

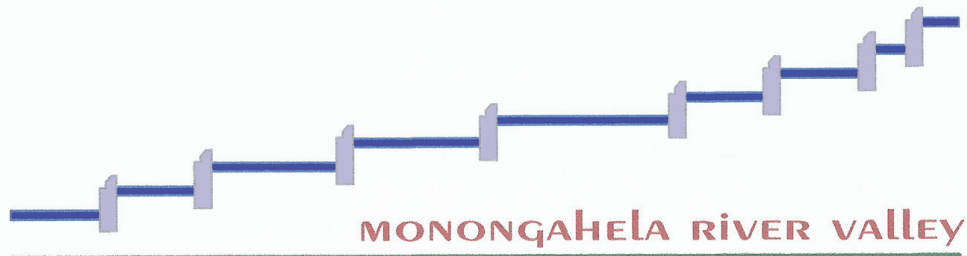
MON RIVER TOWN SUMMIT *"Unlock the Opportunities"*

SEPTEMBER 14, 2016
CALIFORNIA UNIVERSITY CONVOCATION CENTER
8:00 A.M. - 12:00 P.M.



The Mon River Town Program launched in 2010 for the purpose of connecting communities to the growing outdoor recreational market through a bordering river or waterway. Like land-based trails, recreational water trails are attracting growing numbers of users: paddlers, motorized boaters, anglers, wildlife viewers and folks that just want to be near water. Not only offering increased quality of life to residents, waterways can also mean an economic boost from visitors and investors. The River Town Program offers technical assistance and additional capacity in grant-writing, riverfront planning, river related events and activities, infrastructure and amenity improvements, business attraction and marketing. www.monrivertowns.com.

The Mon River Valley Coalition developed as the River Towns recognized the value of working together to improve their riverfronts, encourage business growth, attract additional investment and market the region. The Coalition meets quarterly and is co-directed by the River Town Program and National Road Heritage Corridor. This program is supported by the Claude Worthington Benedum Foundation and welcomes anyone interested in improving the Mon River Valley. www.monrivercoalition.org



MON RIVER TOWN SUMMIT

"Unlock THE OPPORTUNITIES"

PROGRAM

8:00 am – 8:30 am

Registration, Breakfast and Networking

8:30 am – 8:45 am

The Mon River Town Program—The Successes and its Future

Cathy McCollom, Principal, McCollom Development Strategies, LLC

Donna Holdorf, Executive Director - National Road Heritage Corridor

8:45 am -9:30 am

Waterfront Development Tax Credit – What it Means for Mon River Towns

Jay Sukernek, Vice President, CFO, Riverlife

9:45 am -10:30 am

Greenspace, Recreation and Resilient Economies - A New Perspective

Lisa Brown, Director of Environmental Initiatives and Projects for Economic Development South

10:45am - 11:10 am

River Towns: A Statewide Perspective

Lindsay Baxter, Program Manager, Energy & Climate, Pennsylvania Environmental Council

11:10 am – 11:30 am

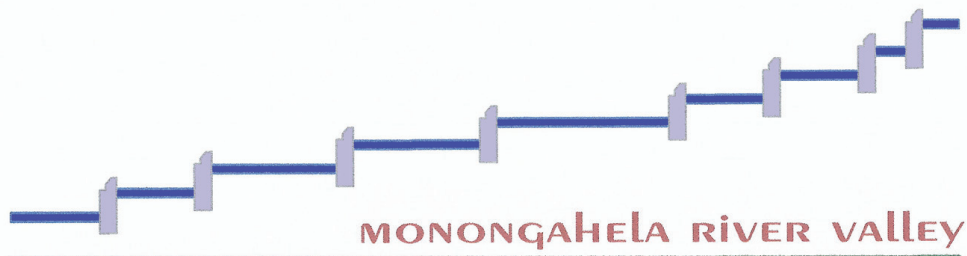
The Improving Mon River - Locks & Dams & Sustainable Energy Opportunities

John Confer, Professor, California University of Pennsylvania

SPEAKERS

Cathy McCollom is the Director of the River Town Program and is principal of McCollom Development Strategies, LLC a firm specializing in assisting smaller communities to build on existing assets to strengthen their economies. www.mccollomds.com. Prior to launching the River Town Program, Cathy served as the first trail towns director for the Great Allegheny Passage rail trail. She has over 30 years of community and economic development experience and the firm has offices in Confluence and Pittsburgh.

Donna Holdorf is the Executive Director of the National Road Heritage Corridor - one of twelve Pennsylvania State Heritage Areas - has over 30 years of professional experience in business and strategic planning, branding/marketing, community development and creating opportunities for economic growth. Holdorf has a broad base of experience having spent 12 years as an industry recruiter, trainer and "headhunter", and as a sole proprietor before entering the field community and economic development first with Westmoreland County Industrial Development Corporation as Director of Public Relations, then as a Chief of Staff to a Westmoreland County Commissioner.



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SPEAKERS

Jay Sukernek joined Riverlife in March 2010, and is currently VP /CFO. He is responsible for coordinating all facets of business operations and administration, including budgeting and reporting, and day-to-day management of various capital projects with investments totaling over \$50 million. In addition, Jay is responsible for managing and coordinating relationships with private sector stakeholders, staff and elected officials at all levels of government, facilitating funding and policy matters, identifying funding opportunities, synching public policy initiatives with Riverlife's mission and leading lobbying efforts. Most recently, he worked with CMU's Remaking Cities Institute to complete Riverlife's 2014-2023 Strategic Plan that outlines the organization's programmatic, outreach, development and business goals.

Lisa Werder Brown is the Director of Environmental Initiatives and Projects for Economic Development South (EDS), a non-profit community and economic development corporation extending along Route 51 from the Liberty Tunnels to the Mon River with over 110,000 residents and 3,500 businesses. The main focus is Saw Mill Run, a stream that flows along Rte 51, and ties municipalities to shared environmental issues: storm water runoff and sewage overflows. Lisa works closely with communities to identify opportunities to implement Best Management Practices for storm water mitigation. Since joining EDS in 2014, Lisa has created a new vision for Rte 51 – the region's first Green Boulevard - and has pulled together a diverse coalition including the US Army Corps, Penn State Center, City of Pittsburgh, PWSA, GTech, local municipal leaders, and Allegheny Land Trust, to pursue this vision. The Green Boulevard will balance passive recreation, natural green space, a restored stream, and quality development to improve the quality of life in adjacent communities.

Lindsay Baxter is the Program Manager, Energy and Climate with the Pennsylvania Environmental Council, the statewide non-profit organization which originally launched the Mon River Town Program and is actively involved in river town programs in three other regions of the state. She served as the project manager for river town programming between 2011-2015. Prior to joining PEC in 2011, Baxter was the first Sustainability Coordinator for the City of Pittsburgh. She has a BA from Allegheny College and an MS in Environmental Science and Management from Duquesne University.

Dr. John Confer is a California University of Pennsylvania Professor in the Earth Sciences Department. His professional and personal interests and expertise include: parks and recreation, including history/philosophy of recreation and leisure; recreation evaluation and research; computer applications in recreation, parks and tourism; recreation programming and leadership; recreation administration and management; and trends in recreation and leisure. He is most interested in natural resource recreation, outdoor and adventure recreation, park management, forest recreation, nature-based tourism, ecotourism, heritage tourism, commercial recreation, agri-tourism, edu-tourism, geo-tourism and sustainable tourism and geographic information systems in parks and recreation management.