

• We are the leaders we have been waiting for — when will we choose to act?

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**JUNE 14-18: Shadowcliff Sustainability & Planning Workshop
with Bob Berkebile and Bob Mann**

The Academy for Sustainable Communities focuses on education and inspiration that will stimulate individual and collective action within the region, but at present does not include a specific action and planning component. In response to a strong desire expressed by many academy participants, we are pleased to offer the Shadowcliff Sustainability/Planning Workshop to all academy participants at an additional cost of \$900 (which includes lodging, all meals and workshop registration).

At the Shadowcliff workshop, held in the Rocky Mountains of Colorado, current and former academy participants will design an action-oriented, strategically focused plan that will move us toward a more sustainable region. Further details are available online at www.marc.org/sustain and www.Shadowcliff.org.

APPLICATION FORM

If faxing, make a copy of this form. Please print or type:

Name _____

Title _____

Agency/Company Name _____

Department _____

Address _____

Phone _____

Fax _____

E-mail _____

- Private Company Public Agency
 Nonprofit Consider for Partial Scholarship

Registration must be submitted by Feb. 5, 2010, to receive a discounted fee. Applicants not selected to participate will be given a full refund.

- I plan to attend the Shadowcliff workshop and will make my payment of \$900 upon invoice

SUBMIT APPLICATION INFORMATION TO:

Beverly Wilson
MARC Academy for Sustainable Communities

E-mail: gti@marc.org
Fax: 816/421-7758
Phone: 816/701-8234

Questions? Call 816/701-8207 or e-mail gnessel@marc.org
Visit www.marc.org/sustain for additional information

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Kansas City Regional Leaders,

A new lexicon of green is emerging in the Kansas City region, as it is throughout the world. Understanding how to respond to new opportunities posed by global economic and environmental change poses a long-term challenge for us all. As a wonderful start, I invite you to participate in MARC's Sustainability Leadership Series; a key element of the Academy for Sustainable Communities.

The leadership program will enable you to interact with both your peers and with national thought leaders in the sustainability arena; help clarify locally relevant strategies to sustain our region's prized quality of life; and most

Leadership Facilitators



Bob Berkebile is a founding principal of BNIM Architects, a firm that is setting new design standards for resource efficiency at the building and community levels. He is a board member of the U.S. Green Building Council, the Nature Conservancy and the Center for Global Community. The recipient of many awards and accolades, which includes receiving the Heinz Award from the Heinz Family Foundation for his leadership and commitment to the environment, Bob has conducted numerous sustainable design workshops for the White House, Department of Defense, Department of Energy and the National Park Service.



Steve Hewitt is the city administrator of Greensburg, Kan. He helped coordinate the early stages of recovery, and put the "green" in Greensburg by supporting an early resolution guiding the green-building process. Steve was named the *City and County Magazine* 2008 Municipal Leader of the Year for his efforts to rebuild his community in a sustainable direction.



Scott Bernstein is the president of the Center for Neighborhood Technology (CNT), founded in 1978 and a leader in promoting more livable and sustainable urban communities. As a creative think-and-do tank, CNT researches, invents and tests urban strategies that use resources more efficiently and more equitably. Scott has led CNT's work for 20 years and specializes in research and community development.



Fred Kent is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. As founder and president of Project for Public Spaces (PPS), he is known throughout the world as a dynamic speaker and prolific ideas man. Fred has trained over 1,000 transportation professionals from state departments of transportation, in addition to many thousands of community and neighborhood groups across the country.

importantly, build our individual and collective capacity to integrate sustainability and natural capitalism into our work, our organizations and our lives.

My aim as a facilitator will be to guide a collaborative dialogue of discovery, to uncover how we might best work together to create energetic, innovative, effective strategies that help the Kansas City region become a true model for sustainability.

Bob Berkebile
Architect, BNIM & ASC Facilitator



Eban Goodstein is the director of the Bard Center for Environmental Policy and co-director of the National Teach-In. From 2006–2009, he led the National Teach-In on Global Warming Solutions, coordinating educational events at over 2,500 colleges, universities, high schools and other institutions across the country.



Sarah James is a city and town planner with over 25 years of experience in housing, planning, community development and sustainable community planning. She specializes in participatory planning approaches and in planning for community sustainability. In 2007, she was awarded the Dale Prize from the California Polytechnic Institute at Pomona for her contributions to ecological planning and excellence in urban and regional planning.



Bob Mann is the founder of Bridging the Gap and co-director of the Colorado Shadowcliff eco-friendly mountain sanctuary, where he presents multi-day workshops as part of Shadowcliff's Sustainability Series. Mann has served as an environmental counselor to three Kansas City mayors, numerous elected officials and business leaders.

WHO SHOULD PARTICIPATE?

This program is offered to experienced and emerging leaders from private, public and nonprofit sectors who share an interest in and passion for making our region a model of excellence, quality and livability.

MARCH 5: Sustainable Vision with Bob Berkebile and Steve Hewitt

This session begins with Bob Berkebile highlighting the principles, concepts and ethics of sustainability. Initial discussions will focus on the program structure and clarify individual expectations. Next Steve Hewitt, the city administrator of Greensburg, Kan., will discuss the environmentally friendly rebuilding of his city after a devastating tornado. The facilitated discussion will provide a basis for creating stronger visions of environmental excellence.

APRIL 9: Sustainable Transportation and Housing with Scott Bernstein

This session focuses on preparing for a future where transportation and housing needs are integrated with other community sustainability efforts. Learn how to leverage groundbreaking research on the relationship between housing, transportation, community affordability and equity that is helping to shape the national discourse on urban and transportation policy. Discussion will focus on research by the Center for Neighborhood Technology, the 2009 recipient of the McArthur Award for Creative and Innovative Institutions. CNT is an action-oriented think-tank that researches, invents and tests urban strategies that use resources more efficiently and more equitably.

MAY 7: Building Community, Creating Places and Sustaining Neighborhoods with Fred Kent

The simple challenge is to create places within cities that people intuitively like and where communities thrive. Fred Kent has spent over 30 years researching and helping communities conquer this challenge. "Placemaking," a term coined by Fred's organization, Project for Public Spaces (PPS), is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. Fred will share new ways of thinking about public spaces and how placemaking can be used to bring communities together and revitalize underperforming spaces.

SEPT. 10: Leading the Revolution with Eban Goodstein

In recent years, it has become clear that sustainability cannot be achieved with minor modifications to business as usual, but instead will require two revolutions: first, a clean energy revolution that rewires the entire planet within the coming three decades; and concurrently, a revolution in consciousness that can support a world free of carbon emissions by 2050. Revolutions are led by real, everyday people: but what does it mean to be a sustainability revolutionary?

OCT. 8: Sustainable Communities with Sarah James

Support for sustainability is widespread among area local governments. However, the first question is often "What should we do?" Hundreds of communities have found success in planning the future they want through a highly effective, bottom-up participatory planning approach. More than 70 Swedish municipalities have become world sustainable community models by adopting guiding sustainability principles and systematically implementing them throughout their governments and wider communities. Sarah will discuss this path to success and how we can follow their example.

NOV. 5: Sustainable Solutions with Bob Mann and Bob Berkebile

The final session will focus on how new sustainability concepts may be implemented and applied across the region. The discussion will review issues from design, planning, finance and institutional development, with a focus on how to take the next steps at individual, organizational and social levels.

- Morning sessions with keynote presentation will run from 8–10 a.m. at the MARC Conference Center, 600 Broadway, Suite 200, Kansas City, Mo.

- Small group discussions with the speaker will take place from 10 a.m.–noon (Leadership Series participants only).

- Fee: (Includes all six sessions)
\$1,650 per corporate attendee
\$1,150 per government or nonprofit attendee

A limited number of partial scholarships (\$500) are available.

- \$150 discount if registration and payment are received by Feb. 5, 2010.

LEADERSHIP SERIES PURPOSE

To provide a meaningful experience to learn about innovative thinking on sustainability and to inspire participants to take actions that improve the health, vitality and quality of life of the Greater Kansas City community.

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