



NEWS

For Immediate Release

Media Contact

Dalmath Associates

Jean Dalmath

585-586-6650 Direct

585-755-6911 Mobile

jdalmath@dalmath.com

5th Annual Reshaping Rochester Lecture Series Announced **October 21 – May 10 -- Tickets on Sale Now**

Rochester, NY, October 12, 2008—The Rochester Regional Community Design Center (RRCDC), (www.rrcdc.org) has announced its fifth annual award-winning Reshaping Rochester Lecture Series, which will run October 21 through May 10, 2010.

The series brings nationally renowned speakers to Rochester for a mix of lectures, exhibitions and discussions centering on how Rochester can be revitalized through excellence in urban design. Experts share advice and solutions on smart growth, regional planning, community development, neighborhood design, re-use of existing architecture, sustainability and green building practices.

First Lecture is October 21: Smart Choices/Smart Growth



Smart Growth America President & CEO Geoff Anderson, will speak on Smart Choices/Smart Growth. Prior to joining Smart Growth Anderson spent 13 years at the U.S. Environmental Protection Agency (EPA), where he headed the Agency's Smart Growth Program. At the EPA, he was instrumental in creating the Agency's Smart Growth program. He helped found the Smart Growth Network, the New Partners for Smart Growth Conference, and the popular Web site smartgrowth.org. In addition, he provided seed funding for and helped to catalyze the creation of the National Vacant Properties Campaign, The LEED for Neighborhood Development Certification program, and the Governors' Institute for Community Design.

Joni Monroe, Executive Director of the RRCDC said, "We are very excited about this year's series and the caliber of speakers. Reshaping Rochester has been an important catalyst for sparking dialogue and bringing together key players involved in our region's planning and

building projects. We look forward to generating practical and inspiring solutions that can positively impact our region's planning challenges."

Tickets on Sale Now

Series tickets are available in advance for \$75. Individual lecture tickets are \$15 in advance available at Parkleigh, Wegmans, or online at www.rrcdc.org. Tickets also available at the door for \$20. Student series tickets are \$25 and \$5 for individual lectures, available on campus at the University of Rochester Common Market or at the door with student ID.

Reshaping Rochester Lecture Series Schedule

October 21, 2009

Smart Choices/Smart Growth

Speaker: Geoff Anderson, President & CEO, Smart Growth America
7-9 p.m. at WXXI, 280 State St., Rochester NY

November 16, 2009

Diversity and the Power of Place

Speaker: Emily Talen, Prof, School of Geographical Science and Urban Planning, Arizona State University
7-9, p.m. at George Eastman House Dryden Theatre, 900 East Avenue, Rochester

February 10, 2010

The New American Dream

Speaker: Chris Leinberger, Visiting Fellow, Brookings Institution Land Use Strategist/Developer, Brookings Institution
7-9 p.m. at JCC, 1200 Edgewood Avenue, Brighton

March 23, 2010

Retrofitting Suburbia

Speaker Ellen Dunham-Jones, Director, Georgia Institute of Technology College of Architecture
Irondequoit United Church of Christ, 644 Titus Ave, Irondequoit

April 28, 2010

Sprawl: Unhealthy Consequences

Speaker: Larry Frank, Chair, Sustainable Transportation, University of British Columbia
7-9 pm, Strong National Museum of Play, 1 Manhattan Square, Rochester

May 10, 2010

Getting on the Right Track

Speaker: John Robert Smith, President and CEO, Reconnecting America
Transit Oriented Development
7-9 p.m. Memorial Art Gallery, 500 University Avenue, Rochester

Presenters and Sponsors

Funding: The Community Foundation, Louis S. and Molly B. Wolk Foundation, Senator Joseph Robach, WXXI, George Eastman House, The Lovenheim Trust, American Planners Association, Canandaigua National Bank.

Media Co-sponsors: WXXI, City Newspaper, WJZR 105.9 North Coast Radio

Other Funding: City Blue Imaging Services, Wegmans, Parkleigh, Rochester Center for Community Leadership at the University of Rochester, Stantec, Jewish Community Center, Irondequoit United Church of Christ, Strong National Museum of Play, Memorial Art Gallery

About the Rochester Regional Community Design Center www.rrcdc.org

The Rochester Regional Community Design Center (RRCDC) is a non-profit organization of design professionals, planners, and citizens dedicated to improving the quality of life and fostering positive social changes by defining, promoting, and helping to implement design excellence and sustainability in the built environment. It serves as a collaborative resource for the City of Rochester, Monroe County, and the surrounding nine-county region. RRCDC also offers design guidance and recommendations through citizen-based participatory planning that establishes the relationship between and among buildings, sites, and most importantly, a sense of community.
