



# CCAPA State Conference

September 30 - October 3, 2007

Fairmont San José Hotel

Experience the vibrant downtown San José area and the surrounding Silicon Valley! The 2007 California Chapter of the American Planning Association Conference will be held at the Fairmont Hotel in downtown San José. The Conference will include dynamic keynote speakers, over 100 conference sessions covering a wide variety of topics, eleven mobile workshops, a festive Opening Reception, California Planning Foundation Auction, Awards Luncheon, Leadership Reception, Consultant Reception, Diversity Summit, free student sessions and much more.

The theme for the CCAPA 2007 Conference, "Transforming the Urban Fabric," and its associated patchwork quilt logo was selected to represent the vast array of diverse issues and specialties within the planning profession, as well as the many cross-professional collaborations and partnerships. We have compiled ten conference session "threads" that will help guide your selection on a certain topic: Climate Protection - SPF Rated, Designing the Canvas, Emerging Patterns, Health and Security Blanket, Planner's Sewing Kit, Seamless Transportation, Shelter from the Elements, Stitching It Together, Waterproofing the Fabric, and Weaving a Community Quilt. Check the Conference-at-a-Glance and website for additional information on these threads.

Please visit [www.calapa.org](http://www.calapa.org) for continuous up-to-date conference information. For additional questions, please contact Lynne Bynder, CMP at the CCAPA Conference Office, [lbynder@meetingsxceptional.com](mailto:lbynder@meetingsxceptional.com).

## Keynote Speakers

### Carl Guardino

Carl Guardino is the President and CEO of the Silicon Valley Leadership Group, a public policy trade association that represents more than 200 of Silicon Valley's most respected companies. In 2000, Guardino was named one of the "Five Most Powerful" people in Silicon Valley and he was recently honored as the national "Businessman of the Year." In February 2007, Governor Arnold Schwarzenegger appointed Guardino to the California Transportation Commission.



Known throughout the region as a consensus builder, Guardino has championed a number of important issues, especially in the areas of transportation and housing. His transportation leadership includes successful management of ballot Measures A and B in 1996 that funded 19 key road and rail improvements with \$1.4 billion and co-management of a 2000 traffic relief initiative that will generate some \$5.5 billion in local funds to bring BART to Santa Clara County as well as improve Caltrain and other transit improvements.

As a housing advocate, he co-created the Housing Trust Fund which has raised more than \$32 million in voluntary contributions; in 2002, he co-managed Prop. 46, the statewide Housing Bond generating \$2.1 billion to provide 137,000 affordable housing opportunities, and co-chaired Prop. 1-C, the November 2006 statewide Housing Bond that generated an additional \$2.85 billion for affordable homes.

### Norman Y. Mineta

For almost 30 years, Norman Y. Mineta represented San José, first on the City Council, then as Mayor, and from 1975 to 1995 as a Member of Congress. Throughout that time, Mineta was an advocate of the burgeoning technology industry. He worked to encourage new industries and spur job growth, and he supported the infrastructure needed to accommodate the industry and its tremendous growth. Recognized for his leadership, Mineta has received numerous awards, including the Presidential Medal of Freedom – our nation's highest civilian honor.



Mineta's career in public service has been both distinguished and unique. He brings a wealth of experience and insight from serving in Congress for over 20 years and the Cabinet of both Republican and Democratic presidents. Mineta is well known for his work in the areas of transportation – including aviation, surface transportation, and infrastructure – and national security. He was the primary author of the groundbreaking ISTEA legislation – the Intermodal Surface Transportation Efficiency Act of 1991.

In 2000, Mineta was appointed by President Bill Clinton as the United States Secretary of Commerce. At the Department of Commerce, Mineta was known for his work on technology issues, for achieving international cooperation and intergovernmental coordination on complex fisheries issues, and streamlining the patent and trademark process. Mineta was appointed Secretary of Transportation by President George W. Bush in 2001, where he served until he joined Hill and Knowlton in July 2006. Following the horrific terrorist acts of September 11, 2001, Mineta guided the creation of the Transportation Security Administration.

## CONFERENCE-AT-A-GLANCE

### MOBILE WORKSHOPS

<b>Monday, October 1</b> Full Day	MW #1 - Livermore Downtown Revitalization in Action MW #2 - Get Your Shop On: San José Market Center, Santana Row, and Westfield Valley Fair Destination Retail MW #3 - Baghdad-by-the-Bay: San Francisco High-Rise Residential Projects and Affordable in Housing in Green Projects
<b>Tuesday, October 2</b> Morning Half Day	MW #4 - Downtown Gilroy Reeks of Success MW #5 - A Walk Through Central San José Neighborhoods: Strong Neighborhood Initiative (SNI) Physical Improvements MW #6 - Does the Shoe Fit? Size 7 House on a Size 6 Lot: San José's Residential Design Tour MW #7 - Critical Coastal Study Area: Making the Land Use and Water Quality Protection Connection
<b>Tuesday, October 2</b> Afternoon Half Day	MW #8 - What's Going Down (and Up) in Downtown San José MW #9 - From Pervious Pavement to Living Roofs: Immerse Yourself in Design for Water Quality MW #10 - Downtown Mountain View: TOD not SUV MW #11 - San José Affordable Housing in Green

Conference information online at [www.calapa.org](http://www.calapa.org)