

## registration form

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company/Affiliation

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone (required)

\_\_\_\_\_  
Email

\$80 Early Registration until **February 15**  
 \$95 Registration **February 15 - March 15**  
 \$110 Registration thereafter

Conference fee		\$ _____
*Placemaking Workshop	\$65	\$ _____
Parks Tour	\$10	\$ _____
Additional gift to help Park Pride (your gift is tax deductible)		\$ _____
<b>Total</b>		\$ _____

Check enclosed, made payable to Park Pride.

Pay by credit card  
 type of card:  MC  VISA  AMEX

card #: \_\_\_\_\_

exp. date: \_\_\_\_\_ CW2 code : \_\_\_\_\_

Vegetarian Lunch

Other special needs: \_\_\_\_\_

*send form and payment to:*

Park Pride  
 675 Ponce de Leon Place, 8th Floor  
 Atlanta, GA 30308

or register online at [www.parkpride.org](http://www.parkpride.org)

*\*must be registered for conference*

## who we are

**PARK PRIDE** is a nonprofit group that leads and inspires action for parks and greenspace. In 2007, we coordinated over 20,000 hours of volunteer work in Atlanta parks, developed new conceptual master plans for 7 parks, helped start over a dozen friends of the park groups, and led the successful charge to increase funding for the City of Atlanta Parks Department for the fourth straight year (after a 30 year decline). Park Pride continued to work with community organizations and grass-roots advocates to support the creation of the Atlanta BeltLine, which can create more than 1,000 acres of new parks and 33 miles of trails. Our annual conference serves as the signature event in our work to create a world class park system in Atlanta.

## weekend events

### PLACEMAKING WORKSHOP

Presented by Park Pride and Project for Public Spaces  
 Saturday, March 29, 1PM – 4:30PM  
 \$65 fee, includes light refreshments

An interactive seminar that aims to foster a deep understanding of what makes public spaces function, as well as insight into PPS' research and experience. Participants will work in small teams to observe and analyze one City of Atlanta park that illustrates pertinent design issues, gives insights, and encourages them to see the sites from a user's point of view.

**Register Soon:** Space is limited to 35 participants!

### PARKS TOUR

Presented by Park Pride  
 Saturday, March 29, 9AM - 1PM  
 \$10 fee, includes lunch

A selection committee will choose four stellar City parks to highlight on the 2008 Parks Tour. A community representative from each park will illustrate why their greenspace is one that makes "Parks the Pride of Atlanta." To show appreciation for the respective communities' dedication, each park featured on the tour receives a Park Pride micro-grant of \$500, which will be used by the community group for improvements to their park.

**Register Soon:** Space is limited to 45 participants!

more info & registration at [www.parkpride.org](http://www.parkpride.org)



675 Ponce de Leon Ave  
 8th Floor  
 Atlanta, GA 30308

**PARKS TOUR:** Sat, March 29, 9am - 1pm  
 Presented by Park Pride

**PLACEMAKING WORKSHOP:** Sun, March 30, 1pm  
 Presented by Park Pride & Project for Public Spaces

**PARKS & GREENSPACE CONFERENCE:**  
 Mon, March 31, 8am - 5pm

ATTN: RLAs eligible for 5 CEUs!



7<sup>th</sup> annual parks &  
 greenspace conference:  
 a vision of sustainability

Monday, March 31, 2008  
 8am - 5pm  
 at the Atlanta Botanical Garden

presented by  
 The Home Depot Foundation



**FOUNDATION**

[www.parkpride.org](http://www.parkpride.org)

8:00am - 8:30am

REGISTRATION  
NETWORKING & REFRESHMENTS

8:30am - 8:40am

WELCOME

**Mary Pat Matheson**, Director,  
Atlanta Botanical Garden  
**Guido Sacchi**, President, Park Pride

8:45am - 9:00am

**Parks & Sustainable Communities**  
**Kelly Caffarelli**, Executive Director,  
The Home Depot Foundation

9:00am - 10:00am

**Parks, Health & Sustainability**  
One of the world's foremost experts on Parks and Public Health discusses how parks improve our lives through direct and indirect benefits, as well as the role that public health plays in creating sustainable communities.  
**Dr. Howie Frumkin**, The Centers for Disease Control and Prevention

10:00am - 10:15am

BREAK / NETWORKING /  
DISPLAY TABLES

10:15am - 11:30am

**CONCURRENT PANELIST SESSIONS**  
**Funding Parks for the Long Term**  
*Exhibit Hall*

Representatives from the Chicago Parks District, a park design firm and an economic redevelopment team present and discuss the many sources of sustainable park funding.  
**Presenters:** David Anselmi, Christian DiPalermo, Harry Housen, Bob Pickens

**Building Sustainable Parks**  
*GA Pacific Classroom in the Orchid House*  
Case studies on how parks can address stormwater run-off, promote sustainable agriculture and incorporate low-impact design.  
**Presenters:** Joe Basista, Dale Jaeger, Alice Rolls

**Sustaining Public Spaces**  
*Magnolia Hall at Piedmont Park Conservancy*

A Vice President from New York's world-renowned Project for Public Spaces discusses an approach to park planning that is "place" versus "project" based and "community" versus "discipline" based that can be used to both retrofit existing parks and to plan new ones.  
**Presenter:** Phil Myrick

**Raising Money for Your Park**  
*Garden House Classroom*

A "how-to" session featuring the manager of Park Pride's grant programs, a representative of the Community Foundation of Greater Atlanta, and a friends of the park group that has raised hundreds of thousands of dollars for its park.  
**Presenters:** Allison Barnett, R.R. Harris, Philip Rush

11:30pm - 11:45am

BREAK / NETWORKING /  
DISPLAY TABLES

11:45am - 1:45pm

LUNCHEON & PARK PRIDE  
ANNUAL MEETING

**THE MEDIA - PARTNERS  
IN SUSTAINABILITY**

**Jocelyn Dorsey**, WSB Channel 2  
**Lyle Harris**, Atlanta Constitution  
**Rob Rabin**, 97.1 The River

**PARK PRIDE INSPIRATION AWARDS**

**KEYNOTE: PARKS & SUSTAINABILITY**  
**Presenter:** Galen Cranz,  
Professor, Dept. of Architecture:  
University of California, Berkeley

1:45pm - 2:00pm

BREAK / NETWORKING /  
DISPLAY TABLES

2:00pm - 3:15pm

**CONCURRENT PANELIST SESSIONS**  
**Infill Redevelopment, Sustainability & Parks**  
*Magnolia Hall at Piedmont Park Conservancy*

Toronto, Fort McPherson and N. DeKalb provide case studies on how parks and greenspace enhance the value and quality of redevelopments of large, aging urban sites.  
**Presenters:** David Anselmi, Jeff Rader, Jack Spratt

**Parks & Cars - Creative Solutions**  
*Exhibit Hall*

How innovative park design and system-wide planning can reduce auto dependence and the negative impacts of transportation upon quality of life.  
**Presenter:** Ben Welle

**Georgia's Action Plan for Parks & Sustainability**  
*GA Pacific Classroom in the Orchid House*

How Georgia will use parks to ensure livable communities, promote economic vitality and conserve significant statewide resources.  
**Presenter:** Becky Kelley

**Maintaining Friends of the Park Groups**  
*Garden House Classroom*

Friends of the Park groups provide structures for building social bonds, increasing self-esteem and making the world a better place.  
Learn the secrets to building and sustaining these vital organizations.  
**Presenters:** Lee Coker, Ayanna Williams

3:15pm - 3:30pm

BREAK / NETWORKING /  
DISPLAY TABLES

3:30pm - 5:00pm

**PARKS & SUSTAINABLE CITIES**  
National, state and local leaders discuss how parks are necessary to create vibrant, sustainable cities.  
**Galen Cranz**, Univ. California, Berkeley  
**Gray Kelly**, Earthcraft  
Communities /Southface  
**Helen Tapp**, The Trust for Public Land  
**Lynnette Young**, Sustainable  
Atlanta Initiative

5:00pm

**COCKTAIL RECEPTION**  
Join us for food, drinks and fun.

featured presenters

**Dr. Galen Cranz**,  
Professor of Architecture,  
Univ. of CA, Berkeley

**Jocelyn Dorsey**,  
Director of Editorials &  
Public Affairs, WSB-TV  
Channel 2

**Dr. Howie Frumkin**,  
Director, National Center  
for Environmental Health,  
Centers for Disease Control  
& Prevention

**Lyle Harris**,  
Editorial Board, *The AJC*

**Gray Kelly**,  
Director of Sustainable  
Development, Southface

**Rob Rabin**,  
General Sales Manager,  
97.1 FM The River

**Helen Tapp**,  
GA State Director,  
The Trust for Public Land

**Lynnette Young**,  
Director, Sustainable  
Atlanta Initiative

break-out session presenters

**David Anselmi**,  
Parc Downsview Park, Inc

**Allison Barnett**,  
Park Pride

**Joe Basista**,  
Atlanta Department of  
Watershed Management

**Lee Coker**, Friends of  
Spink-Collins Park

**Christian DiPalermo**,  
New Yorkers for Parks

**R.R. Harris**, Friends of  
Collier Heights Park

**Harry Housen**,  
Wood + Partners

**Dale Jaeger**,  
The Jaeger Company

**Becky Kelley**,  
Georgia Department  
of Natural Resources

**Phil Myrick**,  
Project for Public Spaces

**Bob Pickens**,  
Chicago Parks District

**Jeff Rader**,  
DeKalb County Commission

**Alice Rolls**,  
Georgia Organics

**Phillip Rush**,  
The Community Foundation  
for Greater Atlanta

**Jack Spratt**,  
McPherson Planning  
Local Redevelopment  
Authority Health

**Ben Welle**,  
Center for City  
Parks Excellence

**Ayanna Williams**,  
Park Pride

presenting



gold



silver



bronze



boosters

Atlanta Dept. of Parks, Recreation & Cultural Affairs  
Ardmore Park Neighborhood Association  
Chastain Park Conservancy  
Earth Share of Georgia  
ECOS Environmental Design, Incorporated  
Olmsted Linear Park Alliance

sponsors as of 1.03.08