

Meeting of the Minds July 30-31, 2008  
*Presenters, Moderators and Panelists*

ORDER OF APPEARANCE

(bios available online at <http://www.meetingoftheminds.org/speakers.html>)

Wednesday, July 30, 2008

MASTER OF CEREMONIES

**Gordon Feller**, *CEO & President, Urban Age Institute*

Mr. Feller is CEO of the Urban Age Institute and serves as Executive Editor of Urban Age Magazine. Over the course of 25 years, more than 400 of Feller's articles, commentaries and editorials have appeared in such places as The Houston Chronicle, The San Francisco Chronicle, Thomson Research, Defense Times, Cahners, The Journal of Commerce, European Business, The Financial Times of London, Space News, European Power, Washington Report, Time Magazine's "Asia Week", IBM Magazine, EuroMoney, Pearsons, Economist Group, The New York Times Magazine Group, Columbia University Magazine, European Power, Global Business, International Investor, Defense News, AsiaTimes, International Fund Investment and Space Times.

PROGRAM HOST

**Gail Achterman**, *Program Host & Chair, Oregon Transportation Commission*

Gail L. Achterman is the Director of the Institute for Natural Resources. Before joining the Institute, Achterman served as Executive Director of the Deschutes Resources Conservancy, a non-profit organization dedicated to watershed restoration. She practiced law for 18 years with Stoel Rives LLP and served for four years as Assistant to the Governor for Natural Resources. She is a leading state and national natural resource and environmental expert with policy-making experience at the state, local and federal level enabling her to work across and within multiple interests and disciplines.

Achterman currently serves as Chair of the Oregon Transportation Commission, is a member of the board of Northwest Environment Watch and the Special Assistant to the Vice President for Research at Oregon State University. She received a BA in economics with honors from Stanford University, an MS in natural resources policy and management from University of Michigan, and a J.D. cum laude from the University of Michigan. Among the recognitions she has received are the Forestry Appreciation Award, Oregon Chapter Society of American Foresters, and the Richard Neuberger Award, Oregon Environmental Council.

PRINCIPAL SPONSOR

**Irv Miller**, *Group Vice President, Toyota Motor Sales USA*

Irv Miller is group vice president of corporate communications for Toyota Motor Sales (TMS), U.S.A., Inc., the marketing, sales, distribution and customer service arm of Toyota in America. Mr. Miller is responsible for all TMS public relations activities in the United States, including Toyota, Lexus and Scion product news, media relations and publications. He also oversees TMS corporate contributions, video communications and the Toyota USA archives.

Miller began his career with Toyota in 1980 as merchandising manager in the San Francisco Region. Since then, he has held several regional management positions and has served as market

representation manager for Toyota and Lexus division, corporate manager of advertising-merchandising for the Toyota Division, vice president, field operations, Customer Services and vice president of sales for Lexus.

Most recently, Miller was vice president of the Office of the Web, a group of top marketing and technology professionals organized to unify Toyota's electronic commerce programs. Prior to joining Toyota, Miller worked for Chrysler Corp. and American Motors Corp. Irv attended Susquehanna University, Selinsgrove, Pa., where he earned a bachelor's degree in finance, and Nova University in Fort Lauderdale, Fla., where he earned an MBA.

## SESSION ONE

**Michael Meyer**, *Professor of Civil and Environmental Engineering, Georgia Institute of Technology*

Michael D. Meyer is a Professor of Civil and Environmental Engineering, and former Chair of the School of Civil and Environmental Engineering at the Georgia Institute of Technology. From 1983 to 1988, Dr. Meyer was Director of Transportation Planning and Development for Massachusetts where he was responsible for statewide planning, project development, traffic engineering, and transportation research. Prior to this, he was a professor in the Department of Civil Engineering at M.I.T.

Dr. Meyer has written over 160 technical articles and has authored or co-authored numerous texts on transportation systems, planning and policy, including a college textbook for McGraw Hill entitled *Urban Transportation Planning: A Decision Oriented Approach*. He was the author of *Transportation Congestion and Mobility: A Toolbox for Transportation Officials*, a book sponsored by the Institute of Transportation Engineers and the Federal Highway Administration that focuses on transportation actions that can be implemented to enhance mobility. He is an active member of numerous professional organizations, and has chaired committees relating to transportation systems engineering and planning, public transportation, environmental impact analysis, transportation policy, transportation education, and intermodal transportation.

**Ed Warnock**, *Partner, Cumulus Resources LLC.*

Ed is a partner in Cumulus Resources, LLC. Cumulus builds strategy maps, balanced scorecards, performance visibility charts, social networks, wikis and blogs to facilitate setting and reaching strategic goals.

Ed is a frequent presenter locally and around the world on the topic of strategic planning and execution. He is multi-time of the recipient of the Oregon Executive MBA's "excellence in teaching award for his graduate classes on "Implementing Corporate Strategy" and "Managing in the Future."

As often as possible, he enjoys flying gliders over the mountains, valleys and deserts of the northwest.

**Sue Keil**, *Director, City of Portland Department of Transportation*

Susan Keil assumed the position as Director of the Portland Office of Transportation in July 2005. This position oversees Transportation Planning and Finance, Engineering and Development, Transportation System Management and the Maintenance Bureau.

Between February 1992 and July 2005 Ms. Keil managed the Pollution Prevention Services for

the City of Portland. In this position she oversaw Industrial Source Control, Environmental Compliance and Enforcement, Environmental Investigations and Monitoring, and Hazardous Waste Site Remediation. Previously, she oversaw the commercial and residential Solid Waste and Recycling for Portland.

She also held positions as the Director of Personnel for the City of Portland, Executive Assistant to Mayor Frank Ivancie and various management positions with Portland Public Schools, including Director of Public Information. Her private sector management experience has been with First Interstate Bank and the Bell System. Ms. Keil holds a Bachelor of Arts in Modern Languages and a Master in Business Administration from Portland State University. Ms Keil is the current Chair of the Community Foundation for Southwest Washington. She is the immediate past Chair of the Board of the Oregon Symphony Association and past Chair of the Salvation Army Board for the Portland metropolitan area. She has served on the boards of the United Way of the Columbia Willamette, the Portland Art Museum, Lutheran Family Services, the YWCA, Emanuel Hospital Foundation, Lutheran High School and the Oregon Council on Economic Education.

**Lynn Peterson**, *Clackamas County Commissioner*

Commissioner Peterson was elected to the Board of County Commissioner in November of 2006. Lynn has served the County in a myriad of other ways including Lake Oswego City Councilor and representative for the Cities of Clackamas County on the regional transportation decision-making body (JPACT).

Her transportation background in highway design and construction, as well as transportation planning, will serve the County well in implementing the County's top priorities: Sunrise System, Portland-Milwaukie Lightrail, I-205 Improvements, Highway 26 improvements near Government Camp and rural safety needs. Commissioner Peterson's vision is building safe and healthy communities and empowering citizens.

**Patrick Reiten**, *President, Pacific Power*

Patrick Reiten is president of Pacific Power at PacifiCorp. Reiten is responsible for delivering electricity safely and reliably to customers in Oregon, Washington and California.

Prior to joining PacifiCorp, Reiten was president and chief executive officer of PNGC Power, an energy cooperative located in Portland, Ore., that provides power management services to electric distribution utilities serving parts of seven Western states. Prior to his stint at PNGC Power, Reiten served as an aide to U.S. Sen. Mark O. Hatfield, handling issues associated with the U.S. Senate Energy and Natural Resources Committee. He also was an official in several different capacities at the U.S. Department of Interior, including deputy director of the U.S. Bureau of Land Management.

**Bill Wyatt**, *Executive Director, Port of Portland*

Bill Wyatt has been the Executive Director of the Port of Portland since October of 2001. The Port of Portland operates four marine terminals, three general aviation airports and Portland International Airport. The Port has nearly 800 employees and annual revenues of approximately \$240 million. The value of foreign trade moving through the Port exceeds \$11 billion annually.

Prior to his appointment as the Port's Executive Director, Wyatt served as Chief of Staff to former Oregon Governor John A. Kitzhaber for seven years, preceded by six years as President of the Oregon Business Council, and five years as Executive Director of the Association for Portland

Progress, then, Portland's downtown development association. Wyatt served as a state representative from the Astoria area from 1974–1977.

**Susan Zielinski**, *Center for Advancing Research and Solutions for Society (CARSS)*  
*University of Michigan*

Susan Zielinski is Managing Director of SMART. Just before joining SMART/CARSS, Susan spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. Prior to 2004, she co-founded and directed Moving the Economy (MTE), a Canada-wide “link tank” that works to catalyze and support sustainable urban transportation innovation as well as New Mobility industry development, an integrated industry approach developed at MTE. As a transportation planner for the City of Toronto, she worked for over 15 years developing and leading transportation and liveability policies and initiatives. She has advised on a range of local, national, and international initiatives, including the National Advisory Committee on Energy Efficiency, Transport Canada's Sustainable Development Advisory Committee, the Gridlock Panel of the Ontario Smart Growth Initiative, the OECD's Environmentally Sustainable Transport (EST) Project, the King of Sweden's jury of the Stockholm Partnerships for Sustainable Cities, and the European Conference of Ministers of Transport (ECMT). She was also a long-time board member of Canada's Center for Sustainable Transportation and founding board member of the Green Tourism Association.

**KEYNOTE ADDRESS**

**The Honorable Ted Kulongoski**, *Governor of Oregon*

Ted is the only governor in Oregon's history to serve in all three branches of government at the state level: legislator, supreme court justice, and governor. In his 30 years of public service, Ted has brought together the people of Oregon to solve some of our state's most difficult issues, from protecting older Oregonians from fraud and abuse, to improving minimum wage and worker safety laws, to ensuring that Oregon's children are well-educated, healthy, and safe.

As Governor, Ted entered office faced with a \$3 billion deficit in the state budget – a shortfall amounting to more than a 20 percent loss in revenue. Conditions have largely turned around during his six years in office, although he remains focused on creating jobs and expanding business opportunities in rural and urban areas – while protecting the environment. As he enters the last half of this second term, Governor Kulongoski has turned his attention and energy to the central challenge of moving people and goods in a way that is responsive to the realities of the 21st century.

**LUNCHEON SPEAKER**

**Tim Barnett**, *Geophysicist, Climate Research Division, Scripps Institution*

Tim Barnett is a research marine geophysicist in the Climate Research Division of Scripps Institution of Oceanography, University of California, San Diego. His research focuses on the physics of climate change and long-range climate forecasting. His latest paper, “When will Lake Mead go dry?” contends there is a 50 percent chance Lake Mead, a key source of water for millions of people in the southwestern United States, will be dry by 2021 if climate changes as expected and future water usage is not curtailed. Were this to happen, what would be the likely migration to other regions of the United States and how would it impact transportation and other vital systems? A native of California, Barnett attended Pomona College in Claremont, CA and received a

BA in physics and mathematics. He received his PhD in oceanography from Scripps in 1966. He worked as manager of the Ocean Physics Department at Westinghouse Electric Corporation in San Diego until 1971 when he returned to Scripps as the academic administrator.

## SESSION TWO

### **Steve Marshall, Senior Fellow, Cascadia Center**

Steve Marshall is a senior fellow of the Cascadia Center for Regional Development, and a nationally recognized expert on transportation and energy issues. Steve's experience on energy issues includes serving as chief legal counsel to Puget Sound Power & Light and in charge of power, transmission and conservation at Snohomish PUD. Steve is past chair of the Municipal League of King County and chair of the Administrative Law Section of the Washington State Bar Association, and was named to "Best Lawyers in America." Mr. Marshall served on the Washington State Governor's Climate Advisory Team's Transportation Working Group, where he was the lead on the plug-in hybrid vehicle and road pricing recommendations. He graduated from the University of Washington, magna cum laude, and from Harvard Law School with honors.

### **Jim Francfort, Idaho National Labs**

Jim is the principle investigator for the U.S. Department of Energy's Advanced Vehicle Testing Activity (AVTA) at the Idaho National Laboratory. The AVTA tests plug-in hybrid electric, hybrid electric, pure electric, and hydrogen-fueled internal combustion vehicles in closed test track, laboratory and fleet environments. Jim has undergraduate and graduate degrees from Idaho State University and he has over 100 publications on vehicle testing and energy issues.

### **Stephen Hawke, Senior Vice President, Customer Service and Delivery, Portland General Electric**

As Senior Vice President of Customer Service and Delivery, Steve Hawke has over 34 years of experience in various transmission, distribution, customer service, and sales positions. He currently oversees Distribution, Customer Service, System Planning and Engineering, Transmission Services, Economic Development and a variety of utility services and energy efficiency/sustainability groups.

Hired in 1973, Hawke has spent most of his years at PGE working in the company's distribution groups. His early years involved a variety of engineering assignments, as well as managing the company's Southern Region and Western Region. Hawke also was manager of Response and Restoration and general manager of Delivery System Planning and Engineering before he settled into his current position in 1997. A 1971 graduate of Oregon State University in Corvallis, Oregon, Hawke earned two bachelor's degrees, one in electrical engineering and the other in mathematics. He also holds a Master's degree in Business Administration from Portland State University in Portland, Oregon, and has completed the Public Utility Executive Program at the University of Idaho in Moscow, Idaho.

### **Curtis Robinhold, Commercial Director for Alternative Energy, BP**

Curtis Robinhold is Commercial Director for BP Alternative Energy's wind and gas-fired power activities in Europe and Asia. His accountabilities include market analysis, performance management, strategy, structuring and finance. The business currently has assets in six countries, and is an integral part of BP's strategy to build and operate a world-class low-carbon power business. At BP, Curtis has worked in a range of businesses in the U.S., Germany, South

Africa, and in the UK. His jobs have included strategy, marketing, M&A, and business development. A native of the western United States, Curtis joined BP after working for ten years as a political and environmental policy advisor for Oregon's Governor. His experience included drafting clean water and 'green permit' legislation, and successfully running state and congressional election campaigns. Curtis holds a Masters in Environmental Management and an MBA from Yale University.

**Brian Silverstein**, *Vice President, Operation & Planning, Bonneville Power Administration*

Brian Silverstein is Vice President for Planning&Asset Management and Chief Engineer at the Bonneville Power Administration in Vancouver, Washington. He is responsible for planning the Bonneville transmission grid to meet safety, reliability, financial, risk, customer and public purpose objectives. He has been with the Bonneville since 1979, where he has focused on transmission reliability and policy issues. Brian has a Masters in Electric Power from Rensselaer Polytechnic Institute and a Bachelors in Electrical Engineering from The Cooper Union. He is a Registered Professional Engineer in Oregon.

**Maja Vekjkovic**--- *Director General of the National Research Center Institute for Fuel Cell Innovation (NRC-IFCI)*

Maja Veljkovic heads an internationally recognized research institute, NRC-IFCI, in Vancouver, B.C. NRC-IFCI is Canada's flagship research and development institute specializing in fuel cell and hydrogen technology. At NRC-IFCI, Maja leads a national effort to support the fuel cell and hydrogen industry through research leadership, state-of-the-art facilities and cluster development activities. Prior to joining NRC-IFCI in 2001, Maja served as Senior Engineer and R&D Manager at Syncrude Canada, where she was responsible for major R&D and engineering projects. Most recently, she was Syncrude's Senior Advisor, Upgrading Research Program.

### SESSION THREE

**Tim Campbell**, *Chairman, Urban Age Institute*

Tim Campbell has worked for more than 30 years in urban development with experience in scores of countries and hundreds of cities in Latin America, Asia, Eastern Europe, and Africa. His areas of expertise include strategic urban planning, city development strategies, decentralization, urban policy, and social and poverty impact of urban development.

Tim Campbell retired from the World Bank in December of 2005 after more than 17 years. His most recent positions at the Bank were as head of WBI's urban team (from 2001), and head of the Urban Partnership, which was responsible for identifying changing demand and developing new Bank products and services for cities (from 1998). Today, much of his focus is on "learning cities", how different urban areas capture, adopt, and adapt innovations to make cities more habitable, healthy, and prosperous.

**Paul Minett**, *Managing Director, Trip Convergence LTD*

UK born, Canadian raised, and now living in New Zealand, Paul Minett is the Co-Founder, President and CEO of Trip Convergence Ltd, a commercial venture established to leverage the opportunity presented by flexible carpooling. Paul's vision is of a world where it is easier and more rewarding to share rides. This has led him to develop and adapt systems and technologies, and to travel extensively seeking funding and locations to implement his systems. He has an Executive MBA from Auckland University, and has held roles in finance, customer research, and strategy development. In addition to flexible carpooling Paul operates a business strategy consultancy, Strategic Lift Ltd, from his home office in rural Auckland.

Thursday, July 31, 2008

SESSION FOUR

**Meg Nealon**, AICP, RLA, Partner & Senior Planner, LandDesign

Meg Nealon is a Partner and Senior Planner with LandDesign, which provides urban design, planning, civil engineering, landscape architecture and branding services to clients around the world. Based in Charlotte, she is responsible for directing the large-scale, public-sector planning projects for all six of the firm's U.S. offices, and also manages a variety of planning, urban design and GIS projects.

A planner and landscape architect, Ms. Nealon began her career at LandDesign in 1991. Her focus is on regional planning with an emphasis on balancing the sometimes competing objectives of economic development and natural resource conservation. Her recent work includes a number of comprehensive land use plans and small area plans for cities and counties, corridor studies for major highway and transit corridors, regional plans, and development of regulations and policies to promote mixed-use development and sustainable design.

Ms. Nealon earned her landscape architecture degree (BLA) from the University of Georgia and a Master of Regional Planning from the University of North Carolina at Chapel Hill. She is a member of several professional organizations including the Urban Land Institute and the American Planning Association.

**Eric Clifton**, Vice President, Sustainable Business Development, Newland Communities

As VP of Sustainable Business Development, Eric leads the vision and development of Sustainable Building Initiatives for Newland Communities, the largest privately held master-planned community developer in the United States. He is a key member of Newland's Cornerstone Initiative Team, tasked with driving the company's Healthy Living Systems cornerstone sustainability strategy.

Eric brings to this position extensive experience in residential construction and technology. He began his career at Cornerstone Communities, where he held a variety of construction and customer service roles of increasing responsibility in production housing environments. Subsequently, he moved to the residential security services industry with ADT/Tyco, where he developed a national program to deliver security services to the production home market. Eric was later hired by Newland Communities to assist in the development of the company's emerging technologies program. His vision for delivering these technologies through builders evolved into the company that later became ONteriors.

ONteriors is a new home technology integrator whose aim is to create and deliver community technology programs that improve the lifestyle of homebuyers, increase the profitability of builders and promote the development of environmentally-responsible communities. ONteriors helps builders and developers formulate Connected Living strategies with a focus on energy and water conservation/management, security and indoor air quality.

Eric has been a green building and environmental champion for many years and is currently building his next home, which he has registered with the LEED for Homes Pilot program.

**W. Paul Farmer**, Executive Director and CEO, American Planning Association

The American Planning Association's executive director comes from the world of practice. Paul Farmer spent 20 years in senior management positions as deputy planning director in Pittsburgh, director of city planning in Minneapolis, and executive director of planning and

development in Eugene, Oregon. During his years of practice, he served as an adjunct faculty member at the University of Pittsburgh, Carnegie Mellon University, Georgia Tech and the University of Oregon. Farmer grew up in Shreveport, Louisiana, attended Rice University in Houston (B.A. and B. Arch., 1967), and Cornell University in Ithaca, New York, where he was a Richard King Mellon Fellow and received a master's degree in city and regional planning in 1971. In 1968, he helped to found the National Association of Student Planners.

Farmer started out in academe, as a founding faculty member of the graduate program in planning at the University of Wisconsin, Milwaukee, where he taught for eight years, while also serving as president of the Wisconsin APA chapter. He chaired the chapter presidents council and served on the APA board from 1979 to 1981. He is a former head of the city planning and management division and a former member of the development plan and budget committee who has consulted in Asia, Europe and North America, and written and lectured extensively.

### **Scott Griffith, *Chairman & CEO, Zipcar***

Scott Griffith—Chairman and Chief Executive Officer of Zipcar—was appointed in February, 2003. Under Scott's leadership, Zipcar has emerged as the world's largest car sharing service, with more than 100% membership and revenue growth year to year. In the fall of 2007, Scott led Zipcar's merger with Flexcar, managing the integration of the companies' fleet, technology and membership base under the Zipcar brand and service.

Scott has solidified Zipcar's position as the leader of the car sharing industry, establishing a brand and customer experience that has drawn nearly two hundred thousand savvy urban residents and businesses on the go. By forging partnerships with some of the world's top brands and largest automakers, and developing relationships with transit agencies, universities and influential city and state governments, Scott has fostered the emergence of car sharing as a new transportation category, changing urban life by providing instant, affordable mobility in London, England and 25 North American states and provinces.

For his accomplishments at Zipcar, in 2006, *BusinessWeek* named Scott one of its "Best Leaders of 2006," and he was the recipient of Babson College's ELiTE Award for entrepreneurship. As a leading authority on the benefits of car sharing and transportation issues, Scott has been interviewed by the world's top news outlets, including *The Wall Street Journal*, *Newsweek*, *New York Times*, CNN, CNBC, *USA Today*, Associated Press, CBS-TV, FOX-TV, ABC World News Tonight and *Time Magazine*.

Prior to Zipcar, Scott held senior level positions at The Boeing Company, Digital Goods, a software and services firm, Information America, an Atlanta-based provider of online public record information, The Parthenon Group, a boutique business strategy and investment firm.

Scott earned his BS in engineering from Carnegie Mellon University and his MBA from the University of Chicago.

### **Charles Kelly, *Chairman of The Canadian Public Affairs Consulting Group***

Charles Kelly is a businessman who has maintained a national and international consulting practice concentrating on public policy issues for thirty years. His business interests have include urban sustainability, commercial real estate, entertainment, publishing and technology investments. Mr. Kelly was the Commissioner General for the United Nation's World Urban Forum 3. He also served as Chairman of the Cascadia Institute, a not-for-profit which analyses cross-border issues between B.C., Washington, Oregon and Alaska. Mr. Kelly was a Director of

the Can/Am Border Trade Alliance and a Director and member of the Executive Committee of the North American Institute (NAMI).

**Paul Moore**, *Transportation Planner, Gladding Jackson Kercher Anglin Inc.*

Paul is an engineer and planner with Gladding Jackson in Atlanta. Paul is involved in the oversight and management of major urban design, land use and transportation planning and engineering projects. Paul's philosophy towards transportation planning is balanced and recognizes the interrelationship between land use and transportation. This approach broadens the definition of transportation planning to focus on the movement of people - by automobile, transit, bicycling, and walking. This approach also recognizes the value of improving the quality of trip as well as utilizing land use solutions to assist in resolving transportation problems.

Paul has 19 years of experience in developing major transportation and transit planning projects, small area planning and redevelopment studies, and livable transportation solutions. He has experience with clients including the Georgia Regional Transportation Authority, the City of Atlanta, the Ada County (Idaho) Highway Department and the Triangle Transit Authority (Raleigh, NC), among others. In addition Paul has worked on significant private developments including Atlantic Station and the Northeast Beltline corridor in Atlanta and Tampa Heights in Tampa, FL.

## SESSION FIVE

**Arthur O'Donnell**, *Executive Director, The Center for Resource Solutions*

Arthur O'Donnell, brings over 20 years of experience as a nationally recognized energy and environmental journalist and the founding editor and associate publisher of the award-winning *California Energy Markets* newsletter. He most recently served as editor of *Land Letter*, a weekly online service devoted to natural resources and as West Coast correspondent for Greenwire.com. He is author of several books, including, *Soul of the Grid: A Cultural Biography of the California Independent System Operator*, and *The Guilty Environmentalist*, both published in 2003.

**Naveen Lamba**, *Senior Managing Consultant, IBM*

Mr. Lamba is a transportation engineer by training who has almost 15 years of experience for various public and private customers organizations in Intelligent Transportation Systems (ITS) and related transportation areas. Clients include the USDOT, various state DOTs and local government agencies. Lately, Mr. Lamba's focus has been in developing innovative solutions related to road-use fees and transportation information management. He is currently working on a feasibility study to implement a citywide congestion charging program to improve mobility in the region. Mr. Lamba has an MBA in Strategy and Finance from Carnegie Mellon University, in Pittsburgh, PA. He also has an MS in Civil Engineering (focused on Transportation & Computer Aided Engineering), also from Carnegie Mellon University.

**Randy Pozdena**, *Managing Director, EcoNorthwest*

Dr. Randall Pozdena has studied and advanced road pricing for 35 years. While a professor, he urged the State of California to include congestion pricing in its 1976 transportation policy plan - the first plan to do so in the United States. He continued his research during careers in academia, as a research Vice President at the Federal Reserve, and as a consultant. Since 1991, he has been managing director of ECONorthwest in Portland. He has developed and implemented methods for incorporating tolling in regional travel models and methods for optimizing HOT lane and freeway-only tolls. Mr. Pozdena has authored the benefit cost manual

published by AASHTO, as well as primers on congestion pricing and the first state highway cost allocation model to incorporate tolling. Recently, he lead the team that designed and evaluated the demonstration of network-wide congestion pricing in the Puget Sound that used GPS-based tolling technology. Pozdena has a BA in economics from Dartmouth College and a PhD in economics from the University of California, Berkeley.

### LUNCHEON SPEAKER

**Bill Reinert**, *National Manager of Advanced Technology for Toyota Motor Sales, USA.*

Mr. Reinert's primary function is to coordinate Toyota's various research, development and marketing activities related to alternative-fueled vehicles and emerging technologies. He is currently working on several advanced hybrid electric products, direct hydrogen fuel cell vehicles, reformed fuel approaches for hydrogen, full-featured electric vehicles, city electric vehicles, plug-in hybrid concepts, ethanol fuels and sustainable transportation systems.

Bill and his team launched the first hydrogen powered fuel cell vehicles in commercial operation in the United States. Successful completion of this effort required careful collaboration with all levels of federal, state and local officials. Bill also helped develop the I-4 program (based around a team comprising Air Products, BMW, Honda, Nissan and Toyota) to respond to the Department of Energy's Hydrogen Validation Program RFP.

Before taking over Toyota's North American Fuel Cell efforts, Bill and his team were responsible for Product Planning of the current generation Prius. Prior to joining Toyota, Bill spent several years developing advanced neural network applications and advanced energy systems for Hewlett Packard. In addition, Bill developed alternative energy solutions under contract to Bell Labs.

### PLENARY SPEAKER

**Alan Webber**

As one of the most widely respected and knowledgeable leaders in business journalism today, Alan Webber brings audiences unusual depth of knowledge and insight into an economy fueled by information, change and innovation. He currently writes a regular column for USA Today and was the cofounder and former editor of Fast Company magazine. Webber coauthored *Going Global: Four Entrepreneurs Map the New World Marketplace*, a blueprint for how to expand into global markets. He also coauthored *Changing Alliances: The Harvard Business School Project on the Auto Industry and the American Economy*, an important book on the competitive future of the American auto industry in the global economy. The former managing editor of the Harvard Business Review, his columns and articles have appeared in numerous national publications, including the Los Angeles Times, The New York Times, The New York Times Sunday Magazine and The Washington Post.

### CLOSING THOUGHTS & NEXT STEPS

**Gail Achterman**, Program Host & Chair, Oregon Transportation Commission (*bio provided as second entry in this document*)

**Ed Warnock**, Cumulus Resources LLC. (*bio provided as fifth entry in this document*)