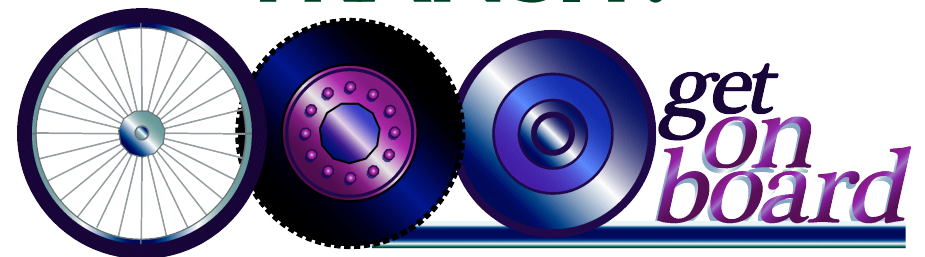


QUICK FACTS

- Southeastern Wisconsin encompasses 2,689 square miles
- The population of southeastern Wisconsin is nearly 2 million people, or 35% of the state
- 1.25 million jobs are located in this region – this is over one-third of all jobs in the state
- Over 147 municipalities are located in the 7 counties that make up Southeastern Wisconsin
- Since 1970 the number of jobs created in this region has grown in every county
- 67% percent of the jobs in metro Milwaukee (the 4-county region) are located in the outlying areas and only one-third of City of Milwaukee residents own a car
- Between 1995 and 2000, public transit service expanded by nearly 25%...
...Since 2000, public transit services were cut by 19%
- Milwaukee has the 7th highest poverty rate of large U.S. cities. According to the U.S. Census Bureau's 2007 American Community Survey, 24.4%, virtually one-quarter, of Milwaukee residents are living below the poverty line.

REGIONAL TRANSIT:



Friday, September 18, 2009

7:30 a.m. to noon

at the

Italian Conference Center

631 East Chicago Street

Milwaukee

PRESENTED BY

URBAN ECONOMIC DEVELOPMENT ASSOCIATION
OF WISCONSIN (UEDA)

GREATER MILWAUKEE COMMITTEE

CITY OF MILWAUKEE and TOM BARRETT, MAYOR

This event was made possible through the generous support of the companies and organizations listed below. Their involvement with UEDA and this event continue to make the Community Development Summit a success each year!

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Greater Milwaukee Committee (GMC)

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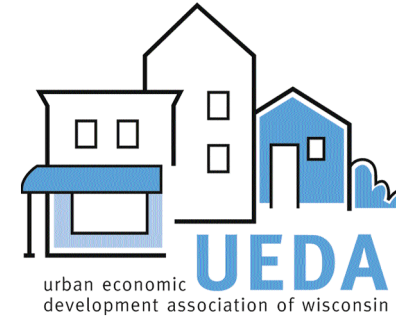


Wisconsin Housing & Economic Development Authority (WHEDA)

MEDIA SPONSOR



Business Times Media



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Milwaukee, WI 53212
Telephone: (414) 562-9904
Fax: (414) 562-9906
www.uedawi.org

STAFF:
William Johnson, Executive Director
Kristi Luzar, Program Manager

UEDA MEMBERSHIP FORM

The Urban Economic Development Association of Wisconsin (UEDA) is a nonprofit membership association dedicated to the professional development of individuals and groups working in community and economic development. We support our members at both strategic and operational levels, and help forge collaborations and partnerships to achieve community goals. We provide technical assistance and organizational support through training and targeted projects. Our members help guide our direction as we strive to connect them with colleagues, resources and new partners.

We invite you to become a UEDA member if you are interested in programs, services or advocacy in Community Development, Economic Development, Affordable Housing and Commercial Revitalization Activities.

Drop off this form at the registration table on the way out, or pick up a membership brochure at the UEDA booth in the Galleria.

Main Contact Name _____ Email _____

Organization _____

Address _____

Phone _____ Fax _____

Names and emails of additional members _____

MEMBERSHIP TYPE

- Individual Membership \$50
- Student Rate \$20
- Nonprofit Corporation/Organizational \$150
(This form of organizational members names two staff – please list separately)
- Corporation/Government \$350
(This form of organizational members names four staff – please list separately)

TYPE OF ORGANIZATION

- Community Development Corporation
- Financial Services *(please circle: banking, business lending, investment, mortgages, other)*
- Business Improvement District
- Nonprofit Organization ___501(c)(3) ___Other nonprofit
- Government ___City ___County ___State ___Federal
- Foundation
- Other: _____

GEOGRAPHIC SERVICE AREA

- Neighborhood-Based
- City-wide
- Regional _____
- Statewide
- Nationwide
- Multi-state
- Other _____

Make checks payable to the Urban Economic Development Association of WI, Inc.

Send form and check to 2212 N. Dr. Martin Luther King Drive, Milwaukee, WI 53212, or drop off at the registration table on your way out! For payment by credit card call us at (414) 562-9904.

WELCOME

Welcome to the 8th Annual Community Development Summit: Regional Transit – Get On Board.

On behalf of our Board of Directors, Staff and Summit Planning Committee, UEDA is pleased to offer citizens of Southeastern Wisconsin the opportunity to further the discussion on the critical and urgent need to move regional transportation forward. Following up with last year's discussion "Transportation & Jobs: The case for Regional Cooperation-Getting There from Here", this year's event will focus on forging a collaborative regional approach to public transportation that will help achieve regional workforce and economic development goals.

Resulting from last year's summit discussion, the Coalition for Advancing Transit (C.A.T.) was formed. The Coalition established a Steering Committee comprised of fourteen representatives from government, business and community organizations throughout the region to coordinate the day-to-day work of the Coalition. C.A.T., through its Steering Committee has made great strides in advancing the cause of a regional transit network with dedicated funding. We are hopeful and extremely optimistic that this year's event will serve as a catalyst to usher in a new era of cooperation in developing Southeastern Wisconsin as a vibrant and globally competitive region.

Your participation in this event is integral to ensuring the health and prosperity of Southeastern Wisconsin. We invite you to come and share your insights and ideas, as we move forward to create a region that is both nationally and globally competitive.

We wish to thank our volunteers, partners, and sponsors for their assistance in making this event possible.

"GET ON BOARD"

Jesse Greenlee

Wisconsin Housing & Economic Development Authority
UEDA Board Chair

William Johnson

Executive Director
UEDA

2009 SUMMIT PLANNING COMMITTEE

Today's event would not have been possible without the generous assistance and commitment of these Committee members. The unselfish contribution of their time and expertise was invaluable to the successful planning and execution of this event. Please join us in thanking each of them for their help!

Steve Adams SEWRPC	* Elizabeth Kelly Mueller Communications, Inc.	* Tom Rave Airport Gateway Business Association	* Barbara Wesener South Suburban Chamber of Commerce
Martha Brown City of Milwaukee Dept. of City Development	Gary Korb SEWRPC/UW-Extension	* Diane Robinson Social Development Commission	* Wallace White African American Chamber of Commerce
Megan Carr Civita LLC, UEDA Consultant	* Chris Larson Milwaukee County Board of Supervisors	Bethany Sanchez Metropolitan Milwaukee Fair Housing Council UEDA Board Member	* Ken Yunker SEWRPC
Todd Clausen Nonprofit Center of Milwaukee	* Peter Madaus Policy Studies, Inc.	* Catherine Madison UWM Center for Economic Development	* Member of CAT Steering Committee
* Steve Glynn Sprenkler/Launch Milwaukee	Julia O'Connor UEDA Board Member	* Bill Sell Bay View Neighborhood Association / Transit Matters	* Bruce Speight WISPIRG
James Hiller Burleigh Street CDC	* Eric Paulsen Greater Milwaukee Committee	* Kerry Thomas Transit Now	
Willie Johnson, Jr. Milwaukee County Supervisor UEDA Board Member			

AGENDA

7:30-8:30 REGISTRATION & NETWORKING

Your opportunity to connect with old friends, meet new ones and begin the discussion with fellow attendees! Continental breakfast provided.

8:30-9:15 WELCOME/OPENING REMARKS

Bill Johnson will welcome attendees and recognize invited guests, sponsors and Summit Planning Committee members. Next, Julia Taylor (MC) will provide an overview of the developments in regard to advancing transit in the past year; Julia will introduce Mayor Tom Barrett and Secretary Michael Morgan representing the Governor, who will each give a brief summary regarding upcoming transit developments for the City and region.

9:15-10:00 KEYNOTE

Scott Bernstein - President of the Center for Neighborhood Technology (CNT)

Nationally recognized transit and community development expert, Scott Bernstein, Founder and President of the Center for Neighborhood Technology, Chicago will deliver a presentation, "Building Wealth Through Transit," that illustrates how transit investment strategies spur sustainable development and economic vitality, build vibrant communities and regions, and create lasting value. Bernstein urges that the time is now for Southeastern Wisconsin to get the area on track, setting priorities for transit investments that will reduce the cost of living for households by up to 20%, reduce foreclosure risk, improve local tax bases, and create new jobs and wealth.

10:00-11:45 REACTION PANEL

A panel of community and business leaders from around the region who are entrenched in efforts concerning transportation and workforce will respond to Bernstein's presentation as well as questions from the moderator offering their perspective on what can be done to move Southeastern Wisconsin forward as a region.

During the latter part of the panel discussion there will be opportunity for attendees to engage and react through active discussion with the speakers.

Moderator: Steve Jagler, Executive Editor, BizTimes Milwaukee

Panelists:

- Deborah Blanks, CEO, Social Development Commission
- Eric Isbister, CEO, General MetalWorks Corporation
- Karl Ostby, Chairman, Southeast Wisconsin Regional Transit Authority (temporary RTA)
- Jeff Van Koningsveld, President of IBEW Local 430 and Co-Chair of the Racine County Labor Coalition
- Wallace White, Chair, African-American Chamber of Commerce of Greater Milwaukee
- Ed Zore, CEO, Northwestern Mutual

11:45-12:00 CLOSING REMARKS

Supervisor Chris Larson, Milwaukee County
Alderman Bob Bauman, City of Milwaukee

Supervisor Larson and Alderman Bauman will conclude by identifying next steps and potential opportunities to continue moving regional cooperative efforts forward.

• WisDOT

The Wisconsin Department of Transportation showcases information regarding the multi-modal transportation systems they support throughout the State.

• WISPIRG

WISPIRG is a statewide non-profit, non-partisan public interest advocacy organization that stands up to powerful interests. Among other issues, WISPIRG is advocating for investing in a 21st century transportation system that grows our state economy and meets the challenges of oil dependency, global warming pollution, and congestion.

JOIN THE DISCUSSION

During the panel discussion, there will be opportunity for attendees to engage and react through active discussion with the speakers. Also, if you would prefer to submit a question in writing there are Question/Comment cards on each table that can be filled out and collected.

LOOKING FOR MORE INFORMATION?

Interested in keeping up-to-date on regional transit? If you would like to continue participating in this process, please stop by the Coalition for Advancing Transit (CAT) booth and sign up to receive the latest updates. There are also forms at each table where you can sign up to join CAT and support CAT's principles.

Additionally, you can:

- Become a member of UEDA to connect with other organizations and individuals who are working on your issues of interest. See the next page for a Membership form, or pick up a brochure from our booth to learn about the additional benefits of becoming a UEDA member.
- Attend future UEDA quarterly gatherings for updates and follow-up on the key action items that result from this event.

We welcome your active involvement in moving the regional approach to transportation and workforce forward in Southeast Wisconsin!

Outside Northwestern Mutual, Zore is a member of the board of directors of Manpower Inc. of Milwaukee, Wisconsin. Zore is actively involved in the Milwaukee community. He is a past chairman of the Greater Milwaukee Committee, and a board member of Children's Hospital of Wisconsin, Inc., Froedtert Health System, Medical College of Wisconsin, Metropolitan Milwaukee Association of Commerce, Milwaukee affiliate of the Susan G. Komen Breast Cancer Foundation, Inc., United Performing Arts Fund, United Way, Wisconsin Policy Research Institute, and a Trustee of the YMCA of Metropolitan Milwaukee. In addition, he serves on the Advisory Board of the Zilber Neighborhood Initiative.

EXHIBITORS

Be sure to stop by and visit the organizations and displays in the Galleria. There is a wealth of information and analysis on the challenges and opportunities in this region, and many organizational resources that can support economic growth initiatives. Stop by and network with them to find new ways to collaborate and further your work!

- **Coalition for Advancing Transit (C.A.T.)**
Learn more about how you can join the Coalition efforts to advance regional transit solutions in southeastern Wisconsin. Information on transit, funding, implementation and other topics will be available, including information regarding the City of Milwaukee's upcoming meeting presenting proposal options for the Milwaukee Streetcar.
- **Milwaukee Area Workforce Investment Board (MAWIB)**
- **Reilly, Penner & Benton LLP**
A PCAOB registered firm that has been serving closely held businesses, non-profit organizations, government and municipal agencies, and providing special services to publicly held entities in the Southeast Wisconsin region since 1907. They provide tax advice, financial statement audits and reviews, compilations, employee benefit plan audits, assistance with accounting needs, fraud prevention and consulting services.
- **Social Development Commission (SDC)**
SDC showcases their "Ways to Work" program assisting low-income families with children in their transportation to work needs.
- **Southeastern Wisconsin Coalition for Transit NOW (Transit NOW)**
Get informed and involved! Learn more on how transit connects people to jobs and builds wealth in SE Wisconsin. Get the latest about RTA, bus, KRM Commuter Rail, Milwaukee Connector and other transit proposals and next steps. Find out about ways that you can help to build a vibrant regional transit network in SE Wisconsin.
- **Southeastern Wisconsin Regional Planning Commission (SEWRPC)**
SEWRPC illustrates their vision for improvement and expansion of the transit system for Southeastern Wisconsin, why the Region needs good public transit, and the funding crisis currently affecting public transit.
- **UWM Center for Economic Development (CED)**
The CED exhibits the main findings from their 2008 report "Out of Service: The Impact of Transit Cuts on Access to Jobs in Metropolitan Milwaukee".
- **Wegner LLP, CPAs & Consultants**
Celebrating 60 years of service – Wegner CPAs & Consultants is a full service accounting firm with offices in Milwaukee, Madison, and Baraboo. Since 1949, we have been working with not-for-profits and have expanded our expertise in this niche to become one of the area's leading firms in the industry.

SUMMIT PRESENTERS

WELCOME & INTRODUCTION

William Johnson

Urban Economic Development Association of Wisconsin

MASTER OF CEREMONIES (MC)

Julia Taylor

Greater Milwaukee Committee

OPENING REMARKS

Tom Barrett

Mayor, City of Milwaukee

Michael Morgan

Secretary of Administration, Office of the Governor

KEYNOTE SPEAKER

Scott Bernstein

President, Center of Neighborhood Technology (CNT)

Scott Bernstein is President of the Center for Neighborhood Technology (CNT), an urban sustainability innovations laboratory which develops resources and systems to promote healthy, sustainable communities by helping local leaders understand and use their hidden assets; and publisher of (1978-1998) The Neighborhood Works, winner of the Peter Lisagor Award for Public Service Journalism, and most recently (12/08) Creating and Capturing Value in Mass Transit: a Best Practices Workshop.

Mr. Bernstein co-founded the Center for Transit Oriented Development (CTOD), a partnership with Reconnecting America and Strategic Economics, whose mission is to promote TOD as a preferred development form, managing it to maximize new economic value creation, and implementing TOD in ways that help communities and investors capture this value systematically.

CNT has spent the last twenty-nine years analyzing the relationships between regionally scaled economic and political systems, and the status of communities within these regions. Demonstration work in the 1980's in the fields of energy efficiency, pollution prevention, storm water management, recycling and housing abandonment prevention helped fuel a generation of community development institutions and learning. President Clinton appointed him to the President's Council on Sustainable Development, where he co-chaired its task forces on Metropolitan Sustainable Communities and Cross-Cutting Climate Strategies.

CNT is the nation's leading analyst of the economic impact of transportation expenditures on households and communities. Bernstein co-founded the Surface Transportation Policy Partnership (STPP), a national coalition which shifted federal policy toward greater local control and currently serves as Chairman. With CTOD, Bernstein created the nation's first National Transit Oriented Development (TOD) Database, covering all 4,000 existing and developing TOD sites in the U.S. With STPP and NRDC, CNT led the world's first study of location efficiency; with CTOD, CNT led the conversion of location efficiency valuation into a simple-to-understand Housing + Transportation Affordability Index. The Index and its supporting data and maps is now available for 55 metropolitan regions at <http://htaindex.cnt.org>, and in September, this site will be expanded to include all 337 metropolitan regions in the U.S. comprising 84 percent of the total population.

Bernstein studied at Northwestern University, taught at UCLA and was a founding Board member at the Brookings Institution Metropolitan Center. The CNT was honored with the MacArthur Foundation Award for Creative and Effective Institutions in 2008, and recognized earlier this year by HUD Secretary Donovan, DOT Secretary LaHood and EPA Administrator Jackson for their joint commitment to "Redefining Affordability to include both housing and transportation costs".

REACTION PANEL

Moderator:

Steve Jagler

Executive Editor, BizTimes Milwaukee

Steve Jagler is Executive Editor of BizTimes Milwaukee. He also produces the BizTimes Daily e-mail bulletin and writes a weekly blog on Milwaukee business. Jagler is frequently quoted as a news analyst on WISN-Channel 12.

Deborah Blanks

CEO, Social Development Commission, Milwaukee, WI

Since 1997, Deborah Blanks has been CEO of the Social Development Commission (SDC), an agency with a \$45 million annual budget serving 100,000 Milwaukee County residents. Previously, she was Purchasing Director at the City of Milwaukee and Disadvantaged Business Development Director for Milwaukee County.

Ms. Blanks is President of the Wisconsin Association of Community Action programs (WISCAP), the Mid-America Community Action Association, the Wisconsin Non-Profit Association and serves on numerous boards and committees. She is also a Certified Community Action Professional.

Ms. Blanks is a Magna Cum Laude graduate from the University of Illinois, Champaign-Urbana, where she earned a Bachelor of Science degree. She holds a Masters degree in Educational Psychology and a Masters degree in Public Administration. She is an accomplished author having written the book, "Weaving Diversity Into the Fabric of America."

Eric Isbister

CEO, General MetalWorks Corp., Mequon, WI

Eric with his wife Mary, is the owner and CEO of GenMet, a 65 employee Metal Fabrication Company with plants in Slinger and Mequon, Wisconsin. Prior to purchasing GenMet Eric built, tested and designed Naval Nuclear Submarines for General Dynamics Electric Boat Division in Connecticut.

Eric is involved in the community in various capacities including serving on the Board of two non-profit organizations that hire people who are blind (Wiscraft Corp. and Associated Industries for the Blind). Eric has been a Junior Achievement instructor for many years and is a member of the Waukesha County Technical College Industry Advisory Board and the Milwaukee School of Engineering Corporation Board. He is also a member of the Milwaukee Rotary Club and serves as Chairman of RCM Scholarship Committee.

Karl Ostby

Chairman, Southeast Wisconsin Regional Transit Authority, Kenosha, WI

Karl Ostby served as Chairman of the Southeast Wisconsin Regional Transit Authority (temporary RTA) and Commissioner for the Midwest Interstate Passenger Rail Commission (High Speed Rail).

Ostby is retired President, CEO and organizer of Southport Bank which opened as Kenosha's only locally owned bank in 1997. Southport Bank is the largest bank based in Kenosha and one of the fastest growing banks in Wisconsin reaching \$500 million in assets. Prior to starting Southport Bank, Ostby worked in the banking industry for 18 years in St. Paul, Minneapolis, Milwaukee and Kenosha.

Jeff Van Koningsveld

President, International Brotherhood of Electricians (IBEW) Local 430, Racine, WI

Jeff Van Koningsveld serves in a broad range of leadership roles in labor; he is president of International Brotherhood of Electricians (IBEW) Local 430 in Racine WI, co-chair Racine Labor coalition, and co-host of the Racine Labor Today radio show.

He serves on the executive committee of the Racine United Way as the director of the Labor Advisory Committee. In 2008, Jeff was Labor Person of the Year. He has been an executive board member of the Racine Labor Council AFL-CIO since 1992. He currently serves as the co-chair of the Racine Transit Task Force. Jeff is an electrician by trade, and along with his wife Lisa, has three children and 2 grandchildren.

Wallace White

Chairman, African American Chamber of Commerce, Milwaukee, WI

Wallace is currently CEO and Principal of W2Excel, LLC, an executive coaching and business development assistance firm, and the Chairman of the African American Chamber of Commerce of Greater Milwaukee. Wallace has over 35 years of experience in policy, planning and management in both the private and public sectors with a focus always on successful change management. This led him into becoming a member of the Steering Committee of the Coalition for Advancing Transit.

Other current responsibilities for Wallace include Vice Chair and Commissioner of the Milwaukee Metropolitan Sewerage District, Program Chair of the Milwaukee Workforce Investment Board of Directors, Adjunct Instructor at Cardinal Stritch University School of Business and Management, member Executive Committee Community Brainstorming Conference, member Bayshore Town Center Community Advisory Board and member Lao Family Board.

In 2007 Wallace received the Star Power Coaching Award from the Urban Entrepreneur Partnership and this year he received the Minority Small Business Champion Award from the U. S. Small Business Administration.

Wallace is dedicated to improving the economic condition of the African American community specifically and the City of Milwaukee in general through economic development and job creation. He believes that transportation is a key element in meeting that goal. He also believes that "Talking ain't doing!" GET ON BOARD!

Ed Zore

Chairman and CEO, Northwestern Mutual, Milwaukee, WI

Edward J. Zore is Chairman and Chief Executive Officer of Northwestern Mutual, the largest direct provider of individual life insurance with over \$1 trillion of individual life insurance in force and assets of more than \$155 billion.

Trained as an economist, he joined Northwestern Mutual's Investment Department in 1969 and held various investment positions over the next 28 years. He served as chief investment officer from 1990 to 1998 and chief financial officer from 1995 to 1998. In 1998 Zore moved from the investment area to lead the company's life and disability income insurance operations. He was elected to the company's board of trustees effective February 1, 2000 and became the 16th president in the history of Northwestern Mutual on March 31, 2000. He was named chief executive officer on June 1, 2001.