

**For Immediate Release**

**GREEN DEVELOPMENT CONFERENCE  
TO BE HELD IN GREENVILLE**

**April 17, 2001**

Upstate Forever, a non-profit organization promoting sensible growth and sustainable development practices in the Upstate, announced today that it will host a major, all-day conference on "Green Development: New Directions in Land Use and Design" on May 8, 2001 at the Palmetto Expo Center in Greenville. The conference will focus on the exciting green development movement and how it is dramatically changing the way sites are developed, buildings are constructed, and energy is consumed.

Several of the nation's leading authorities will be coming to Greenville to share their knowledge and expertise on this important subject. They include Doug Porter, the President of the Growth Management Institute and author of the widely acclaimed book, *Sustainable Development*, and Dr. Charles C. Tu, Associate Professor of Finance and Real Estate at California State University and the author of a study on the economic benefits of green development.

Also speaking will be Dr. Janice Schach, the new Dean of the College of Architecture, Arts and Humanities at Clemson University; Dr. Judith Caldwell, Associate Professor of Horticulture at Clemson; Laurie Fowler, Director of Public Service and Outreach at the University of Georgia; Andy White with the South Carolina Homebuilders Association; and Alex Wilson, the founder and executive editor of *Environmental Building News*. The conference will include case studies on traditional neighborhood development and downtown revitalization and will end with a panel of local

officials, developers and bankers to discuss how green development can become a reality in the Upstate.

Upstate Forever Board member and Greenville architect Keith Marrero said, "The timing of this conference could not be better. The green development movement has just started to take off, and this conference will give the people in our region the information they need to be out front and leading the charge."

Dr. Jim London, Professor of Planning at Clemson and a member of Pickens County Council, said, "This conference is an opportunity to bring together development and conservation interests as well as public officials to discuss how we can facilitate high quality development in this region." Dr. London will be participating on the local panel at the conference.

The conference begins with registration at 8:00 a.m. and ends at 4:30 p.m. The registration fee is \$40 before April 27 and \$50 after that date. A special rate of \$15 is offered to a limited number of college and graduate students. Lunch and refreshments will be provided.

A brochure about the conference is attached.

For more information, please contact Upstate Forever at 864-250-0500 or by e-mail at [info@upstateforever.org](mailto:info@upstateforever.org).