



County of Fairfax, Virginia

NEWS RELEASE

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SUSTAINABLE RESTON FORUM ANNOUNCES SPEAKERS ***Michael H. Shuman to Keynote Oct. 22 Event***

RESTON, VA —Sustainable Reston today announces speakers for its upcoming community-wide forum event, *Looking Back and Moving Forward to a Sustainable Reston*. Michael H. Shuman, an economist, attorney, author and entrepreneur, will be the event's keynote speaker. Other speakers will include Michael S. Rolband, President of Wetland Studies and Solutions; Nicole Wynands of the League of American Bicyclists; Kelly Daly of Reston Environmental Action; and Eve Thompson, President of the Lake Anne Merchants Association.

Michael H. Shuman is one of the world's leading experts on community economics. He works on economic development initiatives for two organizations, the Business Alliance for Local Living Economies (BALLE) and Cutting Edge Capital, LLC. He has authored, co-authored, or edited seven books, and is a popular and highly-sought speaker.

A Champions Panel will feature Michael S. Rolband, Nicole Wynands, Kelly Daly, and Eve Thompson, who will share their perspectives on four key areas of sustainability. Rolband will discuss the environment; Wynands will discuss transportation; Daly will discuss home and lifestyle; and Thompson will discuss buying local. Biographical information for each speaker is provided below.

Everyone is invited to the forum, scheduled for Oct. 22 from 3 to 5 p.m. at the Reston Community Center at Hunters Woods. Hunter Mill District Supervisor Catherine M. Hudgins will open the forum, which will also include the presentation of the 2011 Reston Sustainability Awards and small group discussions on each of the four areas discussed in the Champions Panel.

The event will launch a multi-year effort involving a coalition of Reston civic organizations to build on Reston's original values and make its future one of sustainable practices that will safeguard its natural beauty and environmental stewardship. In the first year of the initiative, residents are encouraged to "pledge" their commitment to sustainable practices; the goal of the first year is to have 12% of Reston households "pledged" by Founders Day in April, 2012.

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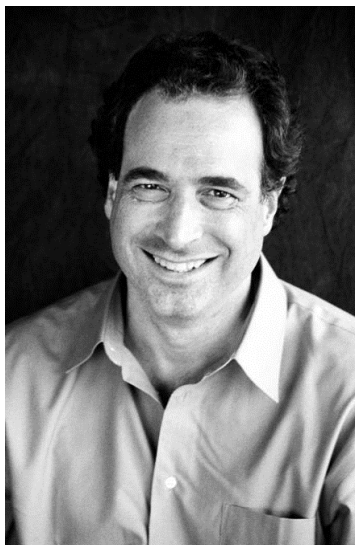
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Reston Community Center
2310 Colts Neck Road
Reston, Virginia 20191
www.restoncommunitycenter.com



Sustainable Reston is a project of the Fairfax Coalition for Smarter Growth. The community-wide sustainability forum is co-sponsored by civic organizations including Sustainable Reston, Fairfax County, the Reston Association, the Reston Community Center, the Reston Citizens Association, the Reston Historic Trust, the Greater Reston Chamber of Commerce, the Reston Town Center Association, and Reston Interfaith.

KEYNOTE SPEAKER & CHAMPIONS BIOGRAPHIES



Michael H. Shuman is an economist, attorney, author, and entrepreneur, and one of the world's leading experts on community economics. He has authored, coauthored, or edited seven books. His most recent book, *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler, 2006), received a bronze prize from the Independent Publishers Association for best business book of 2006. He is currently completing a new book for Chelsea Green on local investment. He splits his time between two organizations, the Business Alliance for Local Living Economies (BALLE) and Cutting Edge Capital LLC. At BALLE, which represents 22,000 local businesses in North America in 80 communities, he is Director for Research and Economic Development. At Cutting Edge Capital, a consulting firm that helps communities and businesses solve financial challenges, he manages its economic-development initiatives. A prolific speaker, Shuman has given an average of more than one invited talk per week, mostly to local governments and universities, for the past 30 years. He has lectured in almost every U.S. state and eight countries.

Michael (Mike) S. Rolband, P.E., P.W.S., P.W.D. is President of Wetland Studies and Solutions, Inc. (WSSI), a 75-person natural and cultural resources consulting firm in Gainesville, Virginia that has operated within the northern Virginia region for over 20 years. Mike will be discussing his vision of corporate and personal responsibility as it relates to sustainability. This vision has been realized through the design and construction of WSSI's headquarters facility, which was the first office building to achieve LEED Gold certification in Virginia (2005) and includes an integrated Low Impact Development (LID) stormwater management system that exceeds even the proposed stormwater regulations that will be effective in 2014. In addition, WSSI has implemented a corporate wellness program that offers a gym and training program, dog kennels, and a community garden to improve employee welfare.

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At his personal residence, Mike continues to implement sustainable practices, where all stormwater is handled by two rain gardens and rain barrels. The residence was also recently improved with high efficiency windows and R-70 insulation to reduce energy consumption.

Mike attended Cornell University where he obtained a BS in Civil and Environmental Engineering, a Master of Engineering (Civil), and an MBA.

Nicole Wynands is a bicycle advocate and urban planner. She was born and raised in Germany and has relied on walking, biking and public transit to get to kindergarten, school, college, work, her hobbies and friends. She has been commuting daily by bus and Metro to downtown DC since she moved to Reston 2.5 years ago, where she now works as a Bicycle Friendly America Program Specialist for the League of American Bicyclists. In her spare time, she helps shape Reston's future on the Reston Planning and Zoning Committee, the Reston Pedestrian and Bicycling Committee, and the Environmental Advisory Committee.

Kelly Daly has been a resident of Reston for eight years and is a founding board member of Reston Environmental Action (REACT). She is a member of the REACT Energy Efficiency working group, whose members hold cluster meetings to provide information on the wide variety of ways individuals can make their residences more energy-efficient through changes large and small.

Eve Thompson has lived and worked in Reston for more than 25 years. Her energies have been devoted to ensuring that Lake Anne Village Center remains a vibrant location for both businesses and residents. A founder of the Friends of Lake Anne, Eve expanded an open-air craft market on Saturdays in the spring, summer and fall attracting hundreds of people weekly to the many vendors available. Her involvement as President of the Lake Anne Merchants Association has been dedicated to increasing awareness and foot traffic to the local businesses that are housed at Lake Anne Village Center. Eve's appreciation for and advocacy on behalf of small and local businesses has contributed to the commercial health of Lake Anne Village Center and attracted a loyal following of nearby residents and visitors alike.

About Sustainable Reston

Sustainable Reston, a project of the Fairfax Coalition for Smarter Growth, has a strong vision for making Reston a more sustainable community: Building on our traditions, values and leadership, Reston of the 21st Century continues to be a diverse and healthy community that fosters stewardship of natural beauty and has a vibrant, resilient economy. More information is available at www.sustainablerestonforum.org.

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About the Reston Community Center

Each year RCC offers more than 2,000 positive, self-development experiences that enhance the quality of life for all people living and working in Reston. RCC provides a wide range of programs in arts, aquatics, enrichment and life-long learning. We also create and sustain community traditions through special events, outreach activities and facility rentals. To find the programs or events that are right for you, visit www.restoncommunitycenter.org or call 703-476-4500.

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. Reasonable accommodations will be provided upon request. For further information, contact the Reston Community Center at (703) 476-4500, Virginia Relay (800) 828-1120 (TTY) or visit the website at <http://www.restoncommunitycenter.com>. The Reston Community Center is located at 2310 Colts Neck Road, Reston, VA 20191. The Reston Community Center is completely accessible to persons with disabilities and will provide reasonable accommodations in accordance with the Americans with Disabilities Act (ADA).

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