

The Brick Industry Association Proudly Presents

PREPARING FOR THE NEXT ROUND OF GROWTH

December 13, 2011

An exclusive event for architects and urban planners

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PREPARING FOR THE NEXT ROUND OF GROWTH

An exclusive event for architects and urban planners

Please join us at the National Building Museum on
December 13th for an inspiring day of learning and discussion.



The Brick Industry Association is pleased to present this special event for architects and urban planners. Come join us to learn how communities are planning for smart growth and sustainability in the years to come.



Emerging Trends of 21st Century Cities

Mitchell Silver, AICP, PP

President of the American Planning Association

Chief Planning Officer, City of Raleigh



Washington: America's City of the Future

Harriet Tregoning

Director of the Office of Planning

District of Columbia

Lecture Description: The 21st century will bring rapid change to cities across the United States. Over the next 20 years, some cities will grow, while others will remain flat or shrink. What are the emerging trends and forces driving this change? What are the biggest challenges planning and design professionals face? What innovative approaches are planners and design professionals using to prepare cities to be resilient and sustainable in the future? This session will feature two cities (Raleigh, NC and Washington, DC) that are at the leading edge of best and next practices to prepare cities for the 21st century challenges and opportunities.

Biography: Mitchell Silver is President of the American Planning Association (APA) and is also the Chief Planning & Economic Development Officer and Planning Director for Raleigh, North Carolina. Silver is an award-winning planner with more than 25 years of experience in the public and private sectors. Known by his colleagues as a creative thinker, problem-solver and visionary leader, Silver has been at the center of many cutting edge trends, innovative solutions and visionary plans. As Planning Director in Raleigh, he has led the comprehensive plan update process to create a vibrant 21st century city. He is now overseeing a rewrite of the City's Development Code. Silver's work and commentary has been featured in Time.com, the *New York Times*, *Planning Magazine*, CNBC.com, the *Triangle Business Journal*, *Crain's Business Journal*, and National Public Radio (NPR).

Biography: Harriet Tregoning is the Director of the Washington DC Office of Planning, where she works to make DC a walkable, bikeable, eminently livable, globally competitive, and sustainable city. Prior to this she was the director of the Governors' Institute on Community Design and co-founder, with former Maryland Governor Glendening, and Executive Director of the Smart Growth Leadership Institute. Tregoning served Governor Glendening as both Secretary of Planning and then as the nation's first state-level Cabinet Secretary for Smart Growth.



Evolution of LEED - Looking Towards 2012

Brendan Owens

Vice President for LEED Technical Development

U.S. Green Building Council

Lecture Description: LEED has been about creating market transformation. It has been doing that and will continue to do so in the future. An overview of the history of LEED's past development and of where the green building market is going will be presented. A brief update to the rating system planned for 2012 will also be provided. These discussions will attempt to put the changes proposed for LEED 2012 into both a business and economic context.

Biography: During his time at USGBC, Brendan Owens has led development activities for several LEED rating systems including the most recent LEED 2009 technical updates. Owens is a delegate to the UNEP/SBCI (United Nations Environmental Programme/Sustainable Buildings & Construction Initiative) Think Tank on Benchmarking Sustainable Buildings and represents USGBC on the executive committee for Standard 189.1. He is also on the board of directors for the New Buildings Institute. Prior to joining USGBC, Owens worked designing, implementing, and verifying performance contract based energy conservation projects in existing buildings.

Moderators

Brian Trimble, PE, LEED AP, Brick Industry Association

Biography: Brian has more than 24 years experience in the masonry industry, assisting design professionals in the design of brick and masonry structures. He is a frequent lecturer to local and national construction industry groups and has authored many articles and papers on various masonry subjects. Brian started his career with a brick manufacturer and worked for four years with the International Masonry Institute coordinating activities in the Mid-Atlantic Region. Brian has worked at BIA for more than 17 years serving in various positions. He now heads up architectural and builder outreach in the 17-state Midwest/Northeast Region for BIA.

Brandie Schaeffer, LEED AP, Brick Industry Association

Biography: As Director of Community Planning for the Midwest/Northeast Region of the Brick Industry Association, Brandie works with communities in a 17-state area to educate and encourage planners and elected officials about the benefits of designing with brick. She has worked with local governments through her work experience as a planner for law and engineering firms focusing on land development including commercial, single family, multi-family, and mixed-use projects. Brandie serves on the Virginia Chapter of the American Planning Association's Legislative Committee and served as a delegate at the National Delegate Assembly for the Commonwealth of Virginia. Brandie holds a Masters Degree in Urban and Regional Planning from Virginia Tech.

SEATING IS LIMITED! REGISTER ONLINE TODAY AT:

www.gobrick.com/NBMevent

The cost to attend is only \$25 and students with a valid ID are free. Payment is due at the time of registration. Simply log on to www.gobrick.com/NBMevent to:

- Register online with a credit card.
- Print the online registration form and fax it with credit card information to 703-620-3928 or mail it with a check.

For information, call or email Kelly Ewell at 703-674-1544 or kewell@bia.org.

This event is sponsored by:

- Frederick Block, Brick & Stone
- General Shale Brick
- Glen-Gery Brick Center
- L.C. Smith, Inc.
- L&L Supply Corporation
- Potomac Valley Brick and Supply Company



Seminar Schedule

8:30 A.M. –9:00 A.M.	Registration
9:00 A.M. –10:00 A.M.	Mitchell Silver, AICP, PP
10:00 A.M. –11:00 A.M.	Harriet Tregoning
11:00 A.M. –12:00 P.M.	Brendan Owens
12:00 P.M. –12:30 P.M.	Q&A Session
12:30 P.M.	Lunch

Date: December 13, 2011

Place: Auditorium – G Street Entrance, First Floor;
Lunch will be in the Pension Commissioner's Suite, Second Floor



3 AIA/CES credit hours available



3 CM credit hours available

About the Brick Industry Association

For more than 75 years, the Brick Industry Association has been the recognized national authority on designing and building with clay brick. BIA offers a broad range of technical and research services to architects, designers, and local governments, handling over 5,000 technical support requests each year. BIA's *Technical Notes on Brick Construction*, *Brick in Architecture*, *Builder Notes*, sustainability and green building design resources, and an extensive array of design and construction guides are available to assist architects, designers, and urban planners.

For more information, log on to www.gobrick.com.

The National Building Museum's Great Hall: The Perfect Setting to Discuss Design



The National Building Museum's historic home is based on an impressive Italian Renaissance design. The Great Hall features a central fountain and eight colossal Corinthian columns—among the tallest interior columns in the world. This National Historic Landmark has been from the outset a sought-after spot for gala events, including numerous presidential inaugural balls, and serves a distinguished clientele of corporations, associations, foundations, and individuals.

National Building Museum
401 F Street NW
Washington, D.C. 20001
www.nbm.org