



## EMERGING DEVELOPMENT TRENDS FORUM

Presented by North Houston Association In Partnership with  
Houston Advanced Research Center

And North Harris Montgomery Community College District  
**Hosted by the NHA Development Forums Committee**

**Thursday, October 27, 2005**

**8:30 a.m. – 11:00 a.m.**

at the NHMCCD Training & Development Center in The Woodlands  
5000 Research Forest Drive, The Woodlands, Texas 77381  
*Continental Breakfast will be available.*

**No charge to attend for NHA members and guests, but rsvp is required (seating is limited).** RSVP to [Paula.Lenz@north-houston.com](mailto:Paula.Lenz@north-houston.com) or [Rachel.A.Blair@north-houston.com](mailto:Rachel.A.Blair@north-houston.com) or call 281-875-0660.

### INVITE YOUR CLIENTS!

Join us for a morning of animated discussions on the **economic and environmental benefits** of emerging trends in sustainable development for the Houston region.

Included will be many **demonstrations and displays** such as:

- ❖ A porous paving demonstration
- ❖ An aerial image displaying hot and cool (forested) regions of the Houston region
  - ❖ A miniature living green roof
  - ❖ Reflective roofing
- ❖ Mounted display maps of the planned Spring Creek Greenway corridor

### AGENDA

**8:30 A.M. – 8:55 A.M. – CHECK-IN AND CONTINENTAL BREAKFAST**

**9:00 A.M. – 9:05 A.M. – WELCOME - TOM CONDON, THE BETZ COMPANIES, CHAIRMAN OF NHA DEVELOPMENT FORUMS COMMITTEE; AND RAY LAUGHTER, VICE CHANCELLOR FOR EXTERNAL AFFAIRS, NHMCCD**

**9:05 A.M. - 9:20 A.M. – TODD MITCHELL, HARC PRESIDENT**

**HARC: Moving Knowledge to Action in Sustainable Development**

HARC's mission is to move knowledge to action to improve human well-being and protect the environment. HARC serves as a bridging organization to implement technologies and policies based on the principles of sustainability science.

In addition to serving as President of HARC, Mr. Mitchell is President of GPM, Inc., a family owned asset management company, on behalf of which he serves as a Director of Devon Energy, one of the country's largest natural gas producers.

**9:20 A.M. – 9:50 A.M. – WENDEE HOLT CAMP, HARC RESEARCH ASSOCIATE**

**A Vision for a Cleaner, Greener Tomorrow**

The recent Texas Forest Service report quantified the myriad benefits that Houston's trees provide in terms of air pollution removal, energy savings, and carbon storage. Holtcamp will discuss the report, reveal what we have lost, and provide a vision for a greener tomorrow.

***She will also highlight efforts to bring nature tourism development to the region*** through park and trail development along streams and opportunities for businesses to make a difference in beautifying the region – which is a win-win situation for businesses and citizens alike.

**9:50 A.M. -10:20 A.M. – DAVID HITCHCOCK, SENIOR RESEARCH SCIENTIST**

**Practical Means to Cool Houston**

Urban areas are hotter than surrounding natural areas by 2 to 10 degrees F due to vegetation loss and the use of heat-absorbing materials such as asphalt roads and hot roofs. This “urban heat island” effect leads not only to higher temperatures but also poor air quality, health impacts, increased storm runoff and other factors that decrease Houstonians’ quality of life. ***Readily available technologies – including cool roofing, cool paving, and increased tree cover – can reverse the heat island effect.*** Hitchcock will discuss how these technologies are being applied in Houston and the benefits they provide, including opportunities arising for carbon sequestration/tree planting projects.

**10:20 A.M. -10:30 A.M. – BREAK**

**10:30 A.M. -11:00 A.M. - RIVES TAYLOR, HARC RESEARCH SCIENTIST AND UH COLLEGE OF ARCHITECTURE KIRKSEY CHAIR FOR SUSTAINABLE DESIGN**

**The Two Shades of Green**

The success of future development or redevelopment of land in the north Houston region will require high performance strategies that balance and analyze full life cycle economic costs with environmental costs. The greening of the bottom line lies in understanding the true costs of development and its future operational sustainability. ***Taylor will also discuss recently passed Texas legislation that requires builders to consider green technologies in their plans.***

**11:00 A.M. – 11:05 A.M. – CLOSING, PAULA LENZ, NHA EXECUTIVE DIRECTOR**