & Director  
of Urban Habitat,  
Barcelona City Council**

Vicente Guallart is Chief Architect and Director of Urban Habitat at the Barcelona City Council. He is responsible for bringing together the areas of Urbanism, Environment, Infrastructure and ICT. Current projects include the development and promotion of a 'city protocol' to enable cities to become Smart Cities. Its aim is to define the standards which cities need for the 21st Century and promote the alliance between cities to move towards a self-sufficient and connected model. He developed the vision for the City Council and Barcelona urban areas: "Many slow cities inside a Smart City." His aim is the re-naturalization of the city, the definition and promotion of self-sufficient blocks, and guaranteeing the city's

urban connectivity. Altogether, this includes more than 60 concrete projects.



### **Dr. Colin Harrison**

**Distinguished Engineer and  
inventor of IBM's Smarter  
Cities architecture**

Dr. Colin Harrison is a Distinguished Engineer and inventor of IBM's Smarter Cities architecture. He was previously Director of Strategic Innovation in IBM Europe and Director of Global Services Research, and currently holds the title of Master Inventor and Member of the IBM Academy of Technology. Prior to working at IBM Smarter Cities, he held a leadership development position at CERN as well as at the EMI Central Research Laboratories. He earned a PhD in Materials Science studied from the Imperial College and University of Munich, and is a Fellow of the Institution of Engineering & Technology, Senior Member of the Institution of Electronic & Electrical Engineers, and Founder Member of the Society for Magnetic Resonance in Medicine. He is Expert Advisor to the Swiss Academy of Technical Sciences and has been a Visiting Scientist at MIT, Harvard Medical School, and Lawrence Berkeley Laboratory.



### **Paul Hedtke**

**Senior Director, Business  
Development, Qualcomm Inc.**

Paul Hedtke spent 17 years in the aerospace industry in various positions in engineering, project & product management, and business development prior to joining Qualcomm in 1998. At Qualcomm Mr. Hedtke has served as project leader on numerous product and business development projects including establishing Qualcomm's first business operations in Europe providing fleet management services to the transportation industry, the development and deployment of the first application of Qualcomm's wireless technology in the healthcare industry, and numerous projects that have helped to establish the Company's business within the automobile industry where Qualcomm is now the leading supplier of wireless modem chipsets for telematics and connected car services. He is currently leading Qualcomm's QCT Division business development activities in the automotive sector.



**Christoph Herzig**  
Global Marketing Manager,  
Systems & Services  
in Business Group,  
Professional Lighting  
Solutions, Philips Lighting

Christoph Herzig is Global Marketing Manager Systems and Services in Business Group Professional Lighting Solutions at Philips Lighting. Mr. Herzig is responsible for the global development and marketing of innovative service and solution offerings for outdoor lighting, addressing advanced needs of cities, municipalities and dedicated service providers in the public space. Before joining Philips Lighting in 2010, Mr. Herzig spent 12 years at Philips Healthcare holding various managerial positions, in the field of Professional Services, IT and “Connected Business” strategies. He was responsible for global processes and service automation, post-merger integration and the development and implementation of a service enablement platform for emerging business. He holds an engineering degree in Applied Physics/Medical Engineering from the University of Applied Sciences in Berlin.



**Dylan Hixon**  
President, Arden  
Road Investments

Dylan Hixon manages a diversified portfolio of public and private investments at Arden Road and serves as a Director of Hixon Properties Inc., a real estate development firm in San Antonio, Texas, and sits on the Boards of several other private companies in industries ranging from Technology to Agriculture. Previously, he worked as a mechanical engineer in areas including applied research on combustion systems and motion picture visual effects technology. Mr. Hixon serves on the advisory boards of Caltech’s Resnick Institute for energy research, and the Yale School of Forestry & Environmental Studies. He is a Trustee of Harvey Mudd College in Claremont, California, and the Calhoun School in New York City. He holds a Bachelor’s Degree from Yale University, and a Master’s Degree in Mechanical Engineering from the California Institute of Technology.



**Rick Hutchinson**  
Chief Executive Officer,  
City CarShare

As the Chief Executive Officer of City CarShare, a Bay Area

nonprofit, Rick Hutchinson brings over thirty years of leadership experience to the sustainable transportation marketplace. Emphasizing the development of market-directed and purpose-based organizations, he has led three companies and consulted in a range of industries and specialties. Currently, Rick is responsible for all aspects of the City CarShare organization, including strategic direction, operational functions and organizational development. Under Rick’s direction, City CarShare has enhanced operations and expanded the range and scope of the organization, achieving operational sustainability and solidifying its position as the largest nonprofit carsharing organization in North America. He attended the University of California at Berkeley receiving degrees in economics and journalism, and received his MBA from Columbia University with an emphasis in marketing and finance.



**Leila Chirayath Janah**  
Founder, Samasource

Leila Chirayath Janah is the founder of Samasource, an award-winning social business that connects people living in poverty to microwork, or small, computer-based tasks that build skills and generate life-changing income. She serves on the boards of OneLeap and TechSoup Globaland as an advisor to mobile shopping app RevelTouch. Prior to Samasource, Ms. Janah was a Visiting Scholar with the Stanford Program on Global Justice and Australian National University’s Center for Applied Philosophy and Public Ethics. She was a founding Director of Incentives for Global Health, has worked at the World Bank, and has been a travel writer for Let’s GO in Mozambique, Brazil, and Borneo. Ms. Janah’s work has been profiled by CBS, CNN, NPR, the BBC, The New York Times, and The New Scientist.



**Mayor Edwin Lee**  
Mayor, City and County  
of San Francisco

Edwin M. Lee is the 43rd Mayor of the City and County of San Francisco and the first Asian-American mayor in San Francisco history. Mayor Lee first began working for the City and County of San Francisco in 1989 as the Investigator for the City’s first Whistle Blower Ordinance and has since served as the Executive Director of the Human Rights Commission, Director of City Purchasing, and Director of the

Department of Public Works before he was first appointed as City Administrator in 2005. Prior to his employment with the City and County of San Francisco, Mayor Lee was the Managing Attorney for the San Francisco Asian Law Caucus. He graduated Summa Cum Laude from Bowdoin College and from Boalt Hall School of Law, University of California at Berkeley.



**Charles B. Leitner III**  
Chairman, SVP Real Estate and Chairman, ULI Greenprint Center for Building Performance

Mr. Charles B. Leitner III is Chief Executive Officer for the Greenprint Foundation, a non-profit organization created by a global alliance of leading real estate investors to spearhead the industry's drive to reduce greenhouse gas emissions while creating value in property portfolios. In addition, Mr. Leitner is Chairman of RREEF and a member of Deutsche Asset Management's Global Operating Committee. He is a Trustee of the Urban Land Institute, on the Board of Directors of the Pension Real Estate Association, a member of the National Association of Industrial and Office Parks, and a member of the Real Estate Roundtable.



**Ellen Lou**  
Director of Urban Design and Planning, SOM San Francisco

Ellen Lou heads the Urban Design and Planning team in Skidmore Owings and Merrill (SOM) San Francisco office, one of the largest architectural and engineering practices in the world. Among the firm's numerous accolades is the Burj Khalifa in Dubai, which is currently the world's tallest building. Ever since joining SOM, Lou has directed many recognized urban design projects in the U.S. and areas in the Pacific Rim nations. Her expertise lies in the urban domain – including master planning new communities and town layouts – and brown field reuse for the public benefit. Ms. Lou has also served as a board member for the San Francisco Urban Planning and Research, and has lectured at a series of universities which include Stanford and Berkeley.



**Mikel Maron**  
Co-Founder of Ground Truth Initiative and the Map Kibera Project

Mikel Maron is a programmer and geographer working for impactful community and humanitarian uses of open source and open data. He is co-founder of Ground Truth Initiative, and of the Map Kibera project. He is also on the Board of the OpenStreetMap Foundation and holds the position of President of the Humanitarian OpenStreetMap Team. He has travelled widely and has organized projects in India, Palestine, Egypt, Swaziland, and elsewhere. Prior to his role at Ground Truth Initiative and Map Kibera, he co-founded Mapufacture and worked on collaborative platforms, geoweb standards, and various applications with a wide spectrum of organizations from UN and government agencies to anarchist hacker collectives.



**George McCarthy**  
Director, Metropolitan Opportunity Program, The Ford Foundation

George ("Mac") McCarthy directs the Ford Foundation's Metropolitan Opportunity work. His team focuses on providing low-income people better access to jobs and opportunities. In 2008, Mac administered a program that focused on using homeownership to build assets for low-income families and their communities. Prior to joining the Ford Foundation in 2000, he was a senior research associate at the Center for Urban and Regional Studies at the University of North Carolina at Chapel Hill. He has worked as professor, scholar, and research associate at many other Academic Institutions throughout the world. Mac earned a Ph.D. in economics from the University of North Carolina at Chapel Hill, a master's degree in economics from Duke University and a bachelor's degree in economics.



**Juliette Michaelson**  
Director of Strategic Initiatives, Regional Plan Association

Juliette is the Director of Strategic Initiatives and is currently focused on a large-scale effort to build an active network of transit agency chief executives from around the world. Juliette is the author of a landmark RPA report that quantified how



much home values near train stations benefit from improved transit service. She worked on RPA's advocacy efforts on the Far West Side of Manhattan.

Prior to joining RPA, Juliette was a Project Manager at Project for Public Spaces. She managed outreach, education and training programs to help municipalities and state DOTs make concordant land use and transportation decisions. Juliette received a Bachelor of Arts in Political Science from Princeton University and a Master in Urban Planning from Columbia University.



**Peter Miscovich**  
Managing Director,  
Jones Lang LaSalle

Peter Miscovich is Managing Director at Jones Lang LaSalle which develops integrated corporate solutions focusing upon Emerging Technologies, Workplace Innovation and Sustainable Urbanization. A management consultant with more than 20 years of experience, he has developed, executed, and managed comprehensive workforce and workplace solutions for global Fortune 500 companies involving corporate real estate, human resources, finance, technology, operations, sourcing and strategic planning functions. Peter Miscovich has been a partner at PricewaterhouseCoopers and is recognized as an industry thought leader by The Conference Board, CORENET Global, the Urban Land Institute and WORKTECH technology consortium. He has Executive management credentials from the M.I.T. Executive Leadership Development and Transformational Change Programs and a Bachelor of Science Degree in Civil Engineering from the University of Arizona.



**Nils Moe**  
Mayor's Sustainability  
Advisor, City of Berkeley

Nils Moe currently serves as the Mayor's Sustainability Advisor for the City of Berkeley. In this role, he is helping to implement Berkeley's Climate Action Plan and working with the city staff and the community to reduce their GHG emissions. During the last ten years he has been working as a professor of Organizational Psychology at San Francisco State University and a faculty member of the MPA and MBA in Sustainable Management programs at the Presidio Graduate School.



**Jay Nath**  
Chief Innovation Officer,  
City of San Francisco,  
Mayor's Office

As the City's first Chief Innovation Officer, Jay Nath is focused on bringing new ideas and approaches to solving long-standing government challenges. Recognizing the potential of San Francisco's innovation community, Mr. Nath is harnessing their passion, creativity and intelligence to help solve civic problems. With the Mayor, he announced the 2012 Innovation Portfolio which establishes three strategic focus areas: economic development, citizen engagement, and government efficiency.



**Mark Norman**  
President, Zipcar

Mark is our "car guy." From Vancouver to Chicago to London, Mark Norman is responsible for the worldwide operations of Zipcar. Mark joined Zipcar following its merger with Flexcar in the fall of 2007. He came to Zipcar with more than 20 years of executive experience in the automotive industry, including roles as CEO of Flexcar, and Chairman, President and CEO of DaimlerChrysler, Canada. At Zipcar, Mark works with the executive leadership team to ensure optimal member experiences in every Zipcar market. His career has been defined by leveraging operational best practices to ensure customer satisfaction and revenue growth. Mark holds an undergraduate degree in Economics from Rice University in Texas as well as a Masters in Business Administration from Harvard Business School.



**Melanie Nutter**  
Director, Department of  
the Environment City  
of San Francisco

Melanie Nutter serves as the director for the San Francisco Government's Department of the Environment. She joined SFE after working as the deputy district director for Congresswoman Nancy Pelosi, Speaker of the House. Prior to this position, she was the executive director of the San Francisco Democratic Party and was the principal of Nutter Consulting, a San Francisco based consulting firm that helps nonprofits and political organizations to raise funds, organize events, manage campaigns and recruit new supporters.

Ms. Nutter has over 16 years' experience in nonprofit fundraising, events management, grassroots organizing and media relations. She was a grassroots political organizer with Greenbelt Alliance, the Public Interest Research Groups (PIRG) and Green Corps. She holds a B.S. degree in communications and environmental studies from Northwestern University.



**Manuel Oomen**  
Senior Director Innovation  
Alliances, Philips Lighting

Manuel Oomen has been with Philips more than 20 years, of which more than 15 years in Philips Lighting. He held various technical and management positions in Philips and has been working and living in the Netherlands, Germany and the U.S. Recently he became responsible for Innovation Alliances at Philips Lighting. In this role he is defining and managing partnerships with other companies and institutes with the objective to learn about and deliver innovative integrated solutions to customers. Partnering with others is one important instrument for Philips Lighting to become a full lighting solutions provider. Dr. Oomen holds a PhD in Chemistry and Physics from the State University of Utrecht, the Netherlands.



**Jennifer Pahlka**  
Founder and Executive  
Director, Code for America

Jennifer Pahlka is the founder and executive director of Code for America which works with talented web professionals and cities around the country to promote public service and reboot government. Government Technology named her one of 2011's Doers, Dreamers and Drivers in Public Sector Innovation, and the Huffington Post named her the top Game Changer in Business and Technology. She is known for her TED Talk, "Coding a Better Government", and is a frequent speaker at a wide range of events. She spent 8-years at CMP Media where she ran the Game Developers Conference, Game Developer magazine Gamasutra.com and the Independent Games Festival. Jennifer's early career was spent in the non-profit sector. She is a graduate of Yale University.



**Bill Reinert**  
National Manager of  
Advanced Technology for  
Toyota Motor Sales, USA

Bill Reinert is National Manager of Advanced Technology for Toyota Motor Sales, USA. His primary function is to coordinate Toyota's various development and marketing activities related to alternative-fueled vehicles and emerging technologies. He is currently working on several advanced hybrid electric products, direct hydrogen fuel cell vehicles, reformed fuel approaches for hydrogen, full-featured electric vehicles, plug-in hybrid concepts, advanced biofuels and sustainable transportation systems. Mr. Reinert has testified before the U.S. House of Representatives Subcommittee on Energy & Air Quality, The National Science Foundation, and is currently the Chair for the Electricity sub-group of the National Petroleum Council's Future Transportation Fuels study for the Department of Energy. Mr. Reinert has a Masters of Energy Engineering from the University of Colorado, Boulder, and is a Distinguished Engineering Alumni.



**Paul Reiter**  
Executive Director,  
International Water  
Association (Netherlands)

Paul Reiter is the Executive Director of the International Water Association, an organization that serves as the global network for water professional with approximately 10,000 members in 120 countries. He is a leading figure in international and regional water issues with nearly 30 years of experience in utility project innovation and utility management in the areas of water, electricity and solid waste. Through this period he has worked as a utility leader, private consultant and as an association director. Mr. Reiter's experience in water has focused on sustainable urban water management including water resources optimization for human and environmental needs, water efficiency and reuse, urban drainage, and water-sensitive urban design. He has co-authored two books and speaks globally on the leading challenges facing the water sector.



**Mayor Gregor Robertson**  
Mayor, Vancouver,  
British Columbia

Gregor Robertson was elected Mayor of Vancouver in

November 2008 and was re-elected in 2011 to continue his campaign to end street homelessness, address housing affordability, improve public transit, and make Vancouver the greenest city in the world. Mayor Robertson is a national advocate for urban issues as Chair of the Federation of Canadian Municipalities' Big City Mayors' Caucus. He spearheaded the creation of the city's first comprehensive Economic Action Strategy and has established Vancouver internationally as the Green Capital—a City where going green is good for business. He has also overseen the award-winning Greenest City 2020 Action Plan. Prior to entering politics, Mayor Robertson co-founded Happy Planet, a Vancouver-based socially responsible company that produces organic juices and promotes health and nutrition.



**Charles Rutheiser**  
Senior Associate, Center for  
Community and Economic  
Opportunity, Annie E.  
Casey Foundation

Charles Rutheiser is currently a Senior Associate in the Center for Community & Economic Opportunity at the Annie E. Casey Foundation in Baltimore, Maryland. He is also an active member of the Urban Land Institute Inner City Council and the Anchor Institution Task Force. Prior to working with the Casey Foundation, he directed the Graduate Program in Applied Anthropology at Georgia State University and taught Cultural Anthropology and Urban Studies at the Johns Hopkins University, Bryn Mawr College, and Western Michigan University. He is the author of *Imagining Atlanta: the politics of place in the city of dreams* (Verso, 1996). A former Fulbright and Inter-American Foundation Fellow, Mr. Rutheiser received a M.A. and Ph.D. in Cultural Anthropology from the Johns Hopkins University, and a B.A. in Anthropology from New College of Florida.



**Scott Samuelson**  
Professor and Director,  
National Fuel Cell  
Research Center; Director,  
Advanced Power and  
Energy Program, University  
of California at Irvine

Professor Scott Samuelson is Director of the National Fuel Cell Research Center (NFCRC) on behalf of the U.S. Department of Energy and the California Energy Commission, and

co-Chairs the California Stationary Fuel Cell Collaborative with the Chair of the California Air Resources Board. He directs the Advanced Power and Energy Program (APEP) at the University of California Irvine, is a Professor of Mechanical, Aerospace, and Environmental Engineering, and a Henry Samueli Endowed Chair. Some of his research focuses include building integration and utilization of distributed generation, renewable production of electricity and transportation fuels, shared-use transportation systems, gas turbine combustion systems for propulsion and power generation, and fuel cell systems for stationary applications. He is a graduate of the University of California, Berkeley.



**Hari Sankaran**  
Vice Chairman,  
Infrastructure Leasing &  
Financial Services Limited  
(IL&FS), Mumbai, India

Mr. Hari Sankaran is the Vice Chairman of Infrastructure Leasing & Financial Services Limited (IL&FS) in Mumbai, India. Prior to this position, Mr. Sankaran held a number of positions within the organization including Chief Economist, Head for the Northern Region and Executive Director for Infrastructure. Mr. Sankaran has been closely associated with initiatives that have established IL&FS as India's leading Infrastructure and Financing Institution. The Institution has spearheaded the concept of Public Private Partnerships across a range of sectors in India including: roads, power, telecom, water, seaports, education, skill training and e-Governance. Upon completing his Masters at the London School of Economics, Mr. Sankaran returned to India to work with ICICI as a Project Finance Specialist prior to joining IL&FS.



**Manel Sanromà**  
Chief Information Officer,  
Barcelona City Council

Manel Sanromà is currently the Chief Information Officer of Barcelona City Council and a Full Professor of Applied Mathematics at the Universitat Rovira i Virgili. He has occupied several positions in research and management in different Catalan Universities and Local and Regional Administrations. He holds a Ph.D. in Physics, a Masters degree in IT and a Bachelors degree in Humanities.



**Susanna M. See**  
Executive Vice President,  
Managing Director,  
WSP Flack + Kurtz

As the Managing Director of WSP Flack + Kurtz' San Francisco office, Susanna M. See directs over 100 engineers in designing with interest and flexibility. Elected to the company's Board of Directors in 2009, she plays an integral role in firm management. She is the engineer-of-record on many of WSP Flack + Kurtz's largest and most challenging projects, establishing engineering concepts, selecting systems, and ensuring quality as the projects move through the design and production phases. Some of her recent projects include: 50 U.N. Plaza; 350 Mission Street; Foundry Square Buildings I-IV; University of California, San Francisco Neurosciences Laboratory and Clinical Research Facility; Letterman Digital Arts Center; Walt Disney Family Museum; 560 Mission Street; Westfield San Francisco Centre; and the Millennium Tower.



**Susan A. Shaheen, Ph.D.**  
Co-Director of the Institute of Transportation Studies' Transportation Sustainability Research Center, University of California, Berkeley

Susan Shaheen is a Co-Director of the Institute of Transportation Studies' Transportation Sustainability Research Center (TSRC) at the University of California at Berkeley. She was honored as the first Honda Distinguished Scholar in Transportation at the Institute of Transportation Studies at UC Davis, and served as the Policy and Behavioral Research Program Leader at California Partners for Advanced Transit and Highways and as a special assistant to the Director's Office of the California Department of Transportation. Dr. Shaheen is an internationally recognized leader in shared-use vehicle research and has 17 years of experience on this topic. She has a Ph.D. in ecology focusing on the energy and environmental aspects of transportation from UC Davis, and an M.S. in public policy analysis from the University of Rochester.



**William Shutkin**  
President and CEO,  
Presidio Graduate School

William Shutkin is the President and CEO of the Presidio Graduate School where he

is also the Richard M. Gray Fellow in Sustainability Practice. He furthermore holds positions as Director of Aravaipa Ventures and a founding Partner of Urban Sustainability Associates. Prior to his position at Presidio, he was Executive Director of the Rocky Mountain Land Use Institute and led several community development and sustainability organizations including Alternatives for Community & Environment and New Ecology, Inc. among others. He is the author of the award-winning book, *The Land That Could Be: Environmentalism and Democracy in the Twenty-First Century*, and *A Republic of Trees: Field Notes on People, Place, and the Planet*. He received a law degree and master's degree in history from the University of Virginia, and a doctorate from the University of California Berkeley.



**Jill Simmons**  
Director, Seattle Office of Sustainability and Environment

Jill Simmons is the Director of the Seattle Office of Sustainability and Environment (OSE). Prior to becoming director, Ms. Simmons served as OSE's climate protection program manager, working to implement the Seattle Climate Protection Initiative and overseeing completion of the City's greenhouse gas inventories. Before coming to OSE, she worked in the City's Finance Department as a fiscal and policy analyst. She has also worked on community development and sustainability initiatives as an associate program officer at the Northwest Area Foundation. Ms. Simmons holds a Law Degree and Master's Degree in Public Administration from the University of Washington.



**Egon Terplan**  
Regional Planning Director, SPUR

Egon Terplan is SPUR's regional planning director. A regional planner and economic development specialist with more than 14 year of experience, he has authored or co-authored numerous reports and policy studies, including the first-ever report on the Northern California megaregion and a 2011 report on land use planning and high-speed rail in California. Prior to joining SPUR, Egon spent more than five years with ICF International advising cities and regions throughout the world on economic devel-

opment and competitiveness. His work included managing and writing collaborative regional strategies throughout the United States and Canada. His international work included designing and implementing competitiveness programs. Egon earned a Master's degree in city and regional planning from UC Berkeley's College of Environmental Design.



**Bart van Bolhuis**  
Consul General of  
the Netherlands

Bart van Bolhuis is the Consul General for the Kingdom of the Netherlands and is based in San Francisco and Los Angeles. His focus is on mutual investments in innovation, water & energy, food & nutrition, life science & health, and creative industries. Prior to his position as Consul General, he was Director for Foreign Trade and Investment at the Ministry of Economic Affairs and Secretary of the Dutch Trade Board. He is at the forefront of private-public cooperation designed to increase Dutch competitiveness in globalizing markets. In this regard, he took the initiative for the creation of the Dutch Design Fashion and Architectural cooperation. Bart van Bolhuis holds a Master's Degree in International Law from the University of Amsterdam.



**Niels Van Duinen**  
Global Marketing Director,  
Professional Outdoor  
Lighting, Philips Lighting

Niels Van Duinen is currently the Global Marketing Director of Professional Outdoor Lighting, Philips Lighting. Prior to this position, he was Post-Merger Integration Marketing Manager and focused on connecting and enabling a multicultural and interregional marketing network while realizing post-merger business objectives. Now as chairman of Philips' Global (LED) Portfolio Team, he drives the LED technology transition within an international network of Philips Professional Luminaires companies. Before his assignments in the U.S., he held the position of Philips' National Director of Marketing Professional Lighting in Paris, France where he implemented a customer value driven marketing process around business segments and customer clusters.



**Chris Vein**  
Deputy U.S. Chief Technology  
Officer, Executive Office  
of the President

Recently described by FedInsider as "innovating innovation itself," Chris Vein is the Deputy U.S. Chief Technology Officer for Government Innovation in the White House Office of Science and Technology Policy. In this role, Chris is focused on making government more open, entrepreneurial, and lean; creating new and innovative opportunities for delivering government products, services and processes; and incubating innovation capacity in the civic, technology and civic society arenas. Over the past two award-winning decades, Chris has had the honor of serving four Presidents of the United States, thousands of professional association practitioners around the world, for-profit consulting organizations, and local government organizations. Chris is a sought-after commentator and speaker, quoted in a wide range of news sources from the Economist to Inc. Magazine.



**Nicola Villa**  
Managing Director - Global  
Public Sector, Internet  
Business Solutions  
Group, Cisco Systems

Nicola Villa is IBSG's Managing Director who leads a worldwide team focused on innovative strategies and solutions for public sector. Prior to taking on this role, Nicola managed Cisco's urban innovation team and developed the Connected Urban Development program. CUD was part of the commitment Cisco provided to the Clinton Global Initiative, and it aimed at developing innovative ICT & Broadband solutions in large metropolitan areas. Mr. Villa is an Italian national who has been living in the UK and in the Netherlands for several years. He studied Business Economics at the Università Cattolica in Milan and at the Brighton University in the UK. He wrote his thesis on Industrial Economics, analyzing the effects of Technical standardization policies on the Internet and on the GSM telephony markets.



**Jon Walton**  
Chief Information Officer,  
City of San Francisco

Jon Walton is the Chief Information Officer (CIO) for the City & County of San

Francisco and Chairman of the Committee on Information Technology (COIT). As CIO, Mr. Walton oversees the delivery of technology services to the citizens of San Francisco and internal support to 23,000 City employees. As Chairman of COIT, Mr. Walton is responsible for citywide Information and Communications Technology strategy plan, multi-year fiscal planning, enterprise wide performance oversight, and citywide technology enterprise architecture. Prior to working for the City of San Francisco, he served as the CIO for the City of San Jose and Sr. Practice Manager for Unisys Government Service. He has been a speaker at the Nikkei Internet Awards, VMWorld, Government Technology Conferences, and Forbes Technology Forum.



**Dr. Peter Wells**  
Chairman, Neftex  
Petroleum Consultants

Dr. Peter Wells is an international oil and gas expert with over 30 years technical and business experience, including at senior levels with major oil companies such as Shell and BP, in the Middle East, Caspian region and West Africa. He has led negotiations in several major oil and gas deals in the Middle East and Caspian regions, most notably in Azerbaijan in the 1990s for BP and in Iran. Dr. Wells is Chairman of the UK-based geological consulting company Neftex Petroleum Consultants. He is also an advisor to Toyota Motor Company on world oil and gas supply and Middle East affairs.



**Tom Wright**  
Executive Director,  
Regional Plan Association

As Executive Director, Tom Wright has directed dozens of projects and manages a staff of 35 urban planners and designers, oversees budgeting and fiscal planning for a \$6 million organization, and coordinates a 60-member Board of Directors. Previously, he was the Deputy Executive Director of the New Jersey Office of State Planning where he coordinated adoption of the New Jersey State Development and Redevelopment Plan (2001). He is a Visiting Lecturer in Public Policy at Princeton University's Woodrow Wilson School of Public and International Affairs and is a member of the Forum for Urban Design and the Board of Directors of the Riverside South Planning Corporation and the Arts Council of

Princeton. Tom Wright received a Bachelor of Arts in history and a certificate in American Studies from Princeton University and a Master of Science in Urban Planning as well as a Kinne Fellowship and AICP Award from Columbia University.



**Susan Zielinski**  
Managing Director of  
SMART, University  
of Michigan

Susan Zielinski is Managing Director of SMART at the University of Michigan in Ann Arbor. SMART is a multi-disciplinary, university-wide initiative of UMTRI and the Taubman College of Architecture and Urban Planning. It takes a systems approach to addressing the emerging challenges and opportunities of integrated and sustainable transportation in a rapidly urbanizing world, undertaking implementation-focused research, Living Labs in India, South Africa, Europe, Brazil, and the U.S., education, and global learning exchange on a range of issues related to the future of transportation. Before joining SMART, Ms. Zielinski spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. She worked for over 15 years in the Planning Department at the City of Toronto, developing and leading transportation and livability policies and initiatives.

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## Conference Co-Organizers

### Urban Age Institute

## URBAN AGE INSTITUTE

Urban Age Institute is an international non-profit organization with a special focus on linking urban leaders and innovators with one another and with key partners: smart businesses, concerned foundations, effective national government agencies, and multilateral institutions. Organizing and managing this conference is one of several channels through which Urban Age offers leading ideas and innovations on sustainable city development. *Urban Age Magazine* was founded inside the World Bank in 1992, and became an independent non-profit organization 2000. Some of Urban Age's pioneering research was sponsored by the Gordon and Betty Moore Foundation. Contracts and others grants have been received from Rockefeller Borthor Fund, Teijin Ltd. (Tokyo), CityNet, World Health Organization, UN-Habitat, the Government of Canada, the German Government's GTZ, Mercedes and many others. [www.urbanage.org](http://www.urbanage.org)

### Regional Plan Association



Regional Plan Association is America's oldest and most distinguished independent urban research and advocacy organization. RPA works to improve the economic competitiveness, infrastructure, sustainability and quality of life of the New York-New Jersey-Connecticut metropolitan region. A cornerstone of our

work is the development of long-range plans and policies to guide the growth of the region. Through the America 2050 program, RPA also provides leadership in the Northeast and across the U.S. on a broad range of transportation and economic-development issues. RPA's newest program, energy policy, is focused on transitioning the tri-state region to a clean-energy economy. RPA, a not-for-profit organization, enjoys broad support from the business, philanthropic, civic and planning communities. [www.rpa.org](http://www.rpa.org)

## Presented by

### Toyota



Toyota presents Meeting of the Minds each year. As the world's largest automaker, Toyota operates under a global earth charter that promotes environmental responsibility throughout the entire company, and recognizes the need for comprehensive approaches to the effective use of resources and to the reduction of pollution and global warming. For more than a decade, Toyota has pursued development of an "ultimate eco-car" that satisfies the needs of a mobile society and is friendly to both people and the earth. Toyota is the recognized leader in hybrid technology, having pioneered the world's first mass-produced gas/electric hybrid car, the Prius, which launched in Japan in 1997 a full two years before any other manufacturer. While hybrids remain at the forefront of Toyota's "ultimate eco-car" development, the company is researching and developing many alternative fuel and vehicle powertrains, such as fuel cell hybrid and plug-in hybrid vehicles. Beyond the vehicles

themselves, Toyota's environmental commitment extends to every stage of producing and selling vehicles. For example, many of Toyota's manufacturing plants have achieved zero landfill, their Sales and Marketing headquarters campus in California has one of the largest commercial Gold LEED certified buildings, and their Vehicle Distribution Center in Oregon is not only Gold LEED certified, but has also received a "Salmon Safe" certification. [www.toyota.com/esq](http://www.toyota.com/esq)

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Cisco's Internet Business Solutions Group (IBSG), the company's global consultancy, helps leaders from the world's largest public and private-sector organizations solve their most pressing challenges. By combining strategy, process, technology, and innovation, Cisco IBSG industry experts work with customers to take their visionary ideas from concept to reality. We achieve this by designing innovative solutions and then integrating them with advanced technologies to develop strategic roadmaps that optimize results and increase efficiency. We draw on a unique combination of extensive industry experience, business acumen, and technical knowledge to advise many of the world's leading organizations on how to achieve their strategic objectives. IBSG comprises more than 200 industry experts and business strategists who have deep experience in 10 global industry sectors. Cisco believes that cities must stay in step with dynamic global changes to improve quality of life for its citizens—for example, providing them with seamless access to public services and information or enabling them to reduce their carbon footprints. Public-private partnerships can forge blueprints, policies, and practices that help create connected, attractive, and sustainable 21st-century cities. IBSG is

helping leaders and organizations understand how these new realities—destined to be among the most positive and strategically significant trends in the next 5-10 years—will forever change the way we work, live, play, and learn in urban communities. [www.cisco.com](http://www.cisco.com)

### Schneider Electric



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IBM is a globally integrated enterprise operating in over 170 countries. IBM is bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partners with governments, corporations, thinkers and doers on ground



breaking real world problems to help make the world work better and build a smarter planet.  
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## Philips Lighting

# PHILIPS

Philips is the leading provider of lighting solutions and applications both for professional and consumer markets, dedicated to simply enhancing life with light. With LED technology gaining ground and transforming the lighting industry, Philips sees new opportunities to create innovative lighting solutions and value in all market segments. As society focuses more on the need to combat climate change and sustainability in general, energy efficient lighting solutions are increasingly in demand, and often enforced by legislation. Other trends such as urbanization and globalization, strong economic development and growth in emerging markets as well as consumer empowerment also positively contribute to the growth of the global lighting market. Philips combines technology leadership, design and application knowledge and deep customer insights to create innovative lighting solutions that improve people's lives.

### About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with

strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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## Qualcomm Incorporated

# QUALCOMM®

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere.

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Headquartered near Denver, Colorado, USA, employee-owned CH2M HILL is a global leader in full-service consulting, design, design-build, operations, and program management for public and private clients. With US\$6.4 billion in revenue and nearly 30,000 employees worldwide, CH2M HILL delivers innovative, practical, sustainable solutions—helping clients develop and manage infrastructure and facilities that improve efficiency, safety, and quality of life. The firm has long been recognized as a most-admired company and leading employer. CH2M HILL is an industry-leading program management, construction manage-

ment, and design firm as ranked by *Engineering News-Record* (2011). Visit us at [www.ch2mhill.com](http://www.ch2mhill.com), [twitter.com/ch2mhill](https://twitter.com/ch2mhill) and [facebook.com/ch2mhill](https://facebook.com/ch2mhill).

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## Humanitas



# HUMANITAS

Humanitas is a unique winery with a very compelling story. Simply, we make wine, sell it and give the profits to charity. Specifically, the profits go to find solutions to three very primary issues – housing, hunger and education. We’ve chosen Habitat for Humanity and the Food Bank network of Feeding America as the specific charities. However, we try to support whatever charity addresses these issues community by community.

You see, we don’t give the funds to the national headquarters of these charities. Rather, we give back to the regional chapters in the areas where the wine was purchased. In this way, by enjoying Humanitas, you are giving back to your own community.

But Humanitas is first and foremost about the wine. We are serious wine people – pure & simple. Our goal is to make outstanding wines. We also want to ‘do something good for the world’ — we married the two passions and Humanitas was born. Humanitas – really delightful wine passionately crafted by a band of folks having a great time doing a good thing. We hope to change the world one sip at a time. Please join us and drink charitably.

[www.humanitaswines.com](http://www.humanitaswines.com)

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## Jones Lang LaSalle



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Jones Lang LaSalle is a financial and professional services firm specializing in real estate services and investment management. More

than 30,000 employees in 750 locations in 60 countries serve the local, regional and global real estate needs of those clients, growing our company in the process. In response to changing client expectations and market conditions, Jones Lang LaSalle assembles teams of experts who deliver integrated services built on market insight and foresight, sound research and relevant market knowledge. We attract, develop and reward the best, and most diverse, people in our industry, challenging them to develop enduring client relationships built on quality service, collaboration and trust. [www.us.am.joneslanglasalle.com](http://www.us.am.joneslanglasalle.com)

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# Silicon Valley Bank >

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## SOM

# SOM

Skidmore, Owings & Merrill LLP (SOM) is one of the leading architecture, interior design, engineering, and urban-planning firms in the world, with a reputation for design excellence and a portfolio that includes some of the most important architectural accomplishments of the 20th and 21st centuries. Since its inception, SOM has been a leader in the research and development of specialized technologies, new processes and innovative ideas, many of which have had a palpable and lasting impact on the design profession and the physical environment.

Since SOM's beginnings, the firm's work has ranged from the architectural design and engineering of individual buildings of all typologies to the master planning and design of entire communities. The resulting portfolio includes more than 15,000 projects located in 50 countries around the world. Architect Magazine named SOM the number one architecture firm in the United States, calling the firm "for 75 years the bluest chip in the American design portfolio." SOM is the first firm ever to be awarded the Gold Medal in Architecture from the National Arts Club.

SOM has received more than 1500 design awards including the first Firm of the Year Award, awarded in 1961 by the American Institute of Architects for design excellence. Honored again in 1996, SOM is the only firm to have won this prestigious award twice. [www.som.com](http://www.som.com)

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## The Annie E. Casey Foundation

### The Annie E. Casey Foundation

The Annie E. Casey Foundation is one of the largest private foundations in the nation, with total assets (fair market value) at the end of 2010 at more than \$2.7 billion. The Foundation provides about \$122 million in grants each year and is ranked among the top philanthropies for charitable giving. The Foundation's primary mission is to foster public policies, human services, and community supports that more effectively meet the needs of vulnerable children and families. Headquartered in Baltimore, Maryland, the Annie E. Casey Foundation has been working to promote the well-being of our nation's most vulnerable children for more than 60 years. Established in 1948 by UPS co-founder Jim Casey and his siblings in honor of their mother, the Foundation's first grants supported a camp for disadvantaged children near the Casey family home in Seattle. Later, Jim Casey steered the Foundation's efforts toward finding more stable, permanent homes for children—reflecting his belief that the future chances of kids depend largely on what their parents and families are able to provide emotionally and financially. In pursuit of that goal, Jim Casey established programs throughout New England that later became Casey Family Services. Operating today as the Foundation's direct services agency, Casey Family Services works directly with families and child welfare professionals to ensure that every child has a safe, nurturing, and permanent family. The agency has divisions in Connecticut, Maine, Maryland, Massachusetts, New Hampshire, Rhode Island, and Vermont. The Casey Foundation supports a diverse range of efforts designed to build better futures for millions of children at risk of poor educational, economic, social, and health outcomes. These investment areas include:

- designing and delivering services to secure and sustain lifelong family connections for children and youth;

- advocating for reforms in public human service systems to ensure that they operate effectively and efficiently to strengthen families;
- expanding social and economic security for families in poor communities;
- gathering and promoting the use of data as a tool for change; and
- transforming tough and isolated communities into family-supporting environments.

The Annie E. Casey Foundation makes grants that help states, cities, and neighborhoods create more innovative, cost-effective responses to these needs. Grant making is limited to initiatives in the United States that have significant potential to demonstrate innovative policy, service delivery, and community supports—especially investments that encourage long-term strategies and partnerships to strengthen families and communities. [www.aecf.org](http://www.aecf.org)

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## WSP Group



WSP is a global design engineering and management consultancy specialising in Property, Transport & Infrastructure, Industry and Environment projects. We work with clients worldwide to create built and natural environments for the future.

Established in the UK in the '70s and listed on the London Stock Exchange since 1987, the company has grown through strategic development into one of the largest international consultancy groups in the world employing around 9,000 staff worldwide.

WSP operates as a specialist in the property, transportation and infrastructure, environment and energy and management and industrial sectors providing a full range of services from planning through to design, implementation and maintenance.

Thanks to its multi-disciplinary capability, WSP can offer fully-integrated delivery teams to local and global clients. We have a strong

commitment to local business development and sustainability in all of the countries where we operate.

With a proven track record of major project delivery for our clients, WSP has established a world-class client base and enjoys a high level of repeat business.

Clients include government departments and agencies, leading private and public sector organisations and major multi and bilateral international financial institutions.

WSP Group has extensive international experience in America, UK, Europe, Africa, Asia, India, Asia Pacific and the Middle East gained through working all over the world. We currently have around 200 offices in 30 countries.

Working in partnership with our clients, we are able to bring knowledge, expertise, innovation and enthusiasm to any project. [www.wspgroup.com](http://www.wspgroup.com)

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## Consul General of the Netherlands



Kingdom of the Netherlands

### Consul General Bart van Bolhuis

Bart van Bolhuis was appointed as representative for the Kingdom of the Netherlands in the 13 westernmost United States in August 2009. He and his team, based in San Francisco and Los Angeles, focus on mutual investments in innovation: water and energy, food and nutrition, life science and health, and creative industries.

From 2003 to 2009, Bart van Bolhuis was Director for Foreign Trade and Investment at the Ministry of Economic Affairs and Secretary of the Dutch Trade Board. Bart has been and continues to be an advocate for private-public cooperation designed to increase Dutch competitiveness in globalizing markets. In this regard, he took the initiative for the creation of the Dutch Design Fashion and Architecture cooperation.

Bart began his career in the UN Department at the Netherlands Ministry of Foreign Affairs. Afterwards, at the Ministry of

Economic Affairs, he was involved in the creation of the European Market and the Economic and Monetary Union. In 1992, with the agency of the Ministry of Economic Affairs, he established the PSO Programme, which assisted new European Union members to adapt to EU requirements and helped to position Dutch business in developing markets in Eastern Europe.

From 1998 to 2002, Bart van Bolhuis led the 'Euroteam' at the Ministry of Finance, which was responsible for the successful introduction of the Euro currency in the Netherlands.

Bart van Bolhuis holds a Master's Degree in International Law from the University of Amsterdam.

## Key Partners

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### San Francisco Mayor's Office of Civic Innovation



Mayor's Office of  
Civic Innovation

The Mayor's Office of Civic Innovation works to solve emerging or long-standing challenges through new approaches and ideas. Their 2012 Innovation Portfolio can be found at: <http://innovation.sfgov.org>

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### Lincoln Institute of Land Policy



The Lincoln Institute of Land Policy is a leading resource for key issues concerning the use, regulation, and taxation of land. Providing high-quality education and research, the Institute strives to improve public dialogue and decisions about land policy. As a private operating foundation whose origins date to 1946, the Institute seeks to inform decision making through education, research, policy evaluation, demonstration projects, and the dissemination of information, policy analysis, and data through our publications, Web site, and other

media. By bringing together scholars, practitioners, public officials, policy makers, journalists, and involved citizens, the Lincoln Institute integrates theory and practice and provides a nonpartisan forum for multidisciplinary perspectives on public policy concerning land, both in the U.S. and internationally. [www.lincolninst.edu](http://www.lincolninst.edu)

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### Presidio Graduate School



PRESIDIO  
GRADUATE SCHOOL

Presidio Graduate School educates and inspires a new generation of skilled, visionary and enterprising leaders to transform business and public policy and create a more just, prosperous and sustainable world. Through innovative MBA, MPA, Dual Degree and Executive Certificate programs in Sustainable Management, Presidio activates students and professionals across a range of disciplines, industries and sectors to bridge the gap between commerce and the common good.

Driven by our mission, Presidio has become a top-ranked graduate school transforming the way students and graduates think about, and apply solutions to, the world's most pressing sustainability challenges. Through our affiliation with Alliant International University, Presidio is accredited by the Western Association of Schools and Colleges.

In 2003, Presidio pioneered the field of sustainable management education with 22 students, a handful of faculty and an educational philosophy grounded in pragmatic concepts that integrate systems thinking and sustainability throughout all our programs. Today, Presidio has an accomplished team of over 45 faculty and staff, an outstanding board of directors, 250 students, over 500 alumni at the forefront of the sustainability field and a global reputation.

During the next decade, we seek nothing short of becoming the world's premier training ground, research center and convener for sustainable management, located in the heart

of the field, the San Francisco Bay Area, and in a remarkable place, Presidio National Park, which gives shape and meaning to so much of what we believe in – the union of business and policy, of community and ecology.

As the key developer of the next generation of leaders, we believe higher education has the responsibility to provide graduates with the tools and knowledge to create a more just, prosperous and sustainable world. Over time, Presidio will leverage its core asset—our unique educational model—to help guide academic and educational institutions worldwide to adopt our approach. Our vision is that every graduate program will integrate sustainability in content and delivery, and that Presidio, already looked to as a leader in sustainability education, will guide this evolution. [www.presidioedu.org](http://www.presidioedu.org)

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### The Ford Foundation - Metropolitan Opportunity Program



## FORDFOUNDATION

The Ford Foundation is an independent, nonprofit grant-making organization. For 75 years it has worked with courageous people on the frontlines of social change worldwide, guided by its mission to strengthen democratic values, reduce poverty and injustice, promote international cooperation, and advance human achievement. With headquarters in New York, the foundation has offices in Latin America, Africa, the Middle East, and Asia.

[www.fordfoundation.org/issues/metropolitan-opportunity](http://www.fordfoundation.org/issues/metropolitan-opportunity)

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### SPUR



## SPUR

Through research, education and advocacy, SPUR promotes good planning and good government in the San Francisco Bay Area.

SPUR's history dates back to 1910, when a group of young city leaders came together to improve the quality of housing after the 1906

earthquake and fire. That group, the San Francisco Housing Association, authored a hard-hitting report which led to the State Tenement House Act of 1911.

In the 1930s, SFHA continued to advocate for housing concerns. In the 1940s, SFHA merged with Telesis, a group of graduates from UC Berkeley's city planning program, to become the San Francisco Planning and Housing Association in 1942. In the same year, the Association landed another major success with the creation of San Francisco's Department of City Planning.

In the 1950s, SFPHA pushed for the revitalization of San Francisco as the Bay Area's central city, in an effort to curb suburban sprawl and channel growth back into the urban core. In 1959, the San Francisco Planning and Housing Association was reorganized into the San Francisco Planning and Urban Renewal Association—and later, the San Francisco Planning and Urban Research Association—to be the citizens' voice for good planning.

Over the next five decades, SPUR built support for land use, transportation and investment strategies to support center-oriented growth and urban economic vitality. Since then, SPUR has been involved with virtually every major planning decision in the city.

In May 2009, the opening of the 14,500 square-foot SPUR Urban Center opened a major new chapter in the life of the organization and in civic planning in San Francisco. Located in the heart of the Yerba Buena cultural district, the Urban Center provides a common ground for citizens to come together in fruitful, forward-thinking conversation.

In a city dominated by single-interest politics, SPUR plays the crucial role of uniting citizens to jointly craft solutions to our common problems.

SPUR is a member-supported, nonprofit organization. [www.spur.org](http://www.spur.org)

### International Water Association



**International  
Water Association**

The International Water Association (IWA) is the global network of 10,000 water professionals spanning the continuum between research and practice and covering all facets of the water cycle.

The IWA network is structured to promote multi-level collaboration among its diverse membership groups to create innovative, pragmatic and sustainable solutions to challenging global water needs. [www.iwahq.org](http://www.iwahq.org)

### Greenprint Foundation



**GREENPRINT  
FOUNDATION**

Greenprint Foundation is a worldwide alliance of real estate owners, investors, financial institutions and other industry stakeholders committed to reducing carbon emissions across the global property industry. Greenprint Foundation is a catalyst for change, taking meaningful, immediate and measurable actions to generate solutions that improve the environment through energy efficiency while demonstrating the correlation with increased property values. Greenprint focuses on reducing the carbon footprint of the built environment, which currently represents one third of all carbon emissions. Greenprint works to achieve its carbon reduction goals through education and action.

The Greenprint Foundation has recently become the ULI Greenprint Center for Building Performance, a dedicated center of research and programming at the Urban Land Institute. [www.greenprintfoundation.org](http://www.greenprintfoundation.org)



**USGBC  
NORTHERN CALIFORNIA**

The U.S. Green Building Council - Northern California Chapter (USGBC-NCC) is a 501(c)(3) California public benefit corporation that educates, inspires, and provides resources for industry transformation to build and maintain sustainable communities.

USGBC-NCC is part of a network of approximately 65 USGBC Chapters throughout the United States which represent USGBC in their respective regions. Located in a region which is equivalent to the 10th largest economy of the world\*, NCC is one of the largest USGBC Chapters in the country, a recipient of several USGBC Excellence Awards, and the leading green building organization in Northern California. The Chapter is headquartered in San Francisco, and has branches in the Mount Diablo region of the East Bay, Monterey Bay, Sacramento, San Francisco Bay Area, and Silicon Valley.

The leadership team consists of the Board of Directors who oversee chapter policy, an executive director who manages operations and staff, and several volunteer committees that contribute to the development and operation of the chapter's activities. [www.usgbc-ncc.org](http://www.usgbc-ncc.org)

### Bay Area Council Economic Institute



The Bay Area Council Economic Institute is a partnership of business with labor, government, higher education, and philanthropy, that works to support the economic vitality and competitiveness of the Bay Area and California. Its work builds on the twenty-year record of fact-based economic analysis and policy leadership of the Bay Area Economic

Forum, which merged with the Bay Area Council in January 2008. [www.bayareaeconomy.org](http://www.bayareaeconomy.org)

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## CEOs for Cities

# CEOs FOR CITIES

CEOs for Cities is a global learning community and partnership network that connects urban leaders to each other and to smart ideas and practices for making cities successful. We connect across sectors, borders, levels and generations in more than 40 North American cities. Participation in CEOs for Cities is an investment in making cities smarter and our nation successful. [www.ceosforcities.org](http://www.ceosforcities.org)

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## Urban Land Institute

# ULI Urban Land Institute

Urban Land Institute's mission is to provide leadership in the responsible use of land, and in creating and sustaining thriving communities worldwide. In ULI's New York District Council, the Sustainable Building Council, comprised of a select group of large New York City landlords, investors, managers and sustainable development consultants, has as its primary purpose the "greening" of New York's existing building inventory. The Council's focus is to share sustainable best practices, explore ways to reduce our carbon footprint and engage industry and governmental groups with the goal of creating useful and practical sustainable programs and goals. [www.uli.org](http://www.uli.org)



# Meeting of the Minds Staff

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**Jessie Feller**  
Managing Director,  
Meeting of the Minds

Jessie has been the Director of Meeting of the Minds since 2010. She is also a Senior

Planner at Regional Plan Association where she launched the regional energy policy program in 2010. She specializes in urban-regional policy and planning, with a particular focus on sustainability and clean energy. She has written numerous articles which have been featured in RPA's Spotlight on the Region, The Hartford Courant, Urban Age Magazine, The Record, NPR, among others.

Previous to RPA, she worked as a cluster specialist at Economic Competitiveness Group, as a Sustainability Fellow at the Portland Development Commission, and started her career at SMWM (now Perkins + Will).

Jessie holds a BA from Vassar College in Urban Studies and Hispanic Studies (Phi Beta Kappa) and a Masters in Environment and Development Studies (honors) from the London School of Economics and Political Science.



**Dave Hahn**  
Director of Communications  
and Content, Meeting  
of the Minds

Dave Hahn is the Director of Communications and

Content for Meeting of the Minds. He leads the organization's digital communications strategy, social media presence, and serves as the editor of the new Meeting of the Minds website - City-Minded.org.

Prior to joining Meeting of the Minds, Hahn enjoyed a successful career as a Broadway conductor in New York City. He served as the Associate Conductor for both Priscilla Queen of the Desert and On a Clear Day You Can See Forever (starring Harry Connick, Jr.). Hahn co-founded MusicianWages.com - the largest website for working musicians - where he oversaw the curation of articles, the optimization of content and the acquisition of advertising.

Dave studied jazz piano in Chicago, marine biology in the South Pacific, and earned his BA in Germanic Studies from Indiana University.

# Thank You

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Enormous thanks to our dedicated Meeting  
of the Minds 2012 team:

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**Text 100**

**And a special thanks to all of the generous  
speakers, sponsors and partners.**

# OPEN C°SF

**OCTOBER 11-12 • 2012 • SAN FRANCISCO**

The San Francisco Bay area is home to many of the world's most innovative companies, from early web pioneers like Wired and Yahoo to relative newcomers like Facebook, Twitter, Uber, Square, and Salesforce.com. Each year, hundreds of new startups are born in the city and beyond, many of which are destined to grow into the next generation of world-changing institutions that will alter the course of technology, media, finance, commerce, transportation, energy, health and more.

What drives this unprecedented level of innovation? In a phrase, we think it's the spirit of open collaboration that has always been the hallmark of San Francisco.

It's in that spirit that a diverse group of organizations has launched OpenCo San Francisco (OpenCoSF), a new kind of conference-as-festival where innovative companies open their doors to host conversation-based salons. They'll share their business vision, outline their founding principles and values, and discuss what it means to be part of the collaborative ecosystem that is the San Francisco Bay area.

OpenCoSF will invite attendees to tour San Francisco's diverse neighborhoods and businesses, from the Mission to the Embarcadero, mid-Market to South Park and beyond. In its pilot year, OpenCoSF will feature more than 75 extraordinary companies, from airbnb to Zynga.

We welcome delegates from Meeting of the Minds. To learn more, please contact [openco@battellemedia.com](mailto:openco@battellemedia.com) or visit [openco.us](http://openco.us).

**Attendees of Meeting of the Minds are welcome to register for free of charge for OpenCoSF at [openco.us](http://openco.us)**

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CEOs  
FOR CITIES



Urban Land  
Institute



USGBC  
NORTHERN CALIFORNIA

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