

2013-2014 Biennial Colloquium  
“The Price and Promise of Progress”  
P r e s e n t s

**DESIGNING**



**TO THRIVE**

**Can urban development coexist harmoniously with natural ecosystems?**  
*Join our panelists to discuss innovative design solutions that address environmental challenges and can help us build sustainable and healthy communities!*

**Conference Coordinators:**

Martha Avila, Environmental Specialist II, Florida DEP

Munir Al-Suleh, M.S.E.E., P.E., Drafting and Design Technology Professor, Edison State College

Marcela Trevino, Ph.D., Biology and Chemistry Professor, Edison State College

## **DESIGNING TO THRIVE**

### **Detailed Agenda**

- 12:00 – 1:00 pm**      **Lunch – Registration** (Student/Professional Informal Lunch Meet & Greet)
- 1:00 – 1:20 pm**      **Welcome Remarks**  
*John Meyer, Dean, School of Business and Technology, Edison State College*  
*Roy Beckford, Director, UF/IFAS Lee County Extension*  
*Jon Iglehart, Director, Department of Environmental Protection*
- 1:20 – 2:00 pm**      **Introduction to the Big Picture of Sustainability**  
*Paul Shahriari, Green Mind Inc.*
- 2:00 – 3:15 pm**      **Panel on Sustainable Urban Agriculture**
- Session 1      2:00 – 2:20 pm      **Solutions to Food Deserts: Urban Agriculture; Edible Landscapes; Permaculture; Aquaponics**  
*Sean Posey, Eastern Gateway Community College, Ohio*
- Session 2      2:20 – 2:35 pm      **Establishing a Food Hub in a Food Desert Area (FDA)**  
*Yvonne Hill, Roots Heritage Urban Food Hub*
- Session 3      2:35 – 2:50 pm      **Social and Environmental Dynamics of a High-Tech, Integrative, Sustainable Urban Farm on the Local Economy**  
*Gary Winrow, Director at Selovita Commercial Urban Farm*
- Q&A      2:50 – 3:15 pm      Facilitated by: *Sean Posey & Roy Beckford*
- 3:15 – 3:30 pm**      **Coffee Break**
- 3:30 – 5:45 pm**      **Panel on Sustainable Design and Construction**
- Session 1      3:30 – 4:10 pm      **Integrated Design for Mixed Use Development**  
*Kim Trebatoski, EcoPlanz*  
*Chris Ressler, Studio+*  
*Brian Smith, EnSite*
- Session 2      4:10 – 4:35 pm      **Incorporating Green Practices in Building Codes; Story of Shangri La Health Spa**  
*Frank O’Neill, Full Service Green*
- Session 3      4:35 – 5:00 pm      **Sustainable Goals Become Reality**  
*Linda Purcell, architecture PML, Inc., Colorado*
- Session 4      5:00 – 5:15 pm      **Sustainable Stormwater Design**  
*Jonathan Romine, EnSite*
- Session 5      5:15 – 5:30 pm      **What Makes Transportation Sustainable?**  
*Julia B. Davis, Omnibus Innovations Group, Inc.*
- Q&A      5:30 – 5:45 pm      Facilitated by: *Paul Shahriari, Green Mind, Inc.*
- 5:45 – 6:00 pm**      **Wrap-Up and Next Steps**

## Welcome Remarks



### ***Dr. John Meyer***

***Dean, School of Business and Technology, Edison State College***

Dr. John Meyer, holds a DBA in Management from Argosy University and an MBA from Hodges University. He has served in public and private education for over 16 years. He also has over 20 years of business and leadership experience where he owned and operated privately held automotive ventures, conducted corporate training, and practiced managerial consulting. His areas of academic interest include person-organization fit and the relationships that organizational and occupational cultures have on human behavior and, by extension, the success of organizations. Dr. Meyer is an active researcher and author on the Workforce Now project, a regional research initiative to identify current and future talent requirements for the five counties of Southwest Florida. This project aims to deeply study industries or sectors each year to provide a continuous stream of information from employers to educational institutions, and to look for ways to create dialogue and new partnerships between businesses and educational institutions.



### ***Roy Beckford***

***Director, UF/IFAS Lee County Extension***

***University of Florida, Institute of Food and Agriculture Science***

Roy Beckford has been the University of Florida's Agricultural and Natural Resources Agent in Lee County, Florida since 2005. He previously worked in Agricultural Extension in Jamaica and the British Virgin Islands (BVI) for 14 years, and played a pivotal role in the development of the BVI's small farms program. Roy is the author of a book on Tropical Agricultural Development (The Third Pillar: Unearthing the Agro-economic Potential of the British Virgin Islands), and over 150 fact sheets and technical articles on agricultural production and management in the tropics, as well as on topics in alternative energy, environmental and natural resources. Roy's efforts in Lee County are focused on the development and expansion of urban agri-business and the reduction of food desert areas.



### ***Jon Iglehart***

***Director, Department of Environmental Protection***

Jon Iglehart was appointed as FL DEP's South Regulatory District Director on July 29th, 2005. He has been with the Department of Environmental Protection for 21 years and has extensive experience within the FL DEP, working as the South District Assistant Director of District Management and Submerged Lands, and Environmental Resource Permitting Program Administrator before his current position. Jon received a Bachelor's Degree in Zoology from North Carolina State University before attending the Certified Public Manager Program at Florida State University and Partnership Training with the United States Navy. He also co-authored a mangrove die-off study, which was published in 1997. His government and management experience, plus a wealth of knowledge about the area, provides enlightened leadership and support for his staff. The South District is responsible for the following county areas: Charlotte, Collier, Desoto, Highlands, Hendry, Glades, Lee, Monroe and Sarasota.

## Introduction to the Big Picture of Sustainability



**Paul Shahriari**  
**Green Mind Inc., CEO/Founder**

Paul specializes in the application and implementation of sustainability into the real estate, design, construction and manufacturing industries. He works throughout organizations helping to establish visions, train teams, develop methodologies, create tools and enhance marketing and communications strategies. Paul enjoys working with key industry service providers such as architects, engineers, and construction managers to develop world-class service offerings for high-performance green building projects around the world. He has delivered over 500 presentations over the past 15 years. He has worked on a variety of commercials and residential green projects whose aggregate value is approximately \$30 billion. He is a sought-after speaker on topics including, green technology, green jobs, eco entrepreneurialism, green rating systems, green marketing and cost/benefit analysis. Paul co-founded two technology companies: ecologic3, the first project software that produces cost/benefit analysis for green building projects and ecoScorecard, the first web-based environmental documentation software for manufacturers working in commercial and residential construction.

## Panel on Sustainable Urban Agriculture

### **Solutions to Food Deserts:**

### **Urban Agriculture; Edible Landscapes; Permaculture; Aquaponics**

*The key elements that influence the spread of food deserts will be discussed, along with various approaches being used to solve the problem of food deserts. The development of sustainable local food systems strengthens urban areas, which are the economic engines of regions and nations.*



**Sean Posey**  
**Professor, Eastern Gateway Community College, Ohio**

Sean Posey is a historian, urban theorist, and writer. He is a graduate of the photography program at the Academy of Art University in San Francisco, and holds a graduate degree in the field of urban history from Youngstown State University. Sean has guest lectured on a variety of topics, from urban history to the future of shrinking cities, in venues from Ohio to Florida. Sean has also presented academic papers on the history of public housing at Edinboro University in Pennsylvania and in Hawaii. Sean was involved at the grass roots level in some of the first urban gardens and the first urban farm in the city of Youngstown, Ohio. He later worked at the Youngstown Neighborhood Development Corporation, dealing with vacancy issues and urban agriculture. Sean is the chair of the urban issues department at the Hampton Institute, an online think. His work as both a photographer and a writer has been published in *The San Francisco Chronicle*, *Rustwire.com*, *Truthout*, *Next American City*, and *The Atlantic Cities*.

## ***Establishing a Food Hub in a Food Desert Area (FDA)***

*The Roots Heritage Urban Food Hub (RHUFH) was created as an urban agricultural initiative to introduce communities to the benefits of growing their own produce and eating healthy. Today, the project has grown to become a non-profit social enterprise which includes an urban farm, urban garden, and produce stand located on 5 ¼ acres in a food desert area in Fort Myers, FL.*



**Yvonne Hill**  
**Roots Heritage Urban Food Hub**

Yvonne is the Founder and President of the Circle of Community Leadership Inc. (CCL), a nonprofit organization founded in 2003. Under its umbrella, she created the Cultural Heritage Center in 2007 to increase awareness of the contributions of culturally and ethnically diverse groups/ individuals to Southwest Florida. In 2010, Yvonne further expanded CCL by founding the Roots heritage Urban Garden. In April (2014) the 2nd Urban Farmers In Training (UFIT) program will be conducted to increase the involvement of community residents in the development/ management of all aspects of their own community food system. Yvonne received her BA degree from Rutgers State University, her MA from William Paterson University, and her MBA from Rider University. Her professional career includes positions as Director of Telemarketing (Burroughs Corp), Public Sector Representative (Unisys Corp), Computer Information Specialist (NYBOE), Director of Training Whitney M. Young Center for Urban Leadership/Director of Affiliate Database Network (National Urban League), Partnership Specialist African American Community (Census Bureau), Minority Recruiter (Barry University), and Small Business Development Consultant (YDH Services). Yvonne is an author, playwright, curator and visionary entrepreneur. In her spare time, Yvonne enjoys reading, historical research, exhibit design, cycling and thinking of other creative things to do.

## ***Social and Environmental Dynamics of a High-Tech, Integrative, Sustainable Urban Farm on the Local Economy***

*Innovative Agriculture – A scalable food source fueling community and economic development, health, education and human services. Sobering facts and other inconvenient truths accelerating the global urgency to build sustainable urban farms.*



**Gary Winrow**  
**Managing Director, Selovita Commercial Urban Farm**

Since graduating from Wake Forest University with a Bachelor of Science degree in 1971, Gary has gained a wealth of professional experience in construction management. He has supervised projects as varied as commercial and residential real estate developments and golf courses to water resource management facilities. He has also overseen the bioremediation of environmentally contaminated properties, directional drilling and ground water recovery projects, and gas exploration in Florida, Colorado, and the Caribbean. Gary's passion is blending science and technology into practical solutions for the good of future generations and to the people of greatest need.

## Panel on Sustainable Design and Construction

### *Integrated Design for Mixed Use Development*

*An interdisciplinary team will discuss benefits of integrating the expertise of multiple professions to develop a comprehensive project design. A Lee County property will be used to compare a typical "mixed use" project design with one that is truly integrated into the existing neighborhood and natural environment to provide additional housing options, commercial, medical, and professional office opportunities.*



**Kim Trebatoski**  
*EcoPlanz Inc.*

Kim is a Certified Senior Ecologist (CSE) through the Ecological Society of America with a Master of Science (MS) in coastal resource management from the University of West Florida, along with a Bachelor of Science (BS) in aquatic biology and water resource management from the University of Wisconsin. Kim has experience in both the public and private sector where she developed a strong professional and community network earning respect for her abilities to work as an ecological consultant, field ecologist, environmental regulator, scientist, and mentor. After working for Lee County Division of Environmental Sciences for 10 years, Kim pursued a career in ecological consulting first as a Senior Ecologist with a private firm then opening her own company in 2012.



**Chris Ressler**  
*Associate Principal, Studio Plus*

Chris is a graduate of Virginia Tech and the College of William and Mary; he has been practicing architecture in multiple states for 10 years and has overseen the certification of several LEED Certified projects in Florida and Virginia. Some of his notable projects include the Franklin Shops, FGCU's Kapnick Labs at the Naples Botanical Garden. He has served a variety of roles in the Southwest Florida Branch of the USGBC for over 5 years and is currently sitting as their chair. He also currently sits as Chair for the Lee County Community Sustainability Advisory Committee and as president of the College Parkway Redevelopment Group –a non-profit team of engineers working with County Officials, planners, residents and business owners to improve the College Parkway experience for pedestrians, bicyclists, and drivers alike.



**Brian R. Smith**  
*EnSite, Inc.*

As founder of EnSite, Brian provides leadership and direction in all aspects of this company. His expertise in site planning, landscape design, and project management offers the ability to see value in spaces and places, resulting in exceptional design. Brian has managed projects for residential, commercial and institutional development. His well-established, positive relationships with clients, governmental agencies and administrations continue to promote efficient review and success of projects. Brian is a highly motivated individual who provides exceptional client service through his commitment to outstanding service, design and project outcome.

## ***Incorporating Green Practices in Building Codes; Story of Shangri La Health Spa***

*In recent years, Florida, National, and International Building Codes, have seen fit to include sustainable measures in their mandated requirements. The presentation will cover a brief overview of how building codes got to here, and the current state of building codes as they relate to the built environment.*



***Frank O'Neill***  
***Full Service Green***

Frank has 40 years of active involvement in the field of construction, sustainability, and Building Code compliance. A Certified General Contractor, Certified Building Official and Certified Planner, actively involved with the Florida Building Commission, the International Code Congress, and the Florida Green Building Coalition. He was the Chief Building Inspector for Lee County, for almost 20 years where he oversaw and assured Building Code compliance on over 1 billion dollars of construction annually. He set up and oversaw the Building Department for the Lee County School Board, and Florida Gulf Coast University locally, and statewide he wrote transition plans and set up Building Departments for School Boards, Universities, and Municipalities. In 2009 he was appointed by the International Code Council to sit on a committee to assist in the development of the original draft of the International Green Construction Code. Recently he was involved in the renovation of the Shangri La Health Spa in Bonita Springs, as a Holistic Healing Retreat.

## ***Sustainable Goals Become Reality***

*This presentation focuses on the Intentional Integration of the Construction Team into the project knowledge base. This integration creates enthusiasm for the project, quickly engages the construction team in the project requirements, and facilitates enhanced communication that is essential for a Sustainable project. The end result is Project Success!*



***Linda Purcell***  
***Architecture PML, Inc.***

Linda is an Architect, LEED AP, and a Principal with architecture PML, a firm she started in January 2009. She has worked on a broad range of projects from \$20,000 restaurant remodels to a \$143,000,000 LEED-certified Detention Center. Current clients include the State of Colorado Department of Transportation, Arapahoe County Libraries, Mile High Spirits and Local Distilling. Linda is experienced in multiple delivery methods, including design/bid/build, CM/GC, and design/build. Linda utilizes a holistic approach, starting in design, then by working closely with the client and contractor during construction, ensuring the design intent, sustainable goals, and budget are all met, resulting in Project Success. Linda earned a Masters of Architecture Degree from the University of Colorado in 1994, and a BA in Music from Fort Lewis College in 1978. She is a member of the American Institute of Architects, and Hispanic Contractors of Colorado. Linda serves on the AIA Colorado Government Affairs Committee, and the Legislative sub-committee.

## ***Sustainable Stormwater Design***

*Successful stormwater design is a multi-disciplinary approach that thinks on a regional scale. It is more than just getting water off the site. This session discusses some of the misconceptions related to Low Impact Design (LID) methods and how using them allows for better connected and more user friendly developments. It will also discuss some local projects that are utilizing LIDs for long term return on investment.*



**Jonathan L. Romine**  
*EnSite, Inc.*

Jon, a Principal at EnSite, Inc., is a landscape architect and entrepreneur with more than 10 years of professional experience. He has success in many areas of including; designing, marketing, implementing, and managing new and innovative programs, proficiency in business development and expanding opportunities; and ability to communicate, promote understanding, and gain acceptance around complex issues in diverse group settings. He is a self-starter with unmatched ambition and willingness to excel and proven expertise in ability to solve complex, system-wide problems to achieve client, community, and company goals. His true passion is the community in which I live, work, learn and play. As a business owner, He believes that community involvement is a large part of our role that focuses on a triple bottom line, planet, people, and profit. He is actively involved in numerous local community organizations with a focus on education and sustainability. A few of those organizations include: The Foundation for Lee County Public Schools, PickUp the Ball, and The Imaginarium Science Center.

## ***What Makes Transportation Sustainable?***

*Sustainable Transportation is related to land use decisions. These decisions are dependent upon the priorities we set. Who sets these priorities? We do. Examples of sustainable transportation will be provided.*



**Julia B. Davis**  
*Omnibus Innovations Group, Inc.*

Julia B. Davis, AICP, President of Omnibus Innovations Group, Inc., is a graduate of the Pennsylvania State University with a BS in Urban and Regional Planning. She has 30 years of combined experience in transit and paratransit planning, all of them in Southwest Florida. Her career began with LeeTran, the Lee County transit agency. She has subsequently worked at the Southwest Florida Regional Planning Council/Lee MPO and the Florida DOT, where she received several awards for leadership and customer service. She has extensive program management experience. Additionally, she teaches programs which combine personal strategic planning with innovative problem solving.