

growing
sustainable communities
5TH ANNUAL CONFERENCE
Grand River Center | Port of Dubuque | Dubuque, Iowa



presented & hosted by



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Growing Sustainable Communities Conference Returns to Grand River Center, Dubuque

5th Annual Conference Slated Oct. 2-3

DUBUQUE, Iowa – The 5th Annual Growing Sustainable Communities Conference – Midwestern Region is a one-day educational opportunity for municipal professionals, elected officials and business leaders on Oct. 3, 2012, preceded by three concurrent half-day workshops, two mobile tours and a networking reception on Oct. 2.

Registration is now open at

<http://gscdubuque.com>. Discounted pricing is available through Aug. 15. Admission to the one-day conference and luncheon on Oct. 3 is

\$75, which includes admission to the networking reception from 5:30 to 8 p.m. Oct. 2. Admission to the conference, luncheon, a pre-conference workshop and a mobile tour is \$100. Seating is limited so early registration is encouraged. A limited number of hotel rooms have been reserved at the Grand Harbor Resort & Water Park, the Hotel Julien and the Holiday Inn for special conference rates starting at \$89 per night, if booked prior to Sept. 1.



Hosted by the City of Dubuque and Sustainable City Network, Inc., the conference will educate leaders and staff on the latest sustainability ideas, plans and best practices in four distinct programming tracks:

WATER

- 1) Integrated Water Planning;
- 2) Flood Protection;
- 3) Waste Water Treatment Plant Energy Improvements & Generation;
- 4) Best Water Management Practices for Building Owners & Operators.

BUILDINGS/ENERGY

- 1) Sustainable vs. Conventional: A Matrix for Decision Making;
- 2) Best Energy Practices for Building Owners & Operators;
- 3) Beyond Waste: New Technologies for Converting Waste to Energy & Fuel;
- 4) Building a National Network for Local ReUse.

TRANSPORTATION

- 1) Wayfinding Systems: Finding Your Way by Car, Bike or Foot;
- 2) Pedestrian Access Routes & ADA Guidelines;
- 3) Sustainable Asphalt Pavements;
- 4) Alternative Fuel Comparisons for Municipal and Commercial Fleets.

COMMUNITY KNOWLEDGE

- 1) Engagement with True Market Solutions Circles;
- 2) Developing Green Teams;
- 3) Community Engagement Technology;
- 4) Partnering to Build Resiliency.

Keynote speakers slated to address the audience include Rocco Landesman, chairperson of the National Endowment for the Arts; Tracey Grose, research director at the Institute for the Future; Scot Wrighton, city manager of Lavasa, India; and Brian Rauch, vice president of engineering at John Deere, Construction & Forestry Division.

Landesman is a long-time Broadway theatre producer who has produced numerous Broadway shows, the most notable of which include: "Angels In America" (1993 and 1994 Tony, Best Play), and "The Producers" (2001 Tony, Best Musical). He was also heavily involved in the genesis and development of "Big River" (1985 Tony, Best Musical), a musical based on Huckleberry Finn. Landesman's involvement included persuading Roger Miller to write the music for the show, which ultimately won seven Tonys and ran for more than 1,000 performances on Broadway over two and a half years.

Grose will speak about the signs of resilience and growth in the clean energy economy. Since the oil crisis of the 1970s, some states' local communities have made progress shifting toward a cleaner, more productive economy while others are not adapting to our changing context, Grose says. She'll talk on how the U.S. is shifting from the incumbent business-as-usual curve to the emergent curve toward a more resilient, resource-productive future. Pioneering public policy including energy efficiency standards, a renewables portfolio standard, a cap on greenhouse gas emissions and vehicle emissions standards are supporting the growth of new markets for products and services that help us achieve our environmental goals while also growing new economic opportunities. Recent original research results completed on behalf of Next 10, a California-based nonprofit, and others suggest that the clean energy economy is showing signs of resilience, and even growing, coming out of the recent economic downturn, according to Grose.

Wrighton will speak on Lavasa, the first and largest post-independence planned city in India, created in part to develop and implement a replicable model for an "operationally integrated, sustainably managed" city. It is a laboratory for putting sustainability into the daily practices, governance and life of a city, Wrighton says. He says Lavasa has learned that even though operational sustainability must be customized to a city's unique environment, many standards and measurement tools for quantifying

success can be generalized to cities everywhere. Wrighton is manager of this privately-funded urban development that is being planned for approximately 300,000 permanent residents, with facilities for about two million tourists per year and an employment base of about 97,000. The city is being developed following the principles of New Urbanism, an urban design concept that promotes walkable neighborhoods containing a range of housing and employment types.

Rauch's presentation will focus on the impacts of the growing global economy and population. The world population is growing in areas least able to support growth due to lack of infrastructure and the risk of pandemic disease, Rauch says. The developed economies are declining in population and rapidly aging. These dynamics, along with a global demand for more proteins in our diets, puts an incredible burden on agriculture and infrastructure to double the world's food supply by 2050 without substantially increasing the amount of farmed land. The burden is on efficiency, infrastructure and political stability, he says.

Complete session descriptions and updates can be found at <http://gscdubuque.com/programming.htm>.

The conference is sponsored by A.Y. McDonald, Cartegraph, Crescent Electric, Dittmer Recycling, Dubuque Bank & Trust, Eagle Point Solar, Gallagher Asphalt, HDR Engineering, Hoffman LLC, HR Green, John Deere, Premier Bank, Runde Auto Group, True North Companies, Unison Solutions, and Waste Management.

Last year's event was attended by about 350 people. Here's what attendees had to say about the conference:

"The Sustainable Communities conference was packed with useful, timely, relevant sessions on a variety of topics - from stormwater to recycling to energy efficiency. I found the sessions both engaging and full of good tips that I'll bring back to my city!"

"This was wastewater plant director crack. I couldn't get enough. Great stuff!"

"Dubuque's commitment to hosting this conference, and doing it so incredibly well, really reflects their commitment to sustainability. The city knows that their "green" impact can be multiplied by assisting other cities in implementing sustainability, and it's not about competition, but rather moving forward collectively and improving upon what others have learned."

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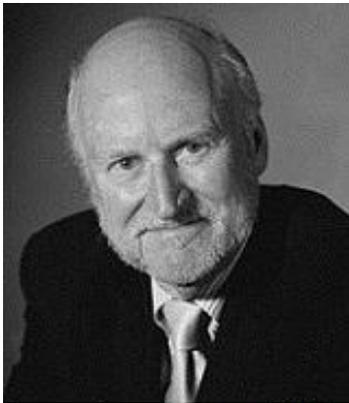
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Sustainable Dubuque Logo: <http://tinyurl.com/3jtxt8d>.

SCN Logo: <http://tinyurl.com/246mlam> SCN Logo (horizontal): <http://tinyurl.com/29n8t79>



Rocco Landesman, NEA



Scot Wrighton, Lavasa



Tracey Grose, Institute for the Future



Brian Rauch, John Deere