

SPEAKER BIOS

MAIN SPEAKER + BREAKOUT II

Brad Segal, President, Progressive Urban Management Associates

brad@pumaworldhq.com

303.997.8754

P.U.M.A.'s founder and president, Brad Segal, has extensive experience in downtown management and community development as both a practitioner and consultant. A self-proclaimed "urban therapist," Brad is one of the nation's leading authorities on downtown trends and issues, reinventing downtown management organizations and forming business improvement districts to finance them, and pioneering efforts to create healthy communities. Prior to establishing P.U.M.A. in 1993, he designed and managed economic development programs as senior director of the Downtown Denver Partnership.

Brad is well-known as a featured speaker on downtown issues in international, national, and regional forums and is a lecturer in the University of Colorado Denver's master's degree program in urban and regional planning. He has served four terms on the board of directors of the International Downtown Association and is a past president of Downtown Colorado, Inc. Brad holds a master's in business administration from Columbia University and a bachelor's degree in urban analysis from the University of California at Berkeley.

MAIN SPEAKER + BREAKOUT II

Carolynne White, Shareholder, Brownstein Hyatt Farber Schreck

cwhite@bhfs.com

303.223.1197

Carolynne White is an experienced land use and public policy attorney, with strong state and local government relationships, and cutting-edge expertise. Her specialty is managing complex, controversial and challenging projects and navigating multiple regulatory environments for optimal outcomes for clients. Her strong local and state relationships with elected officials and staff statewide ensure that clients always have the best information and the best opportunity to be heard. Additionally, Carolynne is one of only 23 LEED-accredited attorneys in the state of Colorado.

Carolynne's practice focuses primarily on the zoning and entitlement process, with an emphasis on complex projects involving redevelopment, infill, brownfields, urban renewal, eminent domain, mixed use, transit-oriented development, PIFs and other public financing tools, and special challenges such as historic preservation. She has obtained entitlements for projects ranging from high-rise hotels to large-tenant retail to mixed use developments involving retail, office and residential components. Carolynne has also handled permitting for pipelines, compressor stations, and other mining and oil and gas-related facilities. She also serves as special and general counsel to a variety of governmental and quasi-governmental entities, such as urban renewal authorities, special districts and redevelopment authorities.

Previously, Carolynne served as co-chair of the firm's Real Estate Department.

Prior to joining Brownstein, Carolynne was the staff attorney for the Colorado Municipal League, where she worked on state legislation dealing with growth management, comprehensive planning, impact fees, zoning, annexation, subdivision, urban renewal, condemnation, and special districts. Before that, Carolynne was a staff attorney for the Denver Water Board, where she focused on litigation in federal, state, and administrative courts; drafting policies and procedures; and handling real estate transactions dealing with Denver Water property.

BREAKOUT I LEAD:

Erin Laetz (formerly Lyng)

erin@pumaworldhq.com

720.519.0535

Erin Laetz manages a variety of projects at P.U.M.A. from adaptive reuse feasibility studies to rural economic development strategies to strategic plans for downtown organizations. Erin also leads P.U.M.A.'s role as the outreach and technical assistance provider for the Colorado Fresh Food Financing Fund (CO4F), a statewide program that funds healthy food retail in underserved communities. Her past experience in nonprofit public relations, communications strategy, advertising and digital media brings unique perspectives to project work at P.U.M.A.

Erin currently serves on the board of Downtown Colorado Inc., a nonprofit that works to revitalize local economies throughout the state. She holds a master's degree in urban and regional planning from the University of Colorado Denver and a bachelor's degree in economics from Boston College.

BREAKOUT I LEAD:

Troy Bernberg, Managing Director, Northland Securities

tbernberg@northlandsecurities.com

303.801.3386

Troy Bernberg is a 17-year public finance veteran and Managing Director for Northland Securities. Troy is responsible for covering Colorado, the Rocky Mountain West, as well as the Midwest. Troy has worked on over \$1.1 billion in financings for a variety of borrowers including municipalities, counties, special districts, education, healthcare, as well as 501(c)(3) organizations. Troy assists his clients from the plan of finance to closing, structuring the most cost effective and efficient transaction to meets his clients' needs. This includes work on revenue bonds (sales tax, water, wastewater, etc.), certificates of participation, (COP)/lease revenue bonds, and tax increment financing, all on a tax-exempt or taxable basis. Troy also brings creativity to an engagement and is proud to have worked Colorado's first forward delivery refunding in 2014 as well as a unique TIF transaction for the United States Olympic Museum in Colorado Springs.

Troy is a member of a variety of industry organizations including the Colorado Municipal League (CML), Colorado Counties, Inc. (CCI), the Special District Association (SDA), as well as the Colorado Government Finance Officers Association (CGFOA) and Downtown Colorado Incorporated (DCI), both for whom he's served as a conference speaker on several occasions.

BREAKOUT I LEAD:

Steve Art, City and Urban Renewal Authority of Wheat Ridge

sart@ci.wheatridge.co.us

303.235.2806

Steve is the Economic Development Manager for the City of Wheat Ridge and the Executive Director of the City's Urban Renewal Authority. Steve promotes intelligent growth for the community while promoting the values of Wheat Ridge. He has been with the City for almost 6 years. Steve has been an integral part of new development in Wheat Ridge through the City's Renewal Wheat Ridge, the City's Urban Renewal Authority. This work has allowed Wheat Ridge to see unprecedented City growth over the past 36 months with the development of new housing options, shopping centers, and the creation of a new downtown along 38th Avenue. Steve was born and raised in California and relocated to the Denver area in 2011 where he lives with his wife Peggy.

BREAKOUT II LEAD:

Brandon Stam, Executive Director, Downtown Grand Junction Partnership

brandon@downtowngj.org

970.255.4924

Brandon is an economic and urban planning professional who enjoys analyzing complex development patterns and figuring out solutions to existing barriers. Since 2016, he has led and managed development of short and long-range DDA plans with an emphasis on economic revitalization and redevelopment in the Grand Junction DDA District. Brandon serves as an advocate for the DDA District and as a liaison to businesses, property owners, governmental officials and staff, community organizations and others. Prior to this role, Branson served as an Economic Development Specialist with Pueblo County. In that role, Brandon worked with economic gardening, GIS analysis, incentive programs, and managing buy local efforts.