



A TWO-DAY SUMMIT FOCUSING ON
**PLANNING, BUILDING,
MARKETING, AND
SUSTAINING**
LOCAL AND REGIONAL TRAILS

**& TUESDAY, SEPTEMBER 30, 2014
WEDNESDAY, OCTOBER 1, 2014**
DESALES UNIVERSITY, CENTER VALLEY, PA



For more information, visit tiny.cc/TrailSummit or contact Sandy at 610-377-4063 or email sandra@delawareandlehigh.org.

THANK YOU TO OUR TOP SPONSORS:





WELCOME

Our planning committee welcomes all who are involved in planning, designing, constructing, maintaining, and promoting trails and greenways in eastern Pennsylvania.

Networking • Accessibility • Grant writing • Best practices • Case studies • Trail maintenance • Multi-municipal cooperation • Marketing and publicizing trails • Active transportation • Water trails • Public health • Statewide funding • Trail network update • Sustainable trails • Navigating red tape • Innovative programming • Keynote speaker Jeff Olson • www.ExplorePATrails.com • Mobile workshops on regional trail projects



The 2014 summit was made possible by our planning committee members, who represent eastern Pennsylvania's trails community:

Silas Chamberlin (Chair), PA Department of Conservation & Natural Resources
 Sherry Acevedo, Stroud Region Open Space & Recreation Commission
 April Andrews, Delaware & Lehigh National Heritage Corridor
 Gary Bloss, Josie Porter Farm and Registered Landscape Architect
 Becky Bradley, Lehigh Valley Planning Commission
 John Brunner, Appalachian Mountain Club
 Christine Dettore, Wildlands Conservancy
 Sandy Duda, Delaware & Lehigh National Heritage Corridor
 Kevin Fister, Wildlands Conservancy
 Elissa Garofalo, Delaware & Lehigh National Heritage Corridor
 Dawn Gorham, Pocono Heritage Land Trust
 Andy Hamilton, East Coast Greenway
 Lizzie Hessmiller, Pennsylvania Environmental Council
 Carol Hussa, Live Well Luzerne
 Jeff Knowles, PA Department of Conservation & Natural Resources
 Teresa Mackey, Lehigh Valley Planning Commission
 Stephanie Milewski, Lackawanna Valley Heritage Authority
 Tony Spagnoli, Pennsylvania Environmental Council
 Janet Sweeney, Pennsylvania Environmental Council



THANK YOU TO OUR SPONSORS!

SUMMIT FUNDERS



SIGNATURE SPONSORS – \$1,000 +



EASTERN PENNSYLVANIA TRAIL CHAMPIONS – \$1,000



REGIONAL TRAIL PARTNERS – \$500



TRAIL SUPPORTERS – \$250



IN-KIND SUPPORT



The summit is funded in part by the Pennsylvania Recreation and Park Society and the Pennsylvania Department of Conservation and Natural Resources' Pennsylvania Recreation Trails Program funded through the Federal Highway Administration.

Tuesday, Sept. 30, 2014

PLENARY SESSIONS
COMMONWEALTH ROOM

8:00-9:00 AM REGISTRATION AND BREAKFAST

9:00 – 9:15 AM WELCOME AND OPENING REMARKS
Silas Chamberlin, Regional Adviser, PA Department of Conservation & Natural Resources

SPONSOR RECOGNITION
Becky Bradley, Executive Director, Lehigh Valley Planning Commission
Elissa Garofalo, Executive Director, Delaware & Lehigh National Heritage Corridor
Natalie Gelb, Executive Director, Lackawanna Heritage Valley Authority

9:15 – 10:00 AM KEYNOTE SPEAKER
Jeff Olson
Principal, Alta Planning & Design and Author of The Third Mode: Towards a Green Society

10:00 – 10:15 AM BREAK
(15 minutes)

Visit our exhibitors in the main hall and Wood/Heritage Room, including DCNR’s interactive mapping and trail planning table.

Kent Taylor, GIS Specialist, Western Pennsylvania Conservancy, PA Department of Conservation & Natural Resources

10:15 – 11:15 AM PANEL PRESENTATION
Statewide Perspectives on Trails and Greenways

Lauren Imgrund, Director, Bureau of Recreation & Conservation, PA Department of Conservation & Natural Resources
Toby Fauver, Deputy Secretary for Multi-Modal Transportation, PA Department of Transportation
Scott Dunkelberger, Executive Director, Center for Business Financing, PA Department of Community & Economic Development

11:15 – 12:15 PM PANEL PRESENTATION
Eastern Pennsylvania’s Regional Trail Network

Patrick Starr, Executive Vice President, Pennsylvania Environmental Council
Becky Bradley, Executive Director, Lehigh Valley Planning Commission
Steve Spindler, Owner, Steve Spindler Cartography

12:15 – 12:30 PM BREAK
Visit our exhibitors in the main hall and Wood/Heritage Room.

12:30 – 1:15 PM LUNCH & NETWORKING
Remarks provided by:
Tim Karr, Chairman
Pennsylvania Statewide Trails Advisory Committee

During breaks, visit Jeff Olson’s display table in the exhibit area to purchase your signed copy of The Third Mode.



Tuesday, Sept. 30 Continued from previous page
BREAKOUT SESSIONS

1:15 – 2:15 PM JEFF OLSON: Q&A WITH A TRAIL EXPERT (Commonwealth Room) > Jeff will share more details about his work and answer your trail-related questions.

Jeff Olson, Principal, Alta Planning & Design and Author of The Third Mode: Towards a Green Society

WHAT MAKES A SUSTAINABLE TRAIL? (Hurd Room) > Designing sustainable trails for the future requires careful consideration of the culture, economy, and environment of a trail site. Trail experts from across Pennsylvania will discuss best practices in these three domains and their role in developing successful and resilient trails.

Chris Stanford, Project Manager, Michael Baker, Inc.
Cathy McCollom, Principal, McCollum Development Strategies

BEYOND THE TRAIL: DEVELOPING BIKE-PED INFRASTRUCTURE IN YOUR COMMUNITY (Trexler Room) > Learn how to develop safe road crossings and other bicycle-pedestrian features that will keep users safe, whether they are on the trail or not.

Steve Pohowsky, Bicycle & Pedestrian Coordinator, PennDOT District 5-0
Christy Staudt, Project Manager, Traffic Planning & Design

2:15 – 2:30 BREAK



2:30 – 3:30 MULTI-USE TRAIL MAINTENANCE: BEST PRACTICES & COSTS (PART I) (Commonwealth Room) > Maintenance should not be an after-thought! This two-session panel will delve into creative solutions to trail managers’ common maintenance problems such as security and liability, ongoing funding, and low-maintenance design.

Laura Pregmon Tetreault, Pregmon Law
Dennis Miranda, Executive Director, Wissahickon Valley Watershed Alliance
Josh Nims, Operations Manager, Schuylkill Banks
Rich Wood, Region 2 Manger, Montgomery County Department of Parks

USING GOOGLE EARTH TO PLAN AND PROMOTE TRAILS (Hurd Room) > Learn how you can use Google Earth and other free or inexpensive apps to overlay existing maps and plans, display geotagged photos of your parks, historic sites and other features of interest, and share dynamic geographic information about your trail project with your colleagues, trail users and the public.

Rick Tralies, Community Planner, Natural Lands Trust
John Brunner, Recreation Planner, Appalachian Mountain Club

EFFECTIVE GRANT WRITING FOR FEDERAL, STATE, AND PRIVATE SOURCES (Trexler Room) > Learn how to give your project a competitive advantage when competing for scarce grant dollars. In this session attendees will pick up useful methods for effective grant writing directly from trail funders and experienced grant writers.

Jeff Knowles, Regional Adviser, PA Department of Conservation & Natural Resources
Elizabeth Dugan, Vice President for Development and Communications, Wildlands Conservancy

3:30 – 3:45 PM BREAK

3:45 – 4:45 PM NAVIGATING RED TAPE: AVOIDING TRAIL HEADACHES (Hurd Room) > Learn the nuts and bolts of working with state and local agencies to make sure your trail project moves smoothly to completion.

Chris Stanford, Project Manager, Michael Baker, Inc.
Sharon Pletchan, Conservation Technician, Northampton County Conservation District

Continued

ADA TRAIL DESIGN & DEVELOPMENT *(Trexler Room)* > Designing and developing an accessible trail does not have to be difficult and can actually make your facility more appealing to users of all abilities. Also learn how regulations related to Other Power-Driven Mobility Devices relate to your trail.

Chris Green, Senior Landscape Architect, Gilmore & Associates
Brian Rogers, Community Accessibility Coordinator, Lehigh Valley Center for Independent Living
Debra Wolf Goldstein, Principal, Conservation Matters

MULTI-USE TRAIL MAINTENANCE: BEST PRACTICES & COSTS (PART II) *(Commonwealth Room)* > Maintenance should not be an afterthought! This two-session panel will delve into creative solutions to trail managers' common maintenance problems such as security and liability, ongoing funding, and low-maintenance design.

Laura Pregmon Tetreault, Pregmon Law
Dennis Miranda, Executive Director, Wissahickon Valley Watershed Alliance
Josh Nims, Operations Manager, Schuylkill Banks
Rich Wood, Region 2 Manger, Montgomery County Department of Parks

4:45 PM **DEPART FOR EVENING SOCIAL EVENT** *(SEE PAGE 6)*

Wednesday, Oct. 1

7:45 – 8:30 AM **REGISTRATION AND BREAKFAST**

8:30 – 9:00 AM **PLENARY SPEAKER** *(Commonwealth Room)*
Budd Coates, Senior Director of Health & Fitness, Rodale, Inc.

9:00 – 10:00 AM
TRAILS AND ECONOMIC DEVELOPMENT: LOCAL SUCCESS STORIES *(Hurd Room)* > These local examples prove that trails can lead to new businesses, tourism, and investment in infrastructure.

Becky Bradley, Executive Director, Lehigh Valley Planning Commission
Darlene Heller, Director of Planning, City of Bethlehem

GETTING THE WORD OUT: EFFECTIVE MARKETING STRATEGIES *(Commonwealth Room)* > What can you do to market your trail to new audiences? Learn some tips from people who are doing it every day—in our region and beyond.

Elissa Garofalo, Executive Director, Delaware & Lehigh National Heritage Corridor
Laura Hawkins, Kiski-Conemaugh Greenway Coordinator, Pittsburgh to Harrisburg Main Line Canal Greenway
Jane Sheffield, Executive Director, Allegheny Ridge Corporation

INNOVATIVE PROGRAMMING AND EVENTS *(Trexler Room)* > Enticing programming and events can attract users and build support for your trail. Learn about some great programs happening on our local trails and greenways.

Michele Schasberger, Healthy Communities Coordinator, Greater Wilkes-Barre YMCA
Diane Motel, Director of Education Programs, Wildlands Conservancy

10:00 – 10:15 AM **BREAK**

10:15 – 11:15 AM
DEVELOPING TRAILS IN A TOUGH ECONOMIC CLIMATE *(Commonwealth Room)* > Join us for a presentation and discussion on low-cost solutions to developing and maintaining a trail. Learn and share your ideas and experiences.

Bob Skulsky, Excutive Director, Greater Hazelton Area Civic Partnership
Lynn Conrad, Director, Rail Trail Council of Northeast Pennsylvania
Brian Harris, Manager, Bushkill Township

BEST PRACTICES FOR WATER TRAILS *(Hurd Room)* > An expert panel will discuss current issues involving water trails, including the expansion of the user base through programming and exposure, the benefits of statewide partnership, and the basics of establishing and maintaining a water trail.

Kevin Fister, Director of Trails & Greenways, Wildlands Conservancy
Patrick Starr, Excutive Vice President, Pennsylvania Enviromental Council
Dave Buck, Greenway Coordinator, Endless Mountains Heritage Region



During breaks, please visit out exhibitors:

- PA Department of Conservation & Natural Resource
- Delaware & Lehigh National Heritage Corridor
- Lehigh Valley Planning Commission
- Lackawanna Heritage Valley Authority
- Jeff Olson's *The Third Mode* Display
- RBA Group
- Traffic Planning & Design
- Michael Baker International
- Campbell Thomas & Co.
- Appalachian Mountain Club
- Pocono Heritage Land Trust
- East Coast Greenway Alliance
- Wildlands Conservancy
- Pennsylvania Environmental Council
- Stroud Region Open Space & Recreation Commission



Participation in a mobile workshop is included in your summit registration. There is no additional fee to participate in a mobile workshop, unless otherwise noted. Charter buses will pick up and drop off at DeSales University convention center.

Wednesday, Oct. 1

BREAKOUT SESSIONS

TRAILS, GREENWAYS, AND PUBLIC HEALTH *(Trexler Room)* > Increasing access to safe places to walk and bike close to home is a crucial to improving public health. Learn more about this connection and the innovative programs underway in our region.

Bonnie Coyle, Director of Community Health, St. Luke's University Health Network
Sharon Lauriello, Licensed Professional Counselor, Moving Through Change, LLC

11:15 – 4:30

MOBILE WORKSHOPS

Please pick up your boxed lunch and board the buses in front of the building. (see below)

EVENTS AND MOBILE WORKSHOPS

Tuesday, Sept. 30

SOCIAL EVENT: SAUCON RAIL TRAIL BIKE RIDE AND RECEPTION IN HELLERTOWN

Join us for an 8-mile round trip ride on the Saucon Rail Trail between DeSales University and Hellertown, with a reception in Hellertown. The bike ride will depart from the Upper Saucon Community Park trailhead (on Preson Lane adjacent to DeSales) at approximately 5 PM. When we reach SVB, we will have a FREE cookout style reception with burgers, hot dogs, and drinks. SVB will offer a 10% discount on all sales during the reception. Following the reception, ride back to DeSales or take the bike shuttle. Feel free to drive to the SVB instead. Directions to the trailhead and SVB are available at the registration table.

Wednesday, Oct. 1

BUS A: TOUR AND RIDE THE ROUTE 202 GREENWAY

Completed by PennDOT in 2012, the Route 202 Greenway is a 12-foot wide, paved trail that is an example of how cyclists, pedestrians, and a highway can coexist. Hear the details of how this project came to fruition and learn more about the Circuit, Greater Philadelphia's regional trail network. Bikes will be provided.

BUS B: LEHIGH VALLEY TRAIL NETWORK BUS TOUR

The Lehigh Valley's trail network has seen rapid growth over the last decade, with dozens of miles of new trail opening. This tour will make stops at the D&L Trail, Slate Heritage Trail, South Bethlehem Greenway, and Stockertown Pedestrian Crossings. Along the way, participants will hear from the trail leaders who are making these projects happen, including PennDOT's Steve Pohowsky who will be on-hand to answer questions about getting your trail safely across roads.



THE SPEAKERS

DAVE ALBRIGHT has a BS in Environmental Science and is working as a Township Manager for Chestnuthill Township in Monroe County. Mr. Albright assisted in DCNR's Peer to Peer and Circuit Rider programs within the West End Region. He has also been involved in the preservation of more than 1,000 acres of open space in Chestnuthill Township. Mr. Albright was part of the team which developed a master site plan for the 244-acre West End regional park.

BECKY BRADLEY is Executive Director of the Lehigh Valley Planning Commission. She previously served as the City of Easton's Director of Planning and Codes.

JOHN BRUNNER is Mid-Atlantic Recreation Planner for the Appalachian Mountain Club. A resident of Bethlehem, PA, John is responsible for the development of the Pennsylvania Highlands Trail Network and for providing support to AMC's volunteer trail crews in the Mid-Atlantic Region. He brings over twenty-five years of leadership working on behalf of conservation and recreation groups in New Jersey and Eastern Pennsylvania, having worked on Wild and Scenic River studies, watershed management projects, and several trail projects as a non-profit staff member, and as a volunteer board member a number of organizations, including: the Perkiomen Trail Coalition; Phoenix Iron Canal Trail Association; Musconetcong National Wild and Scenic River Study; Musconetcong River Water Trail Guide; Lower Delaware National Wild and Scenic River Study; and the Delaware River Water Trail Guide. John spends his leisure time hiking and biking local trails, paddling creeks and rivers, and playing homegrown piano compositions.

DAVID BUCK is Greenway Coordinator for the Endless Mountains Heritage Region. He has been owner of Endless Mountain Outfitters in Sugar Run Pa. for over 15 years, during which he has been involved in river festivals, sojourns, guided educational tours, church and scout group outings that have allowed over 13,000 people to experience the Susquehanna River North Branch Water Trail. In the past 12 years with EMHR, he has installed signage at all PFBC accesses and improved many municipal and private accesses on the North Branch. Dave has also assisted in completion of a series of river maps for PFBC and the Chesapeake Bay Gateways. He has worked with the Susquehanna Greenway Partnership for the past 12 years and with Bucknell University on river history and their Stories of the Susquehanna series. Dave has an environmental background working with the Nature Conservancy at the Tannersville Cranberry Bog and with the Pocono Audubon Chapter. Last year, he received the North East Pennsylvania Environmental Council's Thomas P. Shelburne Leadership Award.

BUDD COATES is Senior Director of Health & Fitness at Rodale. He has an MS in physical education/exercise physiology and is a Runner's World Coach, a 2:13 marathoner, and a four-time qualifier for the US Marathon Olympic Trials. He has authored several popular books on running techniques and the positive health benefits of running. Budd is a board member of the Wildlands Conservancy and of the Parkettes International Gymnastics Center. He lives in Emmaus, PA and is an avid user of the region's trail network.

SILAS CHAMBERLIN is a regional adviser in the PA Department of Conservation & Natural Resources (DCNR), a role in which he works across a fourteen-county region of northeastern Pennsylvania. Silas's primary responsibility is to serve as a liaison for the Bureau of Recreation and Conservation's \$40 million Community Conservation Partnership Program. He identifies and develops funding partnerships with local project sponsors in order to advance state and regional goals for trails, conservation, recreation, and heritage development. Prior to joining DCNR, Silas was Director of Stewardship at the Delaware & Lehigh National Heritage Corridor, where he founded the D&L Trail Alliance and provided leadership to many of the organization's key initiatives, including Lehigh Valley Greenways and Landmark Towns of Bucks County. Silas earned his Ph.D. in environmental history from Lehigh University. His dissertation, "On the Trail: A History of American Hiking," is the first comprehensive, national history of the hiking and trails community from the early nineteenth century to the late twentieth century. Silas has shared his award winning research at the nation's leading conferences and published his work in scholarly and trade publications, including Landscape Architecture Magazine and Pennsylvania History.



DAY TWO KEYNOTE SPEAKER: BUDD COATES

LYNN CONRAD is Executive Director of the Rail-Trail Council of NEPA. She began volunteering for the organization in 1994 when she led bike rides on the D&H Rail-Trail. She then volunteered to organize Trails Day celebrations leading to a part-time position as project manager. The RTC was able to secure one of the first Transportation Enhancements grants to purchase the former 38-mile D&H Railroad. Lynn was hired to manage the acquisition project and the master planning. Her job included membership development, trail activity programming, grant writing and administration, fund-raising, and everything that goes into developing and managing a trail. After 17 years of project management, the Council revised their by-laws to allow for an executive director, thus the change in title to ED in 2011. Lynn's background is in science education and environmental studies. She taught high school sciences for 10 years while raising her family. She is also a certified arborist, worked part-time for a community forestry organization, and has taught skiing at nearby Elk Mountain for over thirty years.



BONNIE COYLE, MD, MS is a Board Certified Preventive Medicine Physician and the Director of Community Health at St. Luke's University Health Network for the past 16 years. She has been actively engaged in developing partnerships to promote the health of our local communities, and is one of the co-creators of the "Get Your Tail on the Trail" Initiative. This program was developed partly in response to St. Luke's 2012 Community Health Needs Assessment which identified the need to promote healthy lifestyles in our local community to combat rising obesity and diabetes rates, and reduce the rates of chronic diseases in general.

ELIZABETH DUGAN joined Wildlands Conservancy in 2007 and serves as the organization's Vice President of Development & Communications. She leads the Wildlands' philanthropic and communications activities, including major gift cultivation, donor relations and full mix of marketing and public relations aimed at the fulfillment of Wildlands' Annual Fund Campaign and project-specific fundraising initiatives. Her fundraising expertise includes previous positions with The Devereux Foundation and American Red Cross of the Greater Lehigh Valley. Elizabeth is passionate about local conservation and holds a B.A. in communications from DeSales University. She enjoys exploring the trails of Lehigh Valley with her family.

SCOTT D. DUNKELBERGER joined the Department of Commerce following completion of graduate school in March 1985. He started as an Area Development Representative in the Bureau of Appalachian Development and State Grants. He subsequently was promoted to a Policy Analyst then a Senior Development Specialist in the Office of Regional and Community Initiatives. In January, 1992, he was promoted to the position of Director of the Grants Office, renamed the Economic Development Assistance Office and was responsible for the administration of six grant and loan programs with FY 2000- 2001 appropriations totaling \$167 million. In February, 2002, Scott was promoted to the position of Director of the Center For Business Financing which administers the Commonwealth's grant, loan, and tax credit programs that are designed to stimulate business expansion and modernization efforts as well as assisting local economic development efforts. The Center is comprised of a 55 member professional staff that manages 15 grant, loan, and tax credit programs that assist with the development of infrastructure at new industrial sites; the assessment, remediation, and redevelopment of blighted industrial and commercial properties; conducting job training; the construction and renovation of manufacturing facilities; the acquisition and installation of manufacturing equipment; and working capital needs. The Center also administers the Educational Improvement Tax Credit Program that provides tax credits to businesses that make contributions to non-profit organizations that fund innovative education programs in conjunction with public schools. Scott is also the Executive Director of the Pennsylvania Industrial Development Authority, recognized as one of the nation's oldest economic development programs. Created in 1956, PIDA is a revolving loan fund that makes loans to benefit Pennsylvania businesses that will improve the economic base of the Commonwealth. PIDA has made over \$2 billion in loans for land and building projects since 1956. In February, 2005, Scott also assumed the position of Executive Director for the Commonwealth Finance Authority (CFA) which oversees 26 financing programs targeted to business development, infrastructure development, and alternative energy development with over \$2.5 billion in funds. He resides in Perry County with his wife Joan and four children.

TOBY FAUVER, A.I.C.P. started with the Pennsylvania Department of Transportation in 2004 as the Bureau Director for Rail Freight Ports and Waterways. In 2005, he became the Bureau Director for Public Transportation and between February 2005 and February 2006 served as Acting Deputy Secretary for Local and Area Transportation. As Bureau Director, Toby started a major process reengineering effort to streamline the public transportation grant processes. He also served as the project manager for the Governor's Transportation Funding and Reform Commission. Reappointed Acting Deputy Secretary in June 2007 and permanently appointed to Deputy Secretary in October 2007, Toby was instrumental in passage of historic new public transportation funding legislation—Act 44 of 2007. This legislation completely revamped public transportation funding and oversight in the Commonwealth. In addition, he worked with the Administration and the General Assembly to pass Act 89, which provides the first increase in comprehensive funding for transportation in over a decade. Toby is now serving as the Department of Transportation's first Deputy Secretary for Multimodal Transportation. He will now oversee not only public transportation, but aviation, rail and ports in this new role.

KEVIN FISTER is Director of Trails & Greenways at the Wildlands Conservancy. He joined the conservancy as a naturalist in 2006 and soon after assumed the role of outdoor recreation manager. In this capacity, he oversaw Wildland’s award-winning Bike & Boat Adventures program, in addition to other education initiatives aimed at promoting environmental stewardship. In his director capacity, Kevin is largely involved in the Lehigh River Water Trail, the advancement of the Jordan Creek Greenway, as well as partnering with other trail agencies for a regional trail strategy and to close key trail gaps. Kevin holds a B.S. in natural resource management from Slippery Rock University.



ELISSA GAROFALO is President and Executive Director of the Delaware & Lehigh National Heritage Corridor. For 12 years prior to taking the helm of the D&L, Elissa managed the organization’s heritage development initiative during its most productive decade. With 85% of the 165-mile D&L Trail now complete, the “Get Your Tail on the Trail” wellness program with over 4,000 participants was launched with St. Luke’s University Health Network. The “Tales of the Towpath” educational curriculum is currently being taught in 70 elementary schools and the focus of field trip programs for 2,000 students. Elissa’s leadership has brought about the merger of the Delaware & Lehigh National Heritage Corridor and Hugh Moore Historical Park & Museums. As one of the first Main Street Managers in the U.S., she is a longtime proponent of economic development in historic downtowns. Elissa pioneered efforts that led to Jim Thorpe’s main street (Broadway) being named one of Great Places of America by the American Planning Association in 2013. She spear-headed the recent update of the Corridor’s Management Action Plan and Communications Strategy. Elissa serves on the steering committee for Greater Philadelphia’s Regional Trail Network, “The Circuit,” and is a trained ToP™ Facilitator.

CHRIS GREEN is a senior landscape architect with Gilmore and Associates. He studied Landscape Architecture at Temple University and is a LEED® Accredited Professional. Throughout his fifteen years with Gilmore & Associates, Chris’ focus has been on creative site design solutions – incorporating functionality, environmental responsibility and aesthetics. He has worked on a wide variety of projects, including parks, playgrounds, trails, streetscapes, and Green Stormwater Infrastructure (GSI). Chris has been involved in several notable projects receiving national recognition including the Kensington Creative and Performing Arts High School which received LEED® Platinum Certification and was recognized as an American Institute for Architecture (AIA) Top Ten Green Building and the Core Creek Park Tennis Facility, which received the Outstanding Facility Award from the United States Tennis Association (USTA). Outside of work Chris enjoys spending time outdoors with his wife and three daughters.

BRIAN HARRIS currently serves as Township Manager / Secretary-Treasurer for Bushkill Township, Northampton County. Brian holds a B.S. Degree from Penn State University and an M.B.A. from Alvernia University. Brian has over 10 years of professional experience in local government and currently serves on the Northampton County Association of Township Officials, Secretary-Treasurer for the Nazareth Area Council of Governments and serves on the First Regional Compost Authority. Prior to Bushkill Township, Brian served as the Borough Manager in Marysville Borough.

LAURA HAWKINS is Greenway Coordinator for the Kiski-Conemaugh Cluster of the Pittsburgh-to-Harrisburg Main Line Canal Greenway™ for Allegheny Ridge Corporation. After acquiring a master’s degree in Social Work from West Virginia University with a focus on community mental health, Laura Hawkins spent 15 years working in non-profit management in West Virginia and Pennsylvania. In 2005, she transferred her skills in project management, grant writing, planning, and public health to pursue interests in low-impact outdoor recreation, natural resources conservation, and historic preservation.

DARLENE HELLER has worked for the City of Bethlehem since 2000, initially in the office of Economic Development. Since 2001, she has been the City’s Director of Planning and Zoning. Ms. Heller also previously worked in the Planning Bureaus for the City of Allentown and Salisbury Township. Ms. Heller was born and raised in the Lehigh Valley and received her Bachelor’s degree from Pennsylvania State University. She is certified by the American Institute of Certified Planners since 1990. During her tenure with Bethlehem, the City has adopted a new Comprehensive Plan and a new Zoning Ordinance. Several master plans have also been completed during her time as Planning Director, including the South Side Vision 2012 Plan, the South Side Master Plan, the North by Northwest Neighborhood Plan, the Greenway Master Plan and the Eastern Gateway Vision Plan. Ms. Heller has led the development of the South Bethlehem Greenway project since its inception. She continues to work with various neighborhood groups and committees to ensure Bethlehem’s ongoing growth and revitalization in support of the City’s reputation as a healthy community.

LAUREN IMGRUND is Director of the Bureau of Recreation and Conservation, Department of Conservation and Natural Resources. The Bureau is responsible for developing local parks, comprehensive planning, education and partnerships to effectively address the recreation, conservation and heritage needs of Pennsylvania. This work involves advancing DCNR’s mission by leading statewide and regional initiatives including the State Outdoor Recreation Plan, Conservation Landscapes, Greenways and Heritage Areas Programs, operating the Community Conservation Partnership Grant program, and developing funding plans and budgetary allocations to fund these programs. Lauren has twenty-five years experience in building collaborative partnerships

to develop place-based solutions and strategies for land conservation, outdoor recreation, community re-vitalization, water quality improvement and natural resource conservation. Lauren’s previous positions at DCNR included serving as Conservation Landscape Coordinator and as a Recreation and Parks Advisor. Prior to coming to DCNR she was the Director of the Alliance for Aquatic Resource Monitoring at Dickinson College for ten years and previously was Assistant Executive Director of the Pennsylvania Wildlife Federation. Lauren holds a Bachelor of Science in Biology from Juniata College and a Master of Arts in Community Psychology & Social Change from Pennsylvania State University.

TIM KARR is founder and President/CEO of Villager Realty, Inc., Lewisburg, PA, a five office regional real estate brokerage and development company, with offices in Lewisburg, Bloomsburg, Danville, Northumberland, and Selinsgrove. Tim has been chairman of the statewide Pennsylvania Trails Advisory Committee for 10 years and a member, representing snowmobile interests, for 20 years. He is the only founding member still serving on the committee. Tim also serves as a member of the Bureau of Forestry’s Recreation Advisory Committee. His trails passion is “interconnectivity,” followed closely by his strong belief in “maintaining what we have.”

JEFF KNOWLES is a regional adviser in the PA Department of Conservation & Natural Resources (DCNR). Jeff’s primary responsibility is to serve as a liaison for the Bureau of Recreation and Conservation’s \$40 million Community Conservation Partnership Program. He identifies and develops funding partnerships with local project sponsors in order to advance state and regional goals for open space preservation, conservation, recreation, and trail development. Prior to joining DCNR, Jeff served for four years as a project manager with the Pennsylvania Environmental Council, a state-wide non-profit organization that provides planning, fundraising, and technical assistance to complex multi-use trail projects. Jeff provided leadership in the planning and design of the 58th Street Greenway, Spring Garden Street Greenway, and Cobbs Creek Trail in Philadelphia, and the Bensalem Greenway, and several segments of the D&L Trail in Bucks County. Jeff has either submitted or reviewed grant proposals from every available funding program in Southeast PA and has secured over \$25 million in trail design and construction funding from federal, state, and regional government programs as well as philanthropic foundations. Jeff earned his Master of City Planning Degree from the University of Pennsylvania and lives in Philadelphia, where he enjoys biking on the Circuit. Follow Jeff on twitter @knoja.

SHARON D. LAURIELLO is a Licensed Professional Mental Health Counselor. She achieved her Master of Science degree in Clinical Psychology from Millersville University. She also holds certificates in Dialectical Behavior Therapy from Behavioral Tech, LLC and Cognitive Behavioral Therapy from Philadelphia College of Osteopathic Medicine. Ms. Lauriello has practiced in an urban clinical setting for the past decade. In 2012, “Moving You Through Change, LLC” was born from a vision that included utilizing nature to create a wholistic approach to treatment. MYTC, LLC provides “walk/talk” therapy with the rail trails of Lancaster County as the treatment venue.

CATHY MCCOLLOM has 32 years of professional experience in business and strategic planning, marketing, community revitalization and economic development. She is the Principal of McCollom Development Strategies, LLC specializing in community revitalization, historic preservation, business development and tourism attraction initiatives for smaller communities. McCollom launched and directed Pennsylvania’s first Trail Towns, a program to connect communities bordering the 150-mile long Great Allegheny Passage with the economic benefits of the growing cycling market. McCollom launched the Canal Town Partnership in Maryland and West Virginia and developed the regional visitor attraction and marketing initiatives for those communities, which border the C & O Canal National Historical Park and Towpath. McCollom now directs the River Town Program, an outdoor recreational-focused economic and community development initiative and is presently working with nine communities bordering the Monongahela River in Pennsylvania and West Virginia, four communities along the Schuylkill River near Philadelphia as well as three communities in the French Creek Watershed. McCollom Development Strategies has also assisted communities in Armstrong, Indiana, Butler, Westmoreland and Clarion Counties in Pennsylvania and Charles County, Maryland in the launch of regional trail and river town initiatives

DENNIS MIRANDA is the Executive Director of the Wissahickon Valley Watershed Association, an organization that manages 1,300 acres of protected land, 21 miles of natural wooded public trails, and an historic education center in order to achieve its mission of protecting the suburban Philadelphia watershed. Dennis has nearly thirty years of conservation leadership and professional experience under his belt. As a self-taught naturalist, he has a grasp of the realities of the Eastern Forest and the challenges we have to make to successfully preserve its heritage in an increasingly urbanized world. He says, “We need to prepare the next generation to inherit the natural wonders we have enjoyed and to ensure they pass it on to their children as well”



Dennis is a passionate conservationist, avid birder and trail expert with a broad grasp of environmental issues. Prior to joining the Wissahickon Valley Watershed Association, Dennis and his family lived in Gainesville, Florida where Dennis was the Executive Director of the Florida Trail Association, a statewide non-profit trail organization with the mission to construct, maintain and manage the 1400-mile Florida National Scenic Trail.

DIANE MOTEL is Director of Education Programs at Wildlands Conservancy. Diane joined the conservancy in 2013 and still claims she found her dream job! After graduating from Penn State, Diane worked throughout the eastern U.S. as an environmental educator, camp director, zoo keeper, and director at an adventure based program for teen girls. Diane is responsible for education program development at all levels of the organization. She lives in Jim Thorpe with her seven-year-old, future environmentalist, and spends the majority of her down time engaged in outdoor adventure activities.

JOSH NIMS is Operations Manager for Schuylkill River Development Corporation (SRDC), where he developed and now manages the Schuylkill Banks maintenance program, visitor's center, volunteer, and annual giving programs. Prior to joining SRDC in 2006, Josh worked as a business and legal consultant for small business and non-profit development, especially those related to entertainment, youth culture, the arts, and recreation. In 2005, he worked for former Marvel Entertainment COO Bill Jemas, whose entertainment property management agency represented clients including the Guggenheim, The Apollo Theater, and AOL within months of opening for business. Josh is a graduate of Temple University School of Law (J.D. 2001), where he focused on competition law, intellectual property, and recreational liability related to action sports; and Winthrop University (Rock Hill, SC; B.A. English Lit. 1997). He speaks and writes regularly on cultural perceptions of public space, skatepark advocacy, volunteer program building, urban horticulture, and tidal Schuylkill River history for academic, professional, and community audiences – often by invitation. He is a lifelong skateboarder; student of urban planning, horticulture, and politics; artist; and eternal optimist. He lives with his wife, Noelle Dames, and daughter Juniper in Philadelphia's Mt. Airy community.



DAY ONE KEYNOTE SPEAKER: JEFF OLSON

SHARON PLETCHAN graduated from Kutztown University with a Bachelor's Degree in Biology and then went on to receive her Master's degree in Biology/Ecology at Villanova University. She worked in the West Nile Program of Penn State Extension – Lehigh County for 2 years, during which she studied the circadian rhythms of mosquitos and assisted with control of the mosquito population. Currently, Sharon works as a Conservation Specialist/Erosion & Sedimentation Technician with the Northampton County Conservation District and has been with the district for more than 8 years.

STEVE POHOWSKY has served as PennDOT District 5-0's Traffic Safety Specialist and District Bicycle/Pedestrian/Trail Crossing coordinator for more than 11 years. He is responsible for numerous traffic safety improvements in the 6 counties comprising his District and received the PennDOT Star of Excellence Award in 2010 for outstanding performance. As a well-respected bicycle/pedestrian coordinator, Steve is the Commonwealth's go-to guy for all requirements and information regarding crosswalks and trail crossings of state highways. In 2013, he was the recipient of the American Trails National Trail Worker Award for the state of Pennsylvania. He was a presenter at the PA Greenways and Trail Summit meetings in Franklin in 2013 and York in 2011. He also presented at the D&L Trail Alliance Safe Crossing Workshop in Easton in 2013 and spoke on a panel at the 2012 Eastern PA Greenways and Trail Summit meeting. Steve is an Air Force veteran with degrees in both Electric Engineering and Air Traffic Control. He is married and lives in South Whitehall Township. Steve and his wife are avid trail riders and also enjoy kayaking and vacationing.

BRIAN ROGERS is Community Accessibility Coordinator at the Lehigh Valley Center for Independent Living (LVCIL). He graduated cum laude from Bloomsburg University with a B.S. in Education and went on to earn his certification in civil engineering technology from the Bucks County Technical School. Brian has more than 20 years of experience in land surveying and civil engineering, both in design and management and more than 26 years of experience working with persons with disabilities. He is a member of the Mid-Atlantic ADA Leadership Network and a committee member with the Partnership for a Disability Friendly Community. Brian serves on DCNR's Statewide Comprehensive Outdoor Recreation Plan Technical Advisory Committee. He has presented a number of training and seminars on ADA, sensitivity, and other disability issues and has performed numerous ADA site surveys on outdoor facilities.



MICHELE SCHASBERGER has a Master's degree in Urban Planning from the University of Pennsylvania. Born in Brooklyn, she returned home and worked at the New York City Department of City Planning in their Division of Capital and Community Facilities, employed to review health and social service facilities applications. She moved to North Carolina and then Missouri, working at the UNC Sheps Center for Health Services Research and then for ESRI supporting health and social service GIS customers and as manager for short-term consulting services. Since 2003, she has been living in Luzerne County: from 2003-2009 as the Project Manager for the Wyoming Valley Wellness Trails Partnership, a grant-funded project to forward and promote use of trails in the Wyoming Valley to increase physical activity. After 2009, Wellness Trails Partnership projects and projects of another community health project, Steps to a Healthier Luzerne County, were combined under Live Well Luzerne, a healthy communities consortium with staff housed at the Wilkes-Barre YMCA. Through this consortium, Michele has worked on multiple projects to increase physical activity and improve community health, including the Keystone Active Zone Passport program, an on-line county wide scavenger hunt in local parks and trails, the LCTA bus to Frances Slocum State park, efforts to count bicyclists downtown and to count use of local trails, a successful Imagination Playground grant application for two YMCAs, and many more.

JANE SHEFFIELD is the Executive Director of the Allegheny Ridge Corporation and current President of HeritagePA, a statewide association of twelve heritage areas. Having earned a BA in Economics and Psychology from Duke University and a Masters in Landscape Architecture, Community Design Policy from NC State University School of Design, Jane launched a small business in downtown Durham drafting and passing local legislation, creating local historic district commissions and downtown historic districts, facilitating certified historic rehabilitations on commercial structures, initiating streetscape improvements, and securing National Register of Historic Places designations. She relocated to PA serving as Altoona's first Main Street Manager and then moved to New Hampshire to direct its statewide historic preservation organization. Eighteen years ago, the Allegheny Ridge Heritage Area welcomed Jane back as Executive Director of the Allegheny Ridge Corporation. She has spearheaded several initiatives including public/private partnerships that create development and organizational sustainability, regional large landscape projects including the Main Line Canal Greenway™, and curriculum development and education outreach. These projects have received statewide and national recognition.

STEVE SPINDLER is the owner of Steve Spindler Cartography and has designed maps for bicycling, hiking, and touring. The problem a cartographer faces is getting correct, comprehensive data and answering questions like: "Where is the trail?" and "What is it like?" Nationally, planners use Steve's web application, WikiMapping, for statewide and regional comprehensive plans that address opportunities and barriers to walking and bicycling. Internationally, WikiMapping tools are used to monitor water quality where there is limited access to computers and cell phone service. This summer, cyclists used an app based on WikiMapping to navigate from Florida to Maine on the East Coast Greenway, and the East Coast Greenway Alliance manages its route in WikiMapping. Steve uses WikiMapping to field check conditions for bicycling and walking on mapping projects and to crowdsource input from others. Steve has a MA in Urban Studies from Temple University. He works from home because his wife is an OB/Gyn with a crazy schedule. Their girls, who are 8 and 10, ride their own bikes on multi-day, long-distance trips.

CHRIS STANDFORD, P.E., P.M.P., is a professional civil engineer, professional traffic operations engineer and certified project management professional with 20 years of experience designing and managing transportation projects in the Philadelphia area. He has managed a wide variety of projects with a construction value up to \$32 million dollars through the entire planning, design and construction process. He also holds a bachelor's degree in civil engineering from Lafayette College and a Master's Degree in Civil Engineering from Villanova University. Chris also has over 15 years of specialized expertise in bicycle / pedestrian planning, design and construction projects.

PATRICK STARR serves as Executive Vice President of the Pennsylvania Environmental Council and leads the southeast regional office (serving Berks, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties) located in Center City Philadelphia. With a staff of six employees and an annual budget exceeding \$1 million, he directs several major initiatives. These include the Tidal Delaware Initiative, building the East Coast Greenway (a Circuit trunk line), the Schuylkill River Towns Program, and implementing Green Stormwater Management focused on Philadelphia and Upstream Watersheds in Bucks, Delaware and Montgomery Counties. He serves on numerous task forces and boards including the Pennsylvania Organization for Watersheds and Rivers, Delaware River City Corporation, and the Central Delaware Advocacy Group. In years past, he served on the Mayor's Sustainability Advisory Board, co-founded the Delaware Valley Smart Growth Alliance, chaired the Delaware Valley Regional Planning Commission's Regional Citizens Committee, and served on the boards of the TTF Watershed Partnership, the GreenSpace Alliance, and the Schuylkill River Development Council. Previous to joining the Council, he was Public Affairs Director for the Philadelphia Department of Streets, and Director of Civic Issues for the Foundation for Architecture. He resides in Center City Philadelphia and is a lifelong Pennsylvanian having grown up near Chambersburg, Franklin County.

CHRISTY STAUDI, P.E., has her civil engineering degree from the University of Pennsylvania and has worked with Traffic Planning and Design, Inc. (TPD) for the last 16 years as a project manager for transportation planning and engineering projects. Christy serves as the municipal traffic engineer for various municipalities in Pennsylvania and leads TPD's bicycle and pedestrian planning and design initiatives. She also serves on the Board of Directors for PA Walks and Bikes as an advocate for improving Pennsylvania's infrastructure for bicycle and pedestrian modes of travel. She is also a trained instructor for the National Safe Routes to School Course and has presented to various audiences on the topics of complete streets, active transportation and safe routes to school. Christy has completed transportation planning and design projects for clients ranging from private developers, non-profits, PennDOT and numerous municipalities and counties within Pennsylvania. In the not-so-easy task of building project consensus on trail crossing designs and other bicycle and pedestrian highway design elements, Christy's blend of project and client experience combined with her local advocate and community volunteer experience afford a unique perspective that helps bring together both sides of the table. Christy enjoys exploring new trails by bike and on foot with her husband and two daughters.

KENT TAYLOR is Senior Geographic Information Systems Specialist with Western Pennsylvania Conservancy and the PA Department of Conservation and Natural Resources (DCNR) in Harrisburg. He has more than 20 years of experience working for state and local governments and non-profit organizations in six U.S. states and three foreign countries. As Associate Director for Greenways and Trails Programs at Openlands in Chicago, Kent led one of the first regional metropolitan-area water trails planning projects in the U.S. Since 2004, Kent has led numerous projects to automate mapping and reporting for web applications in health, environmental protection, natural resources, and recreation. In 2009, Kent led the team that launched the award-winning interactive trails one-stop website, ExplorePATrails.com.

LAUREN PREGMON TETREALT joined Pregmon Law in 2000 after two years working as an associate at the Atlanta, Georgia-based law firm Parker, Hudson, Rainer & Dobbs. She worked in Parker, Hudson, Rainer & Dobbs' real estate department and now brings that expertise area to Pregmon Law. A member of the Georgia, Pennsylvania and Montgomery county bar associations, Lauren is a 1996 graduate of Kenyon College and earned her law degree from Wake Forest University. Pregmon Law specializes in real estate, conservation, and historic preservation law and has assisted numerous land conservancies and non-profit organizations in Pennsylvania, New Jersey, and Maryland.

TRALIES is a Community Planner with Natural Lands Trust (NLT). He holds a bachelor's degree in landscape architecture from Penn State University and has over 13 years of professional experience. He works on all aspects of NLT's Growing Greener: Conservation by Design program, which includes significant educational, outreach and technical assistance components. Rick represents the Growing Greener program at conferences and workshops and provides technical assistance to municipalities and land owners in need of trail design, stewardship, and maintenance planning services. Prior to joining the Trust in 2008, he was a Planner/Landscape Architect at Boucher & James, Inc., Consulting Engineers, acting as a planning and landscape architecture consultant to Townships in Bucks, Montgomery and Northampton Counties.

RICH WOOD is Region 2 Manager for Montgomery County's Department of Parks, Trails and Historic Sites, a position he has held for 5 of his 15 years with the county. He holds a BS in Recreation and Parks Management and a minor in Environmental Education / Interpretation from Penn State University. Prior to joining Montgomery County, Rich had 9 years of experience as an Education Coordinator with the Chester County Parks & Recreation Department and spent 3 years as an Aquatic Resources Program Specialist with the PA Fish & Boat Commission.

[illegible]

NOTES

