

PLEASE JOIN US IN HEARING

Ed McMahon

Urban Land Institute
Senior Resident Fellow,
Nationally known consultant and
author in the field of Sustainable
Development, leading ULI's
worldwide efforts to conduct
research and educational
activities related to
environmentally sensitive
development policies and
practices.

Wednesday

March 26, 2014

5:00 p.m. - 6:30 p.m.

1715 Volunteer Blvd.

Room 109,

McCarty Auditorium

Light refreshments provided

&

Thursday

March 27, 2014

10:30 a.m. - 11:30 a.m.

East Tennessee History

Center, 601 S. Gay Street

Box lunch provided

AIA & GBCI CE Credits

Program and Parking are free but
registration is **required**. Must
state which event

RSVP to

Julie.ETQG@gmail.com or
dori.caron@knoxmpc.org



Secrets of Successful Communities

- *Building a prosperous community*
- *How leaders can take inventory of their community's assets and incorporate those into a vision*
- *Seven Secrets of Successful Communities*

Ed McMahon who writes regularly for *Urban Land Magazine*, *Citiwire*, *Planning Commissioners Journal* and other periodicals, will explore economic changes and share his expertise in creating effective solutions to real estate development issues and land conservation.

Join us to learn more about:

- What's next in Real Estate
- Calculating the economic benefits of preserving and enhancing community character
- Changes in the retail paradigm
- Economic changes and effective solutions

About Ed McMahon



Before joining the ULI in 2004, McMahon spent 14 years as the vice president and director of land use planning for the Conservation Fund in Arlington VA where he helped protect more than 5 million acres of land of historic or natural significance. McMahon is also the cofounder and former president of Scenic America, a national

nonprofit organization devoted to protecting America's scenic landscapes.

McMahon is the author or coauthor of 15 books including *Conservation Communities*; *Creating Value with Nature*, *Open Space*, and *Agriculture*; *Better Models for Development in Virginia*; *Developing Sustainable Planned Communities*; *Green Infrastructure*; *Connecting Landscape and Communities*; *Land Conservation Finance*; and *Balancing Nature and Commerce in Gateway Communities*.



GEORGE W. REAGAN
C O M P A N Y

