

**Saturday, September 24– Robert Purcell Community Center, Cornell University North Campus, Ithaca, NY**

8:00-8:45 a.m.	<b>Registration and Refreshments</b>		
8:45-9:00 a.m.	<b>Welcome - Robin Dropkin</b> , Executive Director, Parks & Trails New York		
9:00-9:45 a.m.	<b>Plenary One – Trails, Blueways and Greenways - Everybody's doing it!</b> - Jeff Olson, Principal, Alta Planning + Design Be inspired by what's currently happening within the region and across the state (and the nation) to develop individual and connected land and water trail systems, incorporate trails in comprehensive plans, and develop town and county trails plans.		
9:45-10:00 a.m.	<b>Break</b>		
10:00-10:45 a.m.	<b>Plenary Two – Trails Benefit Everyone</b> –Craig Della Penna, owner Sugar Maple Inn and Pedal to Properties, Della Penna's Trailside Realty, Northampton, MA Learn how trails and trail systems can benefit the health and economy of the region and become valued and essential elements of community infrastructure.		
	<b>TRACK ONE: Strategies for Trail Success-Lessons Learned</b>	<b>TRACK TWO: Trails - Multiple Benefits for the Region</b>	<b>TRACK THREE: Trail Planning and Design</b>
10:50 a.m-Noon	<b>Getting started, growing and thriving</b> Discover how to launch a trail project and get the community, including elected officials, involved and committed short- and long-term. Moderator: Ruth Hopkins, Lansing Pathway Committee <ul style="list-style-type: none"> <li>• Dave Schaeffer, President, Crescent Trail Association, Perinton</li> <li>• Edward Hickey, former chairperson, Village of Lansing Planning Board</li> <li>• Dave Wright, Chairperson, Victor Hiking Trails</li> </ul>	<b>Boosting Regional Tourism</b> Land and water trails can add an attractive new dimension to an already important tourist economy in the Finger Lakes region. Hear what others are doing and what your community can do to be trail-friendly and profit from trail tourism. Moderator: Fred Bonn, Director, Ithaca and Tompkins County Conventional and Visitors Bureau <ul style="list-style-type: none"> <li>• Robin Dropkin, Executive Director, Parks &amp; Trails New York</li> <li>• Scott Keller, Trails and Special Projects Director, Hudson River Valley Greenway Water Trail</li> <li>• Lori Solomon-Duell, Director of Tourism Development and Marketing, Erie Canalway National Heritage Corridor</li> </ul>	<b>Green Infrastructure Plans - a solid foundation for trail and greenway planning</b> Green infrastructure planning can help assess and balance a community's needs for conservation and recreation and provide direction for trail and greenway location. Learn more about this new strategic planning tool and how it has fostered successful local and regional trail networks in the Southern Tier and across the nation. Moderator: Ed Marx, Commissioner of Planning, Tompkins County <ul style="list-style-type: none"> <li>• Ole Amundsen, Strategic Conservation Program Manager, The Conservation Fund</li> <li>• Mike Haas, RLA, ASLA, Haas Landscape Architects</li> </ul>
Noon-1 :00p.m.	<b>Lunch</b> Grab a box lunch and head to a topic table to share experiences, trade tips, commiserate, and reaffirm your passion.		
1:00-2:15 p.m.	<b>Addressing public concerns</b> Presenters will share tips on how to work with landowners and address perennial community concerns such as liability and insurance, privacy, crime and vandalism, and ongoing maintenance. Moderator: Jan Zeserson, Black Diamond Trail Enthusiasts Network <ul style="list-style-type: none"> <li>• Anne Bergantz, President, Erie Cattaraugus Rail Trail</li> <li>• David Diaz, Director of Land Protection, Finger Lakes Land Trust</li> </ul>	<b>Exercise is Medicine™: How trails promote individual health and conserve community wealth</b> Learn more about the evidence-based rationale for walking as a medical therapy, discuss the barriers to the use of exercise as medicine, and explore how the development, promotion and use of trails conserves the wealth of local communities. Moderator: Teresa Lyczko, Director, Health Promotion Program, Tompkins County Health Department <ul style="list-style-type: none"> <li>• Geoffrey E. Moore, MD FACSM, Director of Clinical Services, Cayuga Center for Healthy Living</li> <li>• Mary McFadden, Supervising Public Health Educator, Broome County Health Department</li> <li>• Jeanne Leccese, Coordinator, Creating Healthy Places Program, Human Services Coalition of Tompkins County</li> </ul>	<b>Designing trails that delight and inspire</b> Hear how good trail design can dramatically enhance the trail user experience, engage the public in the design process, provide a unique trail identity, secure private donors, and a match for government funding. Moderator: Mina Amundsen, University Planner, Cornell University <ul style="list-style-type: none"> <li>• Rick Manning, ASLA</li> <li>• Annette Marchesseault, RLA, Trowbridge and Wolf Landscape Architects</li> <li>• Sue Poelvoorde, Senior Natural Resources Planner, NYS Office of Parks, Recreation and Historic Preservation</li> </ul>
2:15-2:30 p.m.	<b>Break</b>		
2:30-3:45 p.m.	<b>Finding resources of all kinds</b> Learn how others have tapped a variety of resources from government grants to foundations, force account work, partnerships, material donations, volunteer labor and individual and corporate gifts to build trails and keep them well-maintained. Moderator: Jim Arey, Senior Transportation Planner, Elmira-Chemung Transportation Council <ul style="list-style-type: none"> <li>• Vince Scalise, President, Friends of the Cayuga-Seneca Trail</li> <li>• Nelson Ronsvalle, Grant Coordinator, Town of Halfmoon</li> <li>• Donna Lynch, Co-chairperson, Chittenango Neighborhood and Creek Walk</li> </ul>	<b>A catalyst for community revitalization</b> Trails can play a major role in bringing new life to a city, village or town. Gain inspiration and direction from the success that other communities have achieved in filling storefronts by creating new businesses and growing existing ones. Moderator: Jayme Breschard, Senior Planner, Genesee-Finger Lakes Regional Planning Council <ul style="list-style-type: none"> <li>• Lisa DeLeeuw, Executive Director, Harlem Valley Rail Trail Association</li> <li>• Bob Corby, Mayor, Village of Pittsford</li> <li>• Carl Knoch, Manager of Trail Development, Rails-to-Trails Conservancy, Northeast Regional Office</li> </ul>	<b>Universal Access - Designing for everyone</b> Plan and design trails that will be inviting to people of all ages and abilities and discover the small changes that make a big difference. Learn about the Universal Trail Assessment Process and gather tips for ensuring your trail operations and regulations meet the new federal accessibility guidelines. Moderator: Lois Chaplin, Bicycle and Pedestrian Specialist, Cornell Local Roads Program <ul style="list-style-type: none"> <li>• Carole Fraser, Universal Access Program Coordinator, NYS Department of Environmental Conservation</li> <li>• Carol May, President, Trail Works, Wayne County</li> </ul>
3:45-4:15 p.m.	<b>Where do we go from here? A vision for trails and greenways in the Finger Lakes region</b> - Andy Zepp, Finger Lakes Land Trust and Robin Dropkin, Executive Director, Parks & Trails New York		
4:15-4:45 p.m.	<b>Prizes and conversation</b> A chance to rehash the day, interact with the speakers, and participate in drawing to win a two-night stay at the Northampton, MA Sugar Maple Inn		

A Conference for Municipal Officials, Planners, Trail Activists, Business and Tourism Leaders, Volunteers, and Trail Users



# FINGER LAKES TRAILS & GREENWAYS CONFERENCE

connecting communities, promoting health, and strengthening local economies



September 23 and 24, 2011 • Cornell University, Ithaca, NY

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