

Friday September 10²⁰⁰⁴ CHAUTAQUA AUDITORIUM - BOULDER





A conference bringing together national experts in the field of future transportation

morning 10am-1pm



HENRY BEER Principal, CommArts, Inc.

30 years ago he designed Boulder's Pearl Street Mall; a carfree street in the heart of the city. Today he leads a top retail and environmental design firm



ESTHER DYSON

Editor-at-Large, CNET Networks New York, NY

A true pioneer of the Internet, Wired Magazine called Esther the most powerful woman in computing in 1993. Today, she remains highly influential and is seen as someone who identifies new trends before the others (as she did with the PDA)



FRED SILVER Vice-President, WestStart / CALSTART

Once a developmental lead on GM EV1 electric car, Fred has been a recent force behind enhancing transit-use through Bus Rapid Transit (BRT) design initiatives

After selling his company to Kinkos,

Rick launched NuRide, Inc., a dynamic-

ridesharing company. Rick works to

leverage the Internet to help people

take advantage of the millions of

vehicles moving about our major

RICK STEELE

CEO, NuRide, Inc.

urban centers



DOUG FIELD

Design & Engineering

Segway employee #1; Doug

has been the main daily thrust

behind the most innovative

new transportation introduction

in decades. He is a specialist on

both the hardware and software

that drives our upcoming future

Vice-President,

Segway, LLC

Director - Strategic Design Volvo Concept & Monitoring Center

A breeding ground for very innovative vehicle concepts, Doug's mind brought usthe recent Volvo narrow-lane car concept to address growing traffic congestion concerns



SUSAN SZENASY

Editor-In-Chief METROPOLIS MAGAZINE New York, NY

METROPOLIS is the leading design collaboration magazine; where product design, architecture, and urban design meet. Susan, the Editor-In-Chief, is a specialist on cross-disciplinary collaboration and is a vital resource for innovating new transportation systems for communities. From a personal perspective, Susan is focused on the large need for better mobility solutions for America's fast-growing elderly population

Not every Mayor of a one-million-resident-city focuses on removing downtown freeways, but John Norquist did. in

Milwaukee. His vision on creating places for people before

(CNU). Today CNU is out in front on designing and building

more livable communities and John understands the role

of transportation innovation plays in realizing this future



ZOLO GRILL

mind-powering lunch & BBQ dinner by

Boulder's ZOLO Grill **Tickets**

best seats, badging, database, extra event

> basic event & food (w/o food):

Evening Only Pass Available

See Website



CAROLYN YOUNG

Director of Communications, Tri-Met Portland, OR

Carolyn will tell about Portland's awardwinning transit system and urban planning



DR. SUSAN SHAHEEN

Program Leader University of California - Partnership for Advanced Transportation & Highways Berkeley, CA

Susan is perhaps THE leading expert on Car Sharingin the United States. She launched Honda's CarLink demo in California and has worked closely with Caltrans to foster transportation innovation



DR. MATT BARTH

College of Engineering - Center for Environemntal Research & Technology

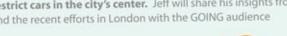
Riverside, CA OCE-CERT A native of Boulder, Dr. Barth leads the way on multi-port shared vehicle system technology as well as automated transportation, and helped Honda of Japan to develop it's ICVS system



JEFF MORALES

Senior Vice-President, Parsons & Brinkerhoff

Jeff watched over 25 million cars (and the roads to move them on) as the as the recent Director of California's Department of Transportation (Caltrans). Unlike many DOT leaders, he fully recognizes the current automobile-dominant transportation paradigm is "running out of road". In his new position, Jeff has been working with London Mayor Ken Livingstone's ambitious effort to restrict cars in the city's center. Jeff will share his insights from Caltran and the recent efforts in London with the GOING audience





Snowmass, CO At the bedrock of the world-renowned Rocky Mountain Institute is Michael Kinsley. A former Pitkin County Commissioner, Michael understands the challenging task of fostering comprehensive sustainable communities (he has personally consulted to cities in forty states and three foreign countries). He feels that transportation issues are the number one challenge facing cities. Michael knows Colorado, the challenges we face, and the importance of sustainable design

Ride, glide, and drive...



TRI MET

TIM **BLUMENTHAL** Executive Director, Bikes Belong Boulder, CO

Tim recently joined Bikes Belong, the leading bicycle industry coalition



New York, NY A leading innovator in pedestrian + urban

transportation safety



STEVE RANEY Founder, Cities 21.org Palo Alto, CA

Once an advanced concept, Personal Rapid Transportation (PRT), on-demand, guided transit systems are rapidly nearing commercial viability. Steve's solution for the 20,000 commuter, Stanford Research Park in California, would reduce single-occupant automobile usage from today's 85% level to under 50%. Steve focuses on the real estate opportunities from redeveloping the resulting

empty parking lots into new residential or commercial space or call 888.706.5510 info@goingconference.com

goingconterence.



DR. DANIEL SPERLING

Institute for Transportation Studies, UC-Davis

The author of dozens of books and hundreds of published papers on environmental transportation, Dr. Sperling is a top researcher on both Fuel Cell initiatives in the U.S. as well as more comprehensive transportation (dealing with land-use) through his ITS-Davis New Mobility Center. Dr. Sperling is the only major transportation researcher in the country that recognized the value for small electric vehicles

smartmotorcars.con

for neighborhood / community trips in the early 1990's. Smart Car on Sale in Boulder this Fall!









MICHAEL KINSLEY

Try a SMART CAR, Segway, or another Local-Use Vehicle!





