

# Going For Gold

Canadian Brownfields 2009  
October 26-28 • Vancouver, B.C.



DRAFT AGENDA

AUG 2009

faster returns

stronger performance

higher value

“the fast track to smarter communities”

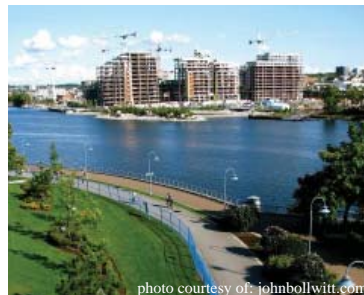


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[www.canadianbrownfields.ca](http://www.canadianbrownfields.ca)

**Sunday  
October 25**

**10:30 am**  
**Walking Tour of the South East False Creek site, site of the Vancouver Athletes' Olympic Village**

**5:00 - 7:00 pm**  
**Meet Your Hosts: Pre-Conference Reception**  
Bayshore Foyer, Westin Bayshore Hotel

**DAY 1:  
Monday  
October 26**

**7:30 am**  
**Registration and Continental Breakfast in the Brownfields Marketplace**

**9:00 am**  
**Opening Remarks**

**Bonnie Prior, Executive Committee Chair,  
Canadian Brownfields Network &  
General Manager, Commercial Council**



**9:10 am**  
**Welcome and Introduction**

**Conference Chair: Manley McLachlan, President, BC  
Construction Association**



**9:20 am**  
**Welcoming Address**  
**Mayor Lois Jackson**  
**Chair of Metro Vancouver Board of Directors**



**9:35 am**  
**Keynote Address**  
**The Hon. Gordon Campbell, Premier of British Columbia**  
**(tbc)**

British Columbia's three-term premier has led the way for the repositioning of the economy, exemplified by the province's commitment through legislation and programs to brownfields redevelopment as a driver for investment and growth.



**10:10 - 10:30 am**  
**Networking and Nutritional Break in the Brownfields Marketplace**

10:30 am

## Plenary Session: Passing the Torch - Learning from Progress

A hard-hitting cross-country review of pitfalls, partnerships and progress made in Brownfields policy and program development in the past year. Science journalist and award-winning director and film writer, **Bruce Mohun** will interview representatives from government, municipal organizations and policy think tanks to assess the "state of play" of Canadian brownfield redevelopment. Environmental law specialist, **Harry Dahme**, Senior Partner, Gowlings LLP, will provide a cross Canada overview of brownfields legislation. Other invited panelists include provincial representatives and the Union of British Columbia Municipalities (UBCM).



Bruce Mohun

12:00 - 12:45 pm

## Lunch Buffet in the Brownfields Marketplace (Bring back to Ballroom)

12:45 pm

## Luncheon Keynote: Leadership in Land Development

### Chris Ollenberger, President & CEO, Calgary Municipal Land Corporation

The award-winning Rivers-District revitalization project promises to transform downtown Calgary but the impact of innovative financing and land development practices is being felt far beyond Calgary's borders. Become inspired by GMLC's visionary leader.



1:30 - 3:00 pm -- **BREAKOUT SESSIONS**

## Qualified Persons: Who Will Do the Work?

**Moderator:** Michael Kerford, Eco-Canada

Several provinces have established protocols for "qualified persons" to undertake technical work, but what other skills and expertise are necessary to ensure that brownfields are implemented at the highest level? This session identifies the full range of initiatives related to capacity building, skills training, contractor skills, and developing the expertise *today* to meet the brownfield redevelopment challenges of *tomorrow*.

Invited panelists include representatives from BCIT's Brownfield redevelopment program, Alberta Environment, CSAP Society of BC, and Ligh House Green Construction Training Program.

## Wanted! No New Brownfields

**Moderator:** David Crocker, Davis LLP

*An ounce of prevention is better than a pound of cure* - a homily frequently cited but rarely acted upon. The brownfields movement has to date focused on clean up "after the fact" - it is time to engage with companies at risk to avoid adding to the inventory of brownfields. Although more effort is being placed on prevention, the B.C. government is being left with the burden of remediation when companies walk away from sites, while in Quebec, stiff regulations require failing industries to address contamination right after closure. Is industry ready for a shift in focus from clean up to prevention?

Invited panelists include Eric Pringle of Hemmera, Imperial Oil, Canadian Petroleum Products Institute, Stantec, and Blaney McMurtry, LLP.

3:00 - 3:30 pm

## Networking and Nutritional Break in the Brownfields Marketplace

3:30 pm

## Plenary Session: The Upside of Brown - Economic Renewal in Uncertain Times

**Moderator:** Cheeying Ho, Executive Director, Whistler Center for Sustainability, and Former Executive Director of Smart Growth B.C.

The severity of the current challenges faced by every sector of the economy is unprecedented. This session focuses on economic, environmental and social values of re-purposing brownfields to restore under utilized assets and build property tax revenues. Whether undertaken on a site by site basis or at the district and neighbourhood scale, brownfield redevelopment is the logical place to re-establish confidence in the economy by focusing capital investment and human resources in locations that can generate a multiplier effect.

Invited panelists include: Kim Fowler, Director of Sustainability, City of Victoria, Niagara Economic Development Corporation and Lew Bowers, Central City Division Manager, Portland Development Commission.



Cheeying Ho

5:00 - 6:00 pm

## Networking Reception in the Brownfields Marketplace

6:00 - 8:30 pm

**CUI Brownie Awards and Gala Dinner** - Sponsored by:



Featuring presentation of the 2009 CUI Brownie Awards, presented by **Glen Murray**, President & CEO of the Canadian Urban Institute, **Dino Chiesa**, Chair of Canada Mortgage and Housing Corporation, and **Todd Latham**, Publisher of ReNew Canada.



Glen Murray

### Special Guest Speaker:

**The Hon. James Moore, MP, Minister of Heritage and Official Languages (tbc)**, with responsibility for secretary of state for the 2010 Winter Olympic Games.



Hon. James Moore

# DAY 2: Tuesday October 27

8:00 am

## Continental Breakfast in the Brownfields Marketplace

8:15 - 8:45 am

## Annual General Meeting, Canadian Brownfields Network

Brownfields Marketplace

8:45 am

## Conference Chair: Manley McLachlan

Recap of Day 1 and expectations for Day 2. Announcement of 2010 conference location.

9:00 - 10:30 am

## BREAKOUT SESSIONS:

### Show Me the Money: New Approaches to Financing - Part 1

**Moderator:** Federation of Canadian Municipalities

This session will review the availability of funding and incentive programs for brownfield redevelopment across Canada. FCM's Green Municipal Fund is the longest running source of specialized funding, but what actions are provinces and municipalities taking? Where should private investors be looking and where can municipalities turn to in order to augment their own incentive programs? Alternatively, in these tough economic times, what is happening with private venture capital funds? Are the pension funds continuing to consider investment in brownfields? Should developers be looking to investors driven by the desire to invest in renewable energy or "go green" as leverage to bring brownfield sites to the table?

Invited panelists include representatives from municipalities, provincial governments, and small investors.

### Transformation and Preservation: Creatively Reusing Heritage Resources

**Moderator:** Gordon Price, Urban Land Institute (Vancouver Chapter) and Simon Fraser University

This session will examine the role of public investment and private enterprise in the intelligent reuse of heritage resources.

Invited panelists include representatives from the John Street Roundhouse restoration project, the Olympic Village site, and the City of St. Catharines.

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10:30 - 11:00 am

**Networking and Poster Presentations in the Brownfields Marketplace**

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11:00 am - 12:30 pm

**BREAKOUT SESSIONS:**

**Financing: The Next Generation - Part 2**

**Moderator:** Kellie Trotman, AIU Holdings

What is the financier's toolbox in 2009? How should investors and developers prepare their pro formas to take advantage of potential sources of finance in the current economic climate? What is the municipal perspective on establishing tax increment financing and equivalent programs such as the ones being developed in Alberta? Why will TIFs not work in British Columbia? Is the US approach of relying on non-recourse financing more effective than Canadian practice?

Invited panelists include representatives from AIU Holdings, Coriolis Consulting, Queen's University, and Calgary Municipal Land Corporation.

**The Role of Clean Technology in Remediation**

**Moderator:** Kevin Jones, President, OCETA

Global demand for clean technologies has grown substantially in the last five years. This growth is being driven by rising energy and water costs, concerns with climate change and public demand for environmental protection. While innovations in the energy and transportation sectors tend to steal the headlines, there are many new developments in remediation technologies that will reduce environmental impact, use fewer resources, and improve competitive performance over conventional technologies. This session will examine the concept of green remediation and explore the opportunities that innovative clean technologies can provide within the remediation sector.

Invited panelists include representatives from the Ontario Centres of Excellence, the US Environmental Protection Agency, Golder, and the Sustainable Remediation Technology Initiative (SRTI).

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12:30 - 1:30 pm

**Lunch Buffet in the Brownfields Marketplace (Bring back to Ballroom)**

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1:30 pm

**Luncheon Keynote: Delivering on Vision: How Evergreen's Unique Value Proposition Propelled it to the Forefront of Environmental NGOs**  
**Geoff Cape, Co-Founder and Executive Director, Evergreen**

Canada's leading NGO dedicated to making cities more liveable by deepening the connection between innovation and action. Geoff will discuss his vision for Evergreen as an organization and explain Evergreen's strategy for turning a former brownfield into a unique natural and industrial heritage site and education centre, part-public destination and part-campus bringing together like-minded organizations. With the opening of an office in Vancouver, Evergreen is increasing its presence in the west, and expanding its services to meet the needs of British Columbians.



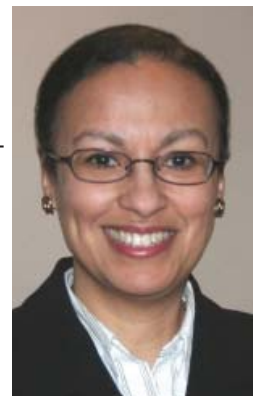
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2:15 pm

**Closing Plenary Session: "Magnets for Investment" - International Insights for Canadian Cities**

**Moderator:** Jeanette Southwood, Global and Canadian Brownfields Initiatives Leader, Golder Associates Ltd.

The planning of major events can create unique opportunities to advance the agenda for infrastructure and community development. The 2010 Winter Olympics is a perfect example of how to achieve multiple goals through careful planning, decisive decision-making and sound management of environmental, cost and design issues. Invited presenters include London 2012 (by video); Yokohama, Japan (Olympics and Expos) (by video); the U.S. EPA, and planners of the Cork Atlantic Quarter, closing with **Alan McCammon**, Manager, Brownfields & Remediation Assurance, BC Ministry of Environment, who will describe how BC is leveraging the 2010 Winter Olympics, with examples including the Athlete's Village, the Convention Centre, Whistler Village, incorporating district energy, enhanced transportation within the region including development of the Canada Line link to the airport.



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3:30 pm

**Conference Chair Manley MacLachlan: Recaps and Wraps Up Day 2**

4:00 pm

Walking tours along the Coal Harbour waterfront trail (former railway lands) to the new Vancouver Convention Centre, and to see the Pacific Place remediation project.

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8:00 am – 1:00 pm

**Brownfields Marketplace is open**

8:00 am

**Continental Breakfast in the Brownfields Marketplace**

8:30 am

**SPECIALIZED WORKSHOPS**

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**DAY 3:**  
**Wednesday**  
**October 28**  
**Workshops &**  
**Tours**

### **Workshop #1: Brushing up on Brownfields: Mission Possible**

The Canadian Brownfields conference attracts dozens of new faces every year, as politicians, municipal CADs and other decision makers start to appreciate the benefits of developing a brownfields strategy. There are many developers across the country who are also beginning to consider shifting their focus from greenfield to brownfield redevelopment but perceive the process as overly daunting. The reality is that developing the capacity to revitalize through brownfields is within everyone's reach. But where to begin? Inspired by BC's new educational initiatives, this session will provide an opportunity to better understand the essential elements of municipal strategy.

*Presented by the Canadian Brownfields Network*



### **Workshop #2: Partnership Development and Engagement with First Nations**

A workshop on best practices in understanding how to engage with First Nations communities

The workshop will connect the entrepreneurial spirit of First Nations to cities, combining traditional knowledge with the environmental challenges of brownfield redevelopment.

Areas of interest include using the demand for renewable energy as an economic driver for brownfields located on First Nations lands and negotiating land titles and other First Nations land issues.

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10:00 am

## Networking and nutritional break in the Brownfields Marketplace

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10:30 am

### Workshop #3: Big Ideas from Small Towns

What can we learn from small towns? How do we build more municipal capacity for brownfields? This workshop offers innovation from the grassroots – big ideas from small towns across Canada that are adding to our stock of best practices. Are smaller communities better suited to building partnerships than big cities? Is this offset by the availability of less expertise. What is the future of small towns that lose their major employers? Do realistic strategies exist?

*Presented by FCM*

**FCM** | Green Municipal Fund  
Fonds municipal vert

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12 - 12:30 pm

Conference Chair Manley MacLachlan: Recap and wrap up of Day 3

2:00 - 5:00 pm

Tour of Dockside Green, Victoria (limited spaces, price depends on final number of participants)

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## To Register: [www.canadianbrownfields.ca/registration](http://www.canadianbrownfields.ca/registration)

### \* Full Conference Package, including workshops: \$648 (member); \$778 (non-member)

(October 26-28, includes lunches, breaks, reception, Brownie Awards Dinner, workshops, and access to the Brownfields Marketplace)

### Main Conference Rate: \$499 (member); \$599 (non-member)

(Oct. 26-27), includes lunches, breaks, reception, Brownie Awards Dinner and access to the Brownfields Marketplace)

### Specialized Workshops: \$149 (member); \$179 (non-member)

(October 28, includes light breakfast and access to the Brownfields Marketplace)

### Student and Senior Rate: \$249

(For full-time students and retired seniors: Includes access to the Main Conference and Brownfields Marketplace; no access to Brownie Awards Dinner. There will also be volunteer opportunities -- please contact [brownfields@canurb.com](mailto:brownfields@canurb.com).)

**Tours:** Sign-up for individual tours by emailing [brownfields@canurb.com](mailto:brownfields@canurb.com). Cost is free, except for the tour of Dockside Green. See online for more information.

\* **Group Rates available for groups of 3 or more. See online or email for more details.**

# Floorplan and

## Exhibitor Booths

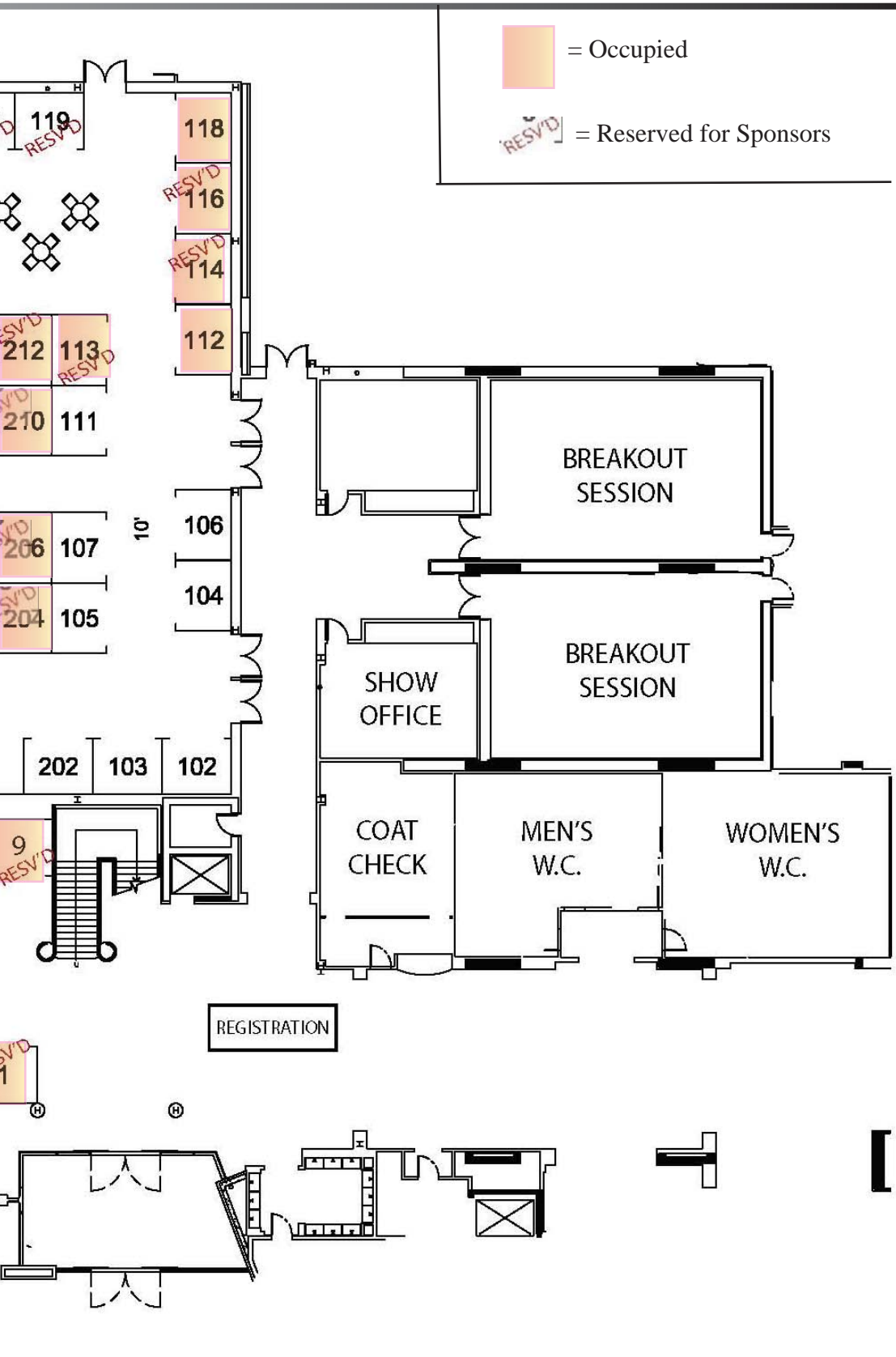
1. Canadian Urban Institute
2. Globe 2010
3. Planning Institute of BC
- 4.
5. OCETA / About Remediation
6. ESSA
7. CSAP Society of BC
8. Cement Association of Canada
9. Ontario Centres of Excellence
- 102.
- 103.
- 104.
- 105.
- 106.
- 107.
- 111.
112. XCG Consultants
113. ReNew Canada Maga
114. Hemmera
116. CMHC
118. Canadian Brownfields Network
- 119.
- 202.
203. Golder Associates
204. EcoLog ERIS
205. Golder Associates



For sponsorship and exhibitor information email [todd@renewcanada.net](mailto:todd@renewcanada.net) or call 1 877 663-6866 ext. 111

# list of Exhibitors

## Exhibitor Booths



- 206. XL Insurance Company Ltd.
- 207. Davis LLP
- 210. CH2M HILL
- 211. Nelson Environmental Remediation Ltd.
- 212. CH2M HILL
- 213. Zurich
- 218.
- 219.
- 302. Gowling Lafleur Henderson LLP
- 303.
- 304.
- 305.
- 306. Maxxam Analytics
- 307.
- 309. ECO Canada
- 310. FCM
- 311. Government of British Columbia
- 312.
- 313. LAFARGE Cement
- 315. AIU Holdings
- 317.
- 318.
- 319.

For details on the many sponsorship benefits and to exhibit at the this conference, please download the prospectus at [www.canadianbrownfields.ca](http://www.canadianbrownfields.ca)

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