



Friday September 10 2004
CHAUTAQUA AUDITORIUM - BOULDER

GOING
 Urban planning, transportation & automotive luminaries gather in Boulder for "sustainable communities" public dialogue

Special Guest:
DEAN KAMEN
 Chairman, Segway, LLC
 Manchester, NH

Not everyone gets their own 40 minute segment on CBS' 60 minutes. This celebrity inventor has the ideas and technology to greatly improve life on this planet for millions of people.

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

morning 10am-1pm

HENRY BEER
 Principal, CommArts, Inc.
 Boulder, CO
 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



FRED SILVER
 Vice-President, WestStart / CALSTART
 Pasadena, CA
 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



DOUG FRASHER
 Director - Strategic Design
 Volvo Concept & Monitoring Center
 Camarillo, CA
 A breeding ground for very innovative vehicle concepts, Doug's mind brought us the recent Volvo narrow-lane car concept to address growing traffic congestion concerns

6pm-8pm evening



JOHN NORQUIST
 (Introduced by: Peter Park) - Manager, Community Planning
 City of Denver
 President / CEO, Congress for New Urbanism
 Chicago, IL
 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 cars led him to his recent position at Congress of New Urbanism (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



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)



RICK STEELE
 CEO, NuRide, Inc.
 Washington D.C.
 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 urban centers



DOUG FIELD
 Vice-President, Design & Engineering
 Segway, LLC
 Bedford, NH
 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



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



ZOLO GRILL
 mind-powering lunch & BBQ dinner by Boulder's ZOLO Grill

Tickets

Pro-pass: \$125
 best seats, badging, database, extra event
Citizen: \$45
 basic event & food
Student (w/o food): \$25



CAROLYN YOUNG
 Director of Communications, Tri-Met
 Portland, OR
 Carolyn will tell about Portland's award-winning 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 Sharing in the United States. She launched Honda's CarLink demo in California and has worked closely with Caltrans to foster transportation innovation



DR. MATT BARTH
 Director
 College of Engineering - Center for Environmental Research & Technology
 University of California - Riverside
 Riverside, CA
 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 its ICVS system



JEFF MORALES
 Senior Vice-President, Parsons & Brinkerhoff
 Camarillo, CA
 Jeff watched over 25 million cars (and the roads to move them on) as the recent Director of California's Department of Transportation (Caltrans). Unlike many DOT leaders, he fully recognizes the current automobile-dominated 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 Caltrans and the recent efforts in London with the GOING audience

Evening Only Pass Available

See Website



TIM BLUMENTHAL
 Executive Director, Bikes Belong
 Boulder, CO
 Tim recently joined Bikes Belong, the leading bicycle industry coalition



HARRIS SILVER
 Founder, CITYSTREETS.ORG
 New York, NY
 A leading innovator in pedestrian + urban transportation safety



STEVE RANEY
 Founder, Cities21.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



DR. DANIEL SPERLING
 Director
 Institute for Transportation Studies, UC-Davis
 Davis, CA
 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 for neighborhood / community trips in the early 1990's.



MICHAEL KINSLEY
 Principal, Rocky Mountain Institute
 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



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