



The Business of  
**Brownfields**

# The 2010 Business of Brownfields Conference

April 19-20-21, 2010

Sheraton Station Square Hotel, Pittsburgh, PA

**The Foremost Technical Conference  
Addressing Brownfields Development**

[www.eswp.com/brownfields](http://www.eswp.com/brownfields)

**Sponsored by the Engineers' Society of Western PA**



**Condensed  
Technical  
Program  
Inside!**

# Schedule at a Glance\*

## MONDAY APRIL 19, 2010

|             |   |               |
|-------------|---|---------------|
| 5-7:00 p.m. | Welcome Reception at the Rivers Casino with Michael Stern | Rivers Casino |
|-------------|---|---------------|

## TUESDAY APRIL 20, 2010

|                       |  |                       |
|-----------------------|--|-----------------------|
| 7 a.m.-7 p.m.         | Registration Desk Open   |                       |
| 7:00-11:00 a.m.       | Exhibitor Move-in to the Admiral Room  |                       |
| 8:30-10:00 a.m.       | Breakouts: 1A-Overcoming Hurdles to Redevelopment & 1B-Sustainable Concepts in Remediation     |                       |
| 10:00-10:30 a.m.      | Networking Break   |                       |
| 10:30-11:30 a.m.      | Opening Keynote Session with Tom Murphy  |                       |
| 11:30 a.m.-6:30 p.m.  | Exhibit Hall   |                       |
| 11:30 a.m.-12:30 p.m. | Exhibit Hall Luncheon  |                       |
| 12:30-2:00 p.m.       | Breakouts: 2A-Case Studies & 2B-Brownfield Redevelopment and Municipal Authorities             |                       |
| 2:00-2:15 p.m.        | Networking Break   |                       |
| 2:15-3:45 p.m.        | Breakouts: 3A-Creating New Habitats on Old Brownfields & 3B-Innovative Investigation/Treatment |                       |
| 4:00-5:00 p.m.        | Breakouts 4A-Funding Issues & 4B-Laboratory Considerations                                     |                       |
| 5:00-6:30 p.m.        | Exhibit Hall Reception   |                       |
| 6:40 p.m.             | Optional Boat Ride to PNC Park for Pirate Game   | Gateway Clipper Docks |
| 7:00 p.m.             | Optional Pirate Game at PNC Park   | PNC Park              |

## WEDNESDAY APRIL 21, 2010

|                       |  |  |
|-----------------------|--|--|
| 7 a.m.-5 p.m.         | Registration Desk Open   |  |
| 8:30 a.m.-1:30 p.m.   | Exhibit Hall   |  |
| 8:30-10:00 a.m.       | Breakouts: 5A-Urban Land Redevelopment & 5B-Integrating LEED® Concepts in Brownfields      |  |
| 10:00-10:30 a.m.      | Networking Break   |  |
| 10:30-11:30 a.m.      | PA DEP Keynote Presentation by Secretary John Hanger & SW Regional Director George Jugovic |  |
| 11:30 a.m.-12:30 p.m. | Exhibit Hall Luncheon  |  |
| 12:30-2:00 p.m.       | Breakouts: 6A-Success Stories & 6B-Allegheny Riverfront Vision Plan                        |  |
| 2:00 p.m.             | Conference Concludes   |  |

\*Schedule is subject to change. Please check the BoB website for up to date developments. All events are scheduled at the Sheraton Station Square Hotel unless otherwise noted.

# Welcome to the 2010 Business of Brownfields Conference!

## WELCOME FROM THE GENERAL CHAIRMAN

Welcome to the 2010 Business of Brownfields Conference! We have a terrific event planned for the 2010 Conference, including the return to a familiar venue—the Sheraton Station Square Hotel—and a visit to a couple of new venues—the Pittsburgh Rivers Casino and PNC Park! The 2010 event will again feature an informative educational program with sessions on the subject matter that *matters most* when getting brownfields back to active use. As in past “BoB” Conferences, the program will focus on the five main actions of brownfields development:

- Public Health/Ecology/Long Term Controls
- Marketing & Finance
- Site Characterization
- Site Remediation
- Working within Legal/Regulatory Framework

This year many of our presentations introduce the concepts of sustainability and LEED development to the brownfield redevelopment area. This focus allows the “BoB” to present information that can only be found at the “BoB”.

We are opening the 2010 Conference on the site of one of Pittsburgh’s recently reclaimed brownfield sites, the Rivers Casino on the North Shore. What better place to kick-off the BoB than one of our very visible brownfield success stories. We are pleased to have Michael Stern from Strada Architects as guest speaker at this reception to present some of the unique challenges faced when preparing this site on an expedited schedule for its present use. Following the recep-

tion, there will be plenty of time to enjoy networking in the Casino with many familiar faces and some new ones!

The official start to the program will kick off on Tuesday morning (April 20) with early registration and technical sessions. Our Keynote session will lead into the opening luncheon in the Exhibit Hall, featuring more than 25 Exhibits for attendees to learn from experts in the industry and additional networking opportunities. At the end of Day 1, we hope that you will join us for another visit to the North Shore at PNC Park, home of the Pittsburgh Pirates. The Pirates will take on the Milwaukee Brewers at 7:05 p.m. Please reserve your seat now, as we have a limited group of Club seats—some of the best seats in the house, in a stadium that doesn’t have any bad seats!

Day 2 will feature a Keynote session with the PA DEP Secretary John Hanger. We will again offer more informative technical sessions that cover the most important topics, and are filled with the most current information for attendees to learn from. Our Exhibit Hall will be open as well and offer lunch for all attendees.

Please consider joining us in Pittsburgh over April 19-21. Our planning committee is hard at work preparing the 2010 “Business of Brownfields Conference” to ensure that it is a trip worth making!



Mark Urbassik, 2010 BoB General Chair  
KU Resources

## **ABOUT THE CONFERENCE**

Since 1995 the Engineers' Society of Western Pennsylvania has presented an annual conference on the subject of brownfields reclamation. In fact, the ESWP was in the brownfields conference business even before the term "brownfields" was commonly used when referring to environmentally impaired sites. Back then, we conducted the "Industrial Site Recycling Conference" (ISRC) for 5 successful years. Since that time, ESWP has partnered with the U.S. EPA on the National Brownfields Conference for three very successful events in 2000, -01 and -02. In 2003 ESWP again sponsored its own conference returning to Pittsburgh's Sheraton Station Square Hotel with the "Business of Brownfields Conference", attracting over 300 attendees in both 2003 and 2004. In 2006, the "BoB" moved to Seven Springs Mountain Resort in Champion, PA, and then in 2007 returned to downtown Pittsburgh at the David L. Lawrence Convention Center. For 2010 we are pleased to return to the Sheraton Station Square Hotel with a refined agenda that reflect the comments we have received from surveying the 2009 attendees. We hope that you are pleased with the conference program prepared for this year's event.

The 15th Annual Business of Brownfields Conference is sponsored by the Engineers' Society of Western Pennsylvania (ESWP), a 501(c)3 not-for-profit member organization. Founded in 1880, ESWP is chartered to advance the professions of engineering, architecture, and applied sciences through technical activities, public service participation and social organizations. ESWP also supports the needs of industries, communities, and government in Western Pennsylvania. For more information, visit [www.eswp.com](http://www.eswp.com).

## **TECHNICAL PROGRAM**

The strength of the "BoB" has always been a quality technical program, where, beginners and experienced practitioners can find real world solutions and examples of successful brownfields redevelopments. In addition to the many sessions and panel presentations (listed above in summary format; visit [www.eswp.com/brownfields](http://www.eswp.com/brownfields) for full presentation descriptions), the Exhibit Hall and several plenary sessions are sure to inform and educate attendees.

## **EXHIBITS**

Browse and learn from more than 25 exhibits during the conference, featuring government agencies and engineering consultants. The Exhibit Hall is open during a majority of the Conference hours, and plays host to the coffee breaks and networking receptions offered during the Conference. Exhibit Hall hours are Tuesday, 11:30 a.m. until 6:30 p.m., and Wednesday from 8:00 a.m. until 1:30 p.m.

## **REGISTRATION**

Full Registration includes admission to the keynote sessions, daily technical sessions, Exhibit Hall, Monday's Rivers Casino Reception, Tuesday Exhibitors Party, and the Tuesday and Wednesday's Exhibit Hall Buffet Luncheon.

One-Day Registration includes the keynote session and technical session, Exhibit Hall and corresponding function for that day only.

You can register on-line at [eswp.com/brownfields](http://eswp.com/brownfields), or the Registration Form in this brochure. Your registration, along with payment, must be received by the Engineers' Society of Western Pennsylvania by Friday, April 16, 2010; following that date you must register on-site at the Sheraton Hotel.

## **DRIVING**

For attendees driving to Pittsburgh, directions are available at the Sheraton Station Square web site: [www.Sheraton.com/StationSquare](http://www.Sheraton.com/StationSquare)

## **PARKING**

The Sheraton Station Square Hotel does have its own parking facility, and valet parking is available for \$22 per day. Simply pull up to the front door of the hotel to utilize this service. Additional convenient parking is also available. Self parking lots are in the immediate vicinity. Directions, maps and rates are available on line at <http://www.garage.stationsquareparking.com/>

## **LODGING**

The Sheraton Station Square is Pittsburgh's only riverfront hotel. Just steps away from downtown corporate and retail centers and adjacent to over 30 shops, restaurants, and nightclubs, its never been easier to connect with family, friends, and colleagues. The Station Square Dock and the Gateway Clipper Fleet is also only a short walk from our hotel. A special block of guest rooms have been reserved at the Sheraton Station Square Hotel, in Pittsburgh. The Sheraton is the host hotel for all conference activities (exc. the Rivers Casino and PNC Park events). Room reservations can be made by contacting the Sheraton Central Reservations at 888-627-7029 or the hotel directly at 412-261-2000; identify yourself as Business of Brownfields Conference attendee. The special rate of \$129 per night, plus applicable taxes. Guests can also make their room reservation directly on line <http://www.starwoodmeeting.com/Book/brownsfields>

## **BoB NIGHT AT PNC PARK**

On Tuesday, April 20, a special group of seats have been reserved in the Club Section of PNC Park, home of the Pittsburgh Pirates, and voted one of the best ballparks in Major League Baseball. The Pirates will take on the Milwaukee Brewers at 7:05 p.m. Following the Tuesday Exhibit Hall Reception, join your fellow conference attendees for an enjoyable night out at the "old ballyard". Tickets are limited, and the fee is \$40. Please make your reservation on the Conference Registration Form. Tickets for the game will be delivered at the Conference Registration Desk upon check-in.

## **AMERICANS WITH DISABILITIES ACT**

The Business of Brownfields Conference and ESWP support the Americans with Disabilities Act (ADA), which prohibits discrimination against, and promotes public accessibility for those with disabilities. We ask those requiring specific equipment or services as an attendee to contact the ESWP Conference Department at 412-261-0710, ext. 11 and advise us of any such requirements in advance.

## **QUESTIONS?**

Please direct any questions to Conor McGarvey at the Business of Brownfields Conference, c/o Engineers' Society of Western Pennsylvania, 337 Fourth Avenue, Pittsburgh, PA 15222. Phone: 412-261-0710, Fax: 412-261-1606 or e-mail: [c.mcgarvey@eswp.com](mailto:c.mcgarvey@eswp.com).

**Visit [www.eswp.com/brownsfields](http://www.eswp.com/brownsfields) for up-to-date developments on all things "BoB"!**

# "The Business of Brownfields" Program

**MONDAY, APRIL 19, 2010**

**5 :00–6 :30 P.M.**

**Rivers Casino - A Case Study in Riverfront Brownfield Redevelopment**

Michael Stern, Strada, Pittsburgh, PA

**TUESDAY, APRIL 20, 2010**

**8 :30–10:00 A.M.**

**1A Overcoming Hurdles to Redevelopment—A Case Study of Technical, Economic, and Interpersonal Challenges Sayreville, NJ Site Redevelopment: A Unique and Challenging Brownfields Project**

Jonathan Spergel, Manko Gold Katcher & Fox, Bala Cynwyd, PA

**1B Sustainable Concepts in Remediation Sustainability of Groundwater Remedies in a Technical Impracticability Demonstration**

William Ahlert, HDR Engineering, Inc., Bethlehem, PA

**Sustainable Construction Practices Incorporated into Award-Winning Lagoon Closure**

Steve Kretschman, WSP Environment & Energy, Pittsburgh, PA

**Main Street Brownfield Remediation/Sustainable Development**

Richard Cartwright, MECX, East Amherst, NY

**10:30–11:30 A.M.**

**Opening Keynote Session**

Former City of Pittsburgh Mayor Tom Murphy, now a Fellow with the Urban Land Institute, Washington, D.C.

**12:30–2 :00 P.M.**

**2A Lessons Learned from Case Studies**

**Brownfields in the Bankrupt Automotive Sector**

Brad White, Hull & Associates, Inc., Pittsburgh, PA

**Crucial Agency Negotiations for Brownfield NFA**

James Peyton, Michael Baker Jr., Inc., Crown Point, IN

**Redeveloping Brownfields for Commercial, Retail or Mixed-Use Site: A Success Story in our Region**

Dave French, L.R. Kimball, Coraopolis, PA

**2B Brownfield Redevelopment and Municipal/Redevelopment Authorities**

**The Role of Redevelopment and Other Municipal Authorities in Brownfields Redevelopment**

Steven Miano, Hangley Aronchick Segal & Pudlin, Philadelphia, PA

**2 :15–3 :45 P.M.**

**3A Creating New Habitats on Old Brownfields**

**Creating New Habitats on Old Brownfields—Engineering Controls and Ecological Processes**

Tracey Vernon, Land Use Consultant, LLC; Jill Gaito, Green Center of Central PA, Harrisburg, PA; Sean Garrigan, Stomberg/Garrigan and Associates, Inc.; Jennifer Dowdell, Biohabitats, Inc.

**3B Innovative Investigation/Treatment**

**Mitigation of Vapor Intrusion Risks: Passive Wind Turbine System**

Dhruv Raina, WSP Environment & Energy, Pittsburgh, PA

**Multi-Phase Approach to Investigating a TCE Plume in a Karst Setting**

Mary Washko, Groundwater & Environmental Services, Inc., Warrendale, PA

**Use of a Permeable Reactive Barrier Wall for Treatment of a TCE Plume, Red River Army Depot, Texarkana, TX**

Marilyn Zumbro, KEMRON Environmental Services, Inc., Marietta, OH

**Innovative Approaches for Effective Reductive Dechlorination**

Vincent Ou, Ph.D., P.E., American Geosciences, Inc., Murrysville, PA

## **TUESDAY (CONTINUED)**

**4 :00–5 :00 P.M.**

### **4A Funding Issues**

#### **Brownfields and Tax Increment Financing**

Evans Paull, Redevelopment Economics, Baltimore, MD

#### **Economic and Environmental Benefits of Brownfields Redevelopment**

Evans Paull, Redevelopment Economics, Baltimore, MD

#### **Brownfield Partnering to Achieve Success**

Nathan Strum, Allegheny County Economic Development, Pittsburgh, PA

### **4B Laboratory Considerations**

#### **TestAmerica Dissects the Frequency of Detections on Method Blank Analysis**

David Miller, TestAmerica Laboratories, Inc., Pittsburgh, PA

#### **Better Decision Making through SEM/EDS Speciation of Inorganic Contaminants at Brownfield Sites.**

Ryan Hall, RJ Lee Group, Monroeville, PA

## **WEDNESDAY, APRIL 21, 2010**

**8 :30–10:00 A.M.**

### **5A Urban Land Redevelopment**

#### **Sustainable Benefits of Urban Farming as a Potential Brownfields Remedy**

Richard Hoff, The Mahfood Group, LLC, Bridgeville, PA

#### **Integrating Beneficial End-Use with Site Remediation Strategies**

Donald Nusser, P.E., PP, Hatch Mott MacDonald, Pittsburgh, PA

#### **A Brownfield Neighborhood Thinks Green**

Malik Bankston, The Kingsley Center, Pittsburgh, PA

### **5B Integrating LEED Concepts in Brownfields**

#### **A Case Study - LEED Certified Affordable Housing Project completed on Landfill**

Terri Smith, The ELM Group Inc., Princeton, NJ

#### **Life Cycle Analysis of Residential Brownfield & Greenfield Developments: A Case Study of Summerset (Phase 1) in Pittsburgh PA**

Ronell Auld, Carnegie Mellon University, Pittsburgh, PA

#### **Commuting from US Brownfield and Greenfield Residential Development Neighborhoods**

Amy Nagengast, Carnegie Mellon University, Pittsburgh, PA

**10:30–11:30 A.M.**

#### **Opening Keynote Session**

PA DEP Secretary John Hanger discusses the DEP Brownfields Program

**12:30–2 :00 P.M.**

### **6A Success Stories**

#### **Stackpole Industrial Complex Redevelopment, St Marys, PA**

Gary Hoover, L. Robert Kimball & Assoc., Inc, Ebensburg, PA

#### **From Brownfield to Boatyard**

Humbert V. Sacco, TPA Design Group, New Haven, CT

#### **Raymark Industries/Manheim Redevelopment Site**

Justin Lauterbach, RT Environmental Services, Inc., Washington, PA

### **6B Allegheny Riverfront Vision Plan**

#### **Allegheny Riverfront Vision Plan: A Different Look at Brownfields**

Stephen Quick FAIA, Perkins Eastman Architects, Pittsburgh, PA; Rob Stephany, Urban Redevelopment Authority of Pittsburgh, Pittsburgh, PA; Stefani Danes, AIA, LEED AP, Perkins Eastman Architects, Pittsburgh, PA

# Exhibits

Exhibiting at the Business of Brownfields Conference is a great way to place your firm in front of hundreds of industry professionals who are looking for ways to solve problems. Your firm may have the answer, but you need to be there to help. Exhibiting at the “BoB” is an easy and effective way to position your firm as an expert in the field, and provides you with high visibility to those who seeking your services the most. Exhibiting is easy and affordable. With our return to the Sheraton Station Square Hotel, exhibitor move-in and move-out has never been easier. Exhibitors can quickly do their own set up on Tuesday morning and be ready to meet with your next potential client at lunch later that morning. In addition to Tuesday’s lunch, we have a Tuesday evening reception, and a second attendee luncheon on Wednesday! The “BoB” also provides numerous coffee networking breaks throughout the Exhibit Hall so you will have plenty

Exhibitor Listing, as of Feb. 2010:

Analytical Laboratory Services, Inc.  
Environmental Service Laboratories, Inc.  
Field Environmental Instruments, Inc.  
GAI Consultants, Inc.  
Groundwater & Environmental Services, Inc. (GES)  
HDR Engineering, Inc.  
Hull & Associates, Inc.  
Keddal Aerial Mapping  
KU Resources, Inc.

of opportunities to meet all attendees. All events are open to all registered attendees! Exhibit space is limited, so don't delay—contact Conor McGarvey now to reserve your space. Full booth rentals are \$800, and include 2 Full Conference Registrations. Discounted rates are available for government and non-profit firms.

Exhibit Hall hours are Tuesday, 11:30 a.m. until 6:30 p.m., and Wednesday from 8:00 a.m. until 1:30 p.m.

To help companies stretch their marketing dollars, we have also packaged sponsorships with a booth and conference registrations! BoB Sponsorship gives your firm heightened visibility at the conference and places your firm in front of attendees in a number of ways...you'll be sure to stand out! Sponsor packages –see below for more information. We also have several event sponsorships available.

L.R. Kimball  
Land & Mapping Services  
MAX Environmental Technologies, Inc.  
Michael Baker Jr., Inc.  
PA Department of Environmental Protection  
Pace Analytical Services, Inc.  
PBS&J  
RT Environmental  
TestAmerica Laboratories, Inc.

# Sponsorship Opportunities

The Business of Brownfields Conference offers you several great opportunities to position your firm in front of the attendees of the 2010 BoB! In addition to the Gold, Silver and Bronze Level Packages, we offer several ala carte event sponsorships that provide exceptional recognition of your

firm. To become a sponsor– or for more information about sponsoring at the 2010 Business of Brownfields Conference, please contact Conor McGarvey, Conference Manager, at 412-261-0710, ext 11, or by e-mail at c.mcgarvey@eswp.com.

**GOLD LEVEL SPONSOR**

Includes:

- Exhibit Booth
- 4 Full Conference Registrations
- 4 Full Conference Guest Passes
- Website listing including Company Logo, Description, and Link
- Full-Page Ad in the Conference Program Guide
- Verbal Recognition in the Keynote Session
- Company logo on signage (3x size)

Fee: \$5,000



**KU Resources, Inc.**

**SILVER LEVEL SPONSOR**

Includes:

- Exhibit Booth
- 3 Full Conference Registrations
- 3 Full Conference Guest Passes
- Website listing including Company Logo, Description, and Link
- Half-Page Ad in the Conference Program Guide
- Verbal Recognition in the Keynote Session
- Company logo on signage (2x size)

Fee: \$4,000



**BRONZE LEVEL SPONSOR**

Includes:

- Exhibit Booth
- 2 Full Conference Registrations
- 1 Full Conference Guest Pass
- Website listing including Company Logo, Description, and Link
- Quarter-Page Ad in the Conference Program Guide
- Verbal Recognition in the Keynote Session
- Company logo on signage (1x size)

Fee: \$3,000




**RT Environmental Services, Inc.**  
Your Solution-Oriented Environmental Services Firm

Ala Carte Sponsorship Opportunities:

- Coffee Break (4 available) ..... \$500
- Conference Tote Bags (1 available) ..... \$2,000
- Welcome Banner (1 available) ..... \$500
- Name Badge Lanyards (1 available) ..... \$1,000

- Conference Program Back Cover Ad (1 available).. \$1,000
- Reception, Day 1 (1 available) ..... \$2,500
- Reception, Day 2 (1 available) ..... \$2,500
- Exhibit Hall Luncheon (2 available) ..... \$2,500