



NEWS

For Immediate Release

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FOR IMMEDIATE RELEASE

**VALLEY FORWARD'S LIVABILITY SUMMIT
COMMEMORATES 40TH ANNIVERSARY OF EARTH DAY**

PHOENIX (March 1, 2010) – Valley Forward Association's Livability Summit on Earth Day, April 22nd will take a forward looking approach at the notion of sustainability and how it will shape the next decade in our region, throughout the nation and globally. Economic futurist and sustainability expert, Jeremy Rifkin will headline the Summit. Rifkin is president of the Foundation on Economic Trends and author of 17 best-selling books on the impact of scientific and technological changes on the economy, the workforce, society and the environment.

Other keynote speakers include: Paul Leinberger, senior vice president of global accounts at The Futures Company, which will unveil its *Going Green Report* at the event; and James Charlier, AICP, of Charlier Associates, Inc., an expert in smart growth strategies.

The Summit will also feature local panelists that will engage in a conversation on "*How to ensure a sustainable future for our region.*" Topics include the impact of environmental issues on community design and personal lifestyle choices. The interactive dialogue will center on Valley Forward's core areas of focus: land use planning and open space, transportation and air quality, water management and energy.

The event will be held from 7:30 a.m. to 1:30 p.m. at the Wyndham Phoenix, 50 E Adams Street, Phoenix, AZ 85004. The program will begin with registration, a continental breakfast and a preview of Valley Forward's Resource Area.

Distinguished keynote speakers' timing and information are as follows:

JAMES CHARLIER An expert in smart growth strategies and sustainable transportation systems, James Charlier's work in the West has focused on our state, where he helped lead last year's Arizona Town Hall and is now consulting with the Arizona Department of Transportation. He also teaches Sustainable Urbanism at the University of Colorado and is on the faculty of the Governor's Institute of Community Design, the Mayor's Institute of Community Design and the American Institute of Architects' Sustainable Design Assessment Team.

Charlier will discuss smart growth strategies then lead a discussion on local sustainability initiatives.

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Panel Discussion: ***How To Ensure A Sustainable Future For Our Region***

9:00 – 10:30 a.m. **SUE CLARK JOHNSON**, Executive Director, ASU Morrison Institute for Public Policy

COMMISSIONER PAUL NEWMAN, Arizona Corporation Commission

SHANNON SCUTARI, Director, State Rail & Sustainability Services, Arizona Department of Transportation

MO MUKIIBI, JR., Ph.D., International Consultant, CH2M Hill

PAUL LEINBERGER A nationally-recognized expert in brand and market strategy, Paul
10:45 – 11:30 a.m. Leinberger will discuss consumer and business trends in the sustainability arena. He will release his company's *Going Green Report* at the event and discuss how the environmental movement has impacted new consumers in the current recession.

JEREMY RIFKIN Jeremy Rifkin is president of the Foundation on Economic Trends and the
12:00 – 1:30 p.m. author of 17 best-selling books on the impact of scientific and technological changes on the economy, the workforce, society and the environment. He's founder and chairperson of the Third Industrial Revolution Global CEO Business Roundtable. The Roundtable is composed of 100 CEOs of leading North American and European global corporations committed to ushering in the four pillars of the Third Industrial Revolution to address global economic recovery, energy security and climate change. Rifkin has been influential in shaping public policy in the U.S. and around the world.

Valley Forward's Livability Summit is open to the public with advance reservations required. Seating is available for \$135 per person and tables of 10 are available for \$1,300 (breakfast and lunch are included). For more information, visit www.valleyforward.org or call (602) 240-2408.

Established in 1969, Valley Forward Association is a non-profit organization that brings business and civic leaders together to convene thoughtful public dialogue on regional issues and to promote cooperative efforts that improve the livability and sustainability of Valley communities. The organization was founded a year before the first Earth Day and has been advocating for environmental quality in this region for 41 years.

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