

growing
sustainable communities
4TH ANNUAL CONFERENCE
Grand River Center | Port of Dubuque | Dubuque, Iowa



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For Immediate Release: 8/29/2011

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IBM's Naghshineh to Deliver Keynote Address at Growing Sustainable Communities Conference

APWA Sustainability Chair D. Michael Mucha to Give Opening Remarks

DUBUQUE, Iowa – Dr. Mahmoud Naghshineh, vice president of services research at IBM Watson Research and director of the IBM Services Innovation Lab, will present the luncheon keynote address at the fourth annual Growing Sustainable Communities Conference, Oct. 12 in Dubuque. The conference's morning keynote address will be given by D. Michael Mucha, chief engineer and director of the Madison, Wis., Metropolitan Sewerage District and chairman of the American Public Works Association's Center for Sustainability.

The conference, held at the Grand River Center in the Port of Dubuque, 500 Bell St., will feature four tracks of educational sessions for municipal government professionals and business leaders. Attendees may register online now at www.GSCDubuque.com. Special "early bird" pricing is available for a limited time. Students may also attend, and the first 100 to register will be admitted free.

Dr. Naghshineh leads a research and development team of IBM top IT services experts worldwide. Previously, he was vice president of technology for IBM Global Technology Services business unit responsible for the technology direction of the service delivery business. From 2005 to 2010, he was the director of services systems and delivery research at IBM Thomas J Watson Research Center with worldwide responsibility for next generation IT services systems, technologies, processes and tools.

From 2003 to 2005, Dr. Naghshineh was a partner at IBM Business Consulting Services, responsible for the federal industry alliances. Prior to that, he was the director of emerging markets at IBM Systems and Technology Group's CTO office.

Dr. Naghshineh joined IBM Systems Group in 1988 and later worked at IBM Research in areas of software and services related to web-based infrastructure, mobile and wireless, secure computing platforms, telecommunications services, and quality-of-service provisioning. In 2002, he was elected as a Fellow of the IEEE, the world's largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity. He has led industry groups, National Science Foundation and other government research conferences and workshops. He has served as the editor-in-chief of IEEE Wireless Communications Magazine and was program co-chair of MobiCom 2001. He was an adjunct professor at the department of electrical engineering, Columbia University from 1997 to 2001. He has published over 100 technical papers and holds a number of IBM outstanding recognition awards and patents. He received his doctoral degree from Columbia University, New York.

D. Michael Mucha became director of the Madison MSD in January after serving as the director of public works for the City of Olympia, Wash., for 11 years. During his tenure in Olympia, he achieved significant reductions in overall community water consumption every year, developed actions to adapt Olympia to sea-level rise and advanced a bold vision of becoming a waste-free community.

Mucha currently serves as the chairman of APWA's Center for Sustainability and is on the faculty of Evergreen State College, Olympia, where he teaches Sustainable Leadership and Decision Making in the MPA Program.

Presented by the City of Dubuque and Sustainable City Network, Inc., the Growing Sustainable Communities conference will teach leaders and staff how to create a balance between environmental, economic and social sustainability in resource management, transportation, and energy efficiency. Additional sessions will focus on sustainability project management, financing options, and community engagement.

The conference will address such topics as green infrastructure, complete streets, electric vehicles, lighting retrofits, green building, materials management, renewable energy, and more. See www.GSCDubuque.com for details.

Three pre-conference workshops and a networking reception at the [National Mississippi River Museum & Aquarium](#) will be held Tuesday afternoon and evening on Oct. 11, with the main conference convening from 8:30 a.m. to 5 p.m. Wednesday, Oct. 12. Special discounted rates at three local hotels are available for a limited time, with rates starting at \$89. The Grand Harbor Resort, the Hotel Julien and the Holiday Inn are all within walking distance of the conference.

The City of Dubuque is nationally recognized as one of the most progressive, successful and sustainable cities in the Midwest. Its picturesque river bluffs, colorful autumn leaves and clean city streets make it truly a "Masterpiece on the Mississippi." The "Sustainable Dubuque" initiative integrates [11 sustainability principles](#) which provide a framework for its strategic planning process and serve as a programming guide for the annual Growing Sustainable Communities Conference.

Sitting at the convergence of Iowa, Illinois and Wisconsin, Dubuque is home to five institutions of higher education, two casino complexes, a greyhound race track, the National Mississippi River Museum &

Aquarium, and hundreds of shops and restaurants that make it a popular tourist destination. This year, Dubuque's job growth was ranked 18th in Moody's analysis of the top 392 metropolitan areas in the U.S. In 2010, Forbes named Dubuque "America's best small city in which to raise a family," and Fast Company magazine called Dubuque "one of the 10 smartest cities on the planet!"

Sustainable City Network's online magazine, sCityNetwork.com, and e-mail newsletters provide municipalities with vetted information on topics ranging from sustainable building practices and energy conservation to the latest technologies in waste management, public transportation, watershed maintenance and pollution control.

The Growing Sustainable Communities Conference is sponsored by: Alliant Energy; A.Y. McDonald Mfg. Co.; Black Hills Energy; The Brick Industry; Cartegraph, Conlon Construction; Cornerstone Environmental Group, LLC; Crescent Electric; Dittmer Recycling; Dubuque 2.0; Dubuque Bank and Trust; East Central Intergovernmental Association (ECIA); The Ferguson Group; FOX Engineering; General Motors Fleet and Commercial; Greater Dubuque Development Corporation; HDR, Inc.; KJWW Engineering Consultants; LED Roadway Lighting; MSA Professional Services; Ourston Roundabout Engineering Inc.; The Petal Project; Premier Bank; RDG Planning & Design; Runde Chevrolet; Snyder & Associates; State Revolving Fund; Strand Associates, Inc.; Unison Solutions; and the University of Dubuque.

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Sustainable Dubuque Logo: <http://tinyurl.com/3jtxt8d>.

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