

# Westmoreland County's First Annual Community & Economic Development Summit



September 9, 2010

The Conference Center at St. Vincent College  
Fred M. Rogers Center

Sponsored By



In collaboration with



## Summit Agenda

- 8:30 AM Registration/Breakfast
- 9:30 Robert Schaub, VP & Senior Regional Officer, Fed Reserve Bank of Cleveland “Regional Macroeconomic Policy”
- 10:00 Keynote Speaker: Sandra Moore, Urban Strategies
- 10:50 Breakout Session #1
- 11:35 Break/Vendor Visits
- 12:00 PM Lunch
- 12:30 Keynote Speaker: Dr. John McKnight, Northwestern University
- 1:15 Breakout Session #2
- 1:55 Break/Vendor Visits
- 2:20 Breakout Session #3
- 3:00 Break/Vendor Visits
- 3:25 Breakout Session #4
- 4:10 Keynote Speaker: Ted Howard, Evergreen Cooperatives of Cleveland, OH: A Case Study on Innovative Job & Equity Creation within the Cleveland Community



*Robert Schaub*, VP & Senior Regional Officer of the Federal Reserve Bank of Cleveland's Pittsburgh Branch, will give the opening speech at the summit on Regional Macroeconomic Policy.



## Westmoreland County's Community Action Agency

***Strengthening communities and families to eliminate poverty.***

We assist low-income families and communities to succeed in many ways. From child development to housing programs, our services help people rebuild lives and move out of poverty.



***To learn more about the services offered by Westmoreland Community Action please call 724-834-1260 or 1-800-816-0022 or visit our website at [www.WestmorelandCA.org](http://www.WestmorelandCA.org)***

## 10 Smart Growth Principles

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration

### Smart Growth Partnership

#### A Program of Penn State Cooperative Extension

GreenForge Building

226 Donohoe Road, Suite 105 • Greensburg, PA 15601

Phone: 724-552-0118 • Fax: 724-837-7613

E-mail: [contact@smartgrowthpa.org](mailto:contact@smartgrowthpa.org) • Web site: [www.smartgrowthpa.org](http://www.smartgrowthpa.org)

*Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.*



is proud to collaborate with  
Westmoreland Community Action  
on Westmoreland County's  
First Annual Community  
& Economic Summit.

## Breakout Sessions

**10:50-11:35 AM**

### Eminent Domain

*Dan Henvitt, Attorney, McDonald, Snyder & Lightcap; Gary Hayden, Hayden Appraisal Services; and John N. Ward, Esquire, Ward & Christner, PC*

Revisions in the current eminent domain code as it pertains to private property for public use. Implementation of eminent domain code in relation to acquisition of properties.

### Improving Rural Policy

*Dr. Theodore Alter, Penn State University*

A holistic approach to tackling economic underachievement in geographically rural areas is introduced. Rural/urban interdependencies and other means to economic growth identified.

### Community Engagement

*Carlotta Paige, President, Paige Community Coordinators, LLC, joined by Sandra Moore, President, Urban Strategies; and Marjorie Stanislaw, Strategic Circles Corporation*

Examples and illustrations of community engagement and human capital planning in the revitalization of distressed communities.

**1:15-1:55 PM**

### Land-Banking: Strategies and Mechanisms for Turning Vacant and Abandoned Properties Back into Productive Re-Use

*Joseph Ott, Senior Policy Analyst and Tom Fitzpatrick, Economist, both from the Federal Reserve Bank of Cleveland*

Innovative ways community developers are revitalizing neighborhoods through individual and community-wide property reclamation initiatives are discussed. Topics include the purposes and functions of land banks, the logistics of setting up a land bank and how they can be used in your community.

### Asset-Mapping Workshop

*Dr. John McKnight, Development Institute, Northwestern University, Dr. Ted Alter, Penn State University; and Rich Dieter, Consultant, Dieter Associates*

Practical continuation of Dr. McKnight's keynote speech. How do we apply asset-based community development effectively in our communities?

### Entrepreneurial Communities

*Walt Whitmer, Economic & Community Development Extension, Penn State University*

Discussion centers on the role of entrepreneurs in current and future economic growth and strategies for improving climate for entrepreneurial growth. Hallmarks of entrepreneur-friendly communities are also discussed.

---

## Breakout Sessions

2:20-3:00 PM

### PA Conservatorship Act: Understanding and Applying The Law

*Judy Berkman, Managing Attorney, Regional Housing Legal Services*

Author of an "Implementation and Best Practices Manual" on conservatorship, Judy Berkman dissects the complex law that is PA's Abandoned & Blighted Property Conservatorship Act.

### Natural Resource Conservation and Economic/Community Development: Is Collaboration Possible?

*Jason Rigone, Westmoreland County, Industrial Development Corporation; and Greg Phillips, District Manager/CEO, Westmoreland Conservation District*  
Join representatives from Westmoreland Development Council and Westmoreland Conservation District for a discussion on the successful interrelationships of Westmoreland County's agencies and departments.

### Opportunities in Alternative Energy Practically Applied

*Ed Johnstonbaugh, Extension Educator, Penn State Cooperative Extension; and Gerald Driggs, CEO, Eco Clean Burner Corporation*

Learn the current status of market development for practically applied alternative energy. See how technologies can be used to hedge against energy price volatility.

3:25-4:05 PM

### PA Legislation & Proposed Changes: New Tools to Handle Blight & The Anti-Slumlord Bill

*Cindy Daley, Policy Director, Housing Alliance of PA*

Will familiarize attendees with the recent advances in the state's regulatory framework for addressing abandonment, as well as proposals to further streamline and modernize the system.

### Charting the Future of Your Community...and Making the Trip!

*William Shuffstall, Economic & Community Development Extension, Penn State University*

Visioning and creating a strategic plan are just the first steps to building a thriving community. Discussion focuses on how the PA Alliance for Cooperative Innovation is being utilized in Warren, PA to implement a strategic community plan. On a broader scale, the benefits and associations of public/private partnerships are discussed.

### New Tools For a New Urbanism: Form Based Codes

*Thomas Comitta, President, Thomas Comitta Associates, Inc.*

Learn how form based codes provide alternative land-use regulation to catalyze improved functionality of communities.

The Smart Growth Partnership (SGP) is a community-based private non-profit created in 2001. We believe that the land we use today is being borrowed from our children and our children's children. Therefore, we are guided by the principles that communities need to make good long-term decisions about where, when and how they should grow. We seek to encourage growth that improves the quality of life for our current residents and businesses, but will also insure vibrant, high-quality growth for future generations in Westmoreland County.

In July 2008 the SGP became a program of the Penn State Cooperative Extension and moved its offices to the GreenForge Building. Cooperative Extension gives local residents easy access to the resources and expertise of the Pennsylvania State University. Through educational programs, publications, and events, cooperative extension agents deliver unbiased, research-based information to Westmoreland County citizens.



**Mission:** The Smart Growth Partnership enables communities to enhance their viability, quality of life, and long-term sustainability by providing education and technical assistance, and by promoting smart growth principles.

**Vision:** Through our efforts, smart growth principles and practices have been instilled into the governance and development of Westmoreland County. The SGP is recognized by the communities of Westmoreland County as a quality community resource for land use education and technical assistance.

### Services and programs we offer:

- Smart Transportation Solutions - U.S. Route 30 Master Plan
- Organizational Strategic Planning
- Grant Writing Assistance
- Land Use Technical Assistance
- Community Visioning
- Power of 32 - Westmoreland County Outreach Coordinator
- Annual Smart Growth Awards Dinner
- Local Government Academy – Newly Elected Officials Training
- Pennsylvania Municipal Planning Education Institute – Community Planning Training
- Land Use Planning, Community Development, Economic Development Training
- Main Street Technical Assistance
- Conservation by Design – Visualizations
- Land Developer Technical Assistance



Walkable, mixed use, multi-modal communities  
*Quality of life with a sense of place*

Westmoreland Community Action (WCA), formerly Westmoreland Human Opportunities, Inc., has served as the county's Community Action Agency for 30 years. In 1964, President Lyndon B. Johnson declared a "war on poverty" and passed the Economic

Opportunity Act which gave birth to Community Action. The goal of Community Action Agencies is still the same as it was in 1964 — to help the poor break the cycle of poverty and advance to a better, fuller, more productive life. But over 40 years later, the war is not over and WCA is working harder than ever to eliminate the factors that cause poverty in Westmoreland County.

WCA is a private, non-profit human service agency that strives to help our clients reach self-sufficiency. Through our many social service programs, WCA addresses the diverse needs of low-income families, children, and communities. Programs include:

• **Housing Programs:**

Homebuyer Resource Center  
Neighborhood Revitalization  
Next Steps Supportive Housing Program  
Homelessness Prevention & Rapid Re-Housing Program (HPRP)  
MH/MR Housing Assistance Program  
Mortgage Assistance Program

• **Early Childhood Education:** Head Start & Early Head Start

• **Mental Health Services:**

Crisis Intervention Mobile & Hotline (1-800-836-6010)  
Diversion & Stabilization Unit (short-term)  
Permanent Supportive Housing  
Community Residential Rehabilitation  
Specialized Program for Alternative Respite Care (SPARC)

• **Community Services:**

Circles  
Community Prevention Services of Westmoreland

• **Emergency Services:** Energy Assistance & Emergency Food Pantry

• **Employment Programs:** Work Ready

• **Financial Services:**

Family Savings Account  
Volunteer Income Tax Assistance (VITA)

**Westmoreland Community Action**

226 S. Maple Ave. • Greensburg, PA 15601

724-834-1260 • 1-800-816-0022

[www.WestmorelandCA.org](http://www.WestmorelandCA.org)



---

## Keynote Speaker



### **Sandra M. Moore**

#### *Urban Strategies*

Building successful communities is Sandra Moore's life's work. As founder and President of Urban Strategies, Moore has led a team of 50 people in ten states to systematically transform distressed areas into vibrant, healthy communities. Under her leadership, Urban Strategies has created and replicated a community change model that integrates physical redevelopment with community supportive services and results in measurable improvements in the wellbeing of individuals, families and neighborhoods. Moore's accomplishments have included:

- Securing more than \$9 million in funding from private, public and philanthropic sources to support Urban Strategies' mission.
- Successfully directing a complex network of projects and personnel in multiple states, including ongoing technical assistance to seven HOPE VI projects.
- Creating model resident leadership organizations in St. Louis, Minneapolis, Memphis and New Orleans.
- Providing strategic counsel to senior elected and appointed officials at the local, state and federal levels.
- Developing micro-lending programs aimed at serving diverse communities.
- Teaching and mentoring students at the University of Pennsylvania's Center for Urban Redevelopment Excellence.

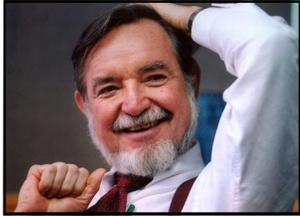
Moore's prior executive leadership positions include: CEO of the Missouri Family Investment Trust, a public-private partnership entity leading Missouri's multi-system reform efforts; Vice President of St. Louis 2004, Inc., an all out, citizen-based effort to make the St. Louis Region a recognized leader in the 21<sup>st</sup> century by accomplishing major projects; and Director of the Missouri Department of Labor and Industrial Relations where she served as a member of Governor Mel Carnahan's cabinet. She is also a former administrative Judge with the United States Equal Employment Opportunity Commission.

Moore is a graduate of Washington University in St. Louis, Missouri where she earned her J.D. degree from the School of Law and a B.A. degree in Urban Studies. Moore serves on numerous boards and advisory committees, including the National Advisory Board of the Advantage Capital Community Development Fund.

---

---

## Keynote Speaker



### John L. McKnight

*Professor of Education and Social Policy  
Co-Director, Asset-Based Community  
Development Institute, Northwestern University*

For nearly three decades, John McKnight has conducted research on social service delivery systems, health policy, community organizations, neighborhood policy, and institutional racism. He currently directs research projects focused on asset-based neighborhood development and methods of community building by incorporating marginalized people. McKnight has been associated with many of the Institute's major research projects since he joined the organization in 1969. These have included research on the urban determinants of health, law enforcement, urban disinvestment and metropolitan government, deinstitutionalized child welfare services, police anticrime programs, and the effects of the perception of crime upon community responses. He also directed the Chicago Innovations Forum, an IPR-based dialogue among neighborhood leaders and innovators in economic, political and social development.

Much of his recent work on asset-based community development is captured in McKnight's co-authored book, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets* (1993), which has circulated through a broad range of community, government, business, nonprofit, and educational institutions in the United States and Canada. Articles McKnight has written over the past two decades were published in *The Careless Society* (1995). McKnight serves on the Board of Directors of numerous community organizations including the Gamaliel Foundation and The National Training and Information Center. Before joining Northwestern, McKnight directed the Midwest office of the U.S. Commission on Civil Rights.

**Current Projects: The Asset-Based Community Development (ABCD) Institute.** This institute grew out of a project that evaluated the interrelationships of local associations, enterprises, and nonprofit organizations in cities around the country, and the effect of large public and private system policies upon their functions. Theories based on nationwide data gathered from over 100 neighborhoods in 20 cities on the community development potential of local assets such as schools, churches and parks, were refined and published in the book *Building Communities from the Inside Out*. The next phase of the project involved a study of the uses and outcomes of the book's model capacity inventory in neighborhoods across the United States. The workbook *Guide to Capacity Inventories: Mobilizing the Community Skills of Local Residents* (1997) documents the results of this investigation.

---

## Keynote Speaker



### Ted Howard

*Evergreen Cooperatives, Cleveland, OH*

Ted Howard is the founding Executive Director of The Democracy Collaborative at the University of Maryland. The Collaborative is a national leader in the fast growing field of community wealth building strategies and policy development. Its "Anchor Institutions" project focuses on the role universities, hospitals, and other place-based anchors can play in fostering inclusive economic and community development.

Mr. Howard also currently serves as the Minter Senior Fellow for Social Justice with The Cleveland Foundation. In this position, he has been responsible for developing a comprehensive job creation and wealth building strategy which has resulted in the Evergreen Cooperative Initiative. He also has primary responsibility for replication efforts of the Evergreen model in other cities in Ohio and nationally. For the past three decades, Mr. Howard has worked in the not-for-profit/civil society sector, including more than 15 years in international development with NGOs and agencies of the UN system. Prior to establishing The Democracy Collaborative, he was the Director of the National Center for Economic Alternatives, a research and policy institute.

Mr. Howard has overseen The Democracy Collaborative's many reports on community development including "Linking Colleges to Communities: Engaging the University for Community Development" and "Building Wealth: The New Asset-Based Approach to Solving Social and Economic Problems." A new report – "Growing a Green Economy for All: From Green Jobs to Green Ownership" – will be released in May 2010. Mr. Howard's articles (co-authored with Gar Alperovitz and Steve Dubb) have appeared in numerous publications, most recently *The Chronicle of Philanthropy*, *Shelterforce*, *The Journal of Higher Education Outreach and Engagement*, *Yes!* and *The Nation*.

The Evergreen Cooperatives of Cleveland, Ohio are pioneering innovative models of job creation, wealth building, and sustainability. Evergreen's employee-owned, for-profit companies are based locally and hire locally. Their workers earn a living wage and build equity in their firms as owners of the business, creating the ultimate bridge out of poverty. Evergreen is a partnership between residents of six of Cleveland's neighborhoods and some of the city's most important "anchor institutions" - the Cleveland Foundation, the City of Cleveland, Case Western Reserve University, the Cleveland Clinic, University Hospitals, and many others.

---