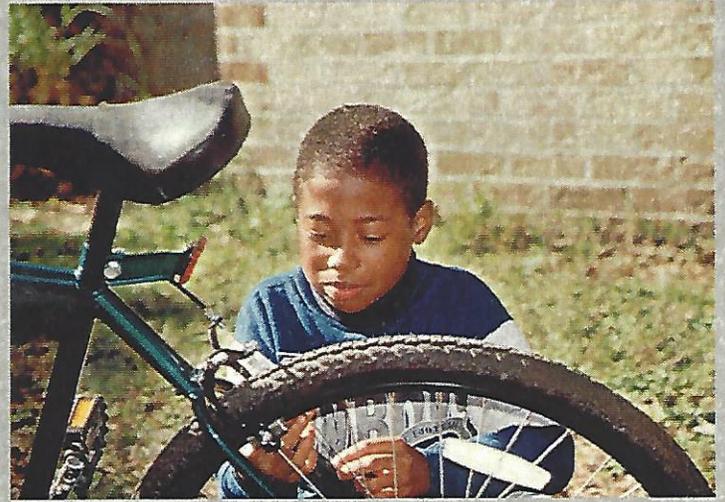


# CONNECTING NATURE & COMMERCE

## DEVELOPING REGIONAL TRAIL OPPORTUNITIES

### MAKE OUR REGION EVEN BETTER!

JOIN PARTNERS ACROSS THE BEACHES TO LONGLEAF REGION IN THIS 2-DAY ACTION PLANNING WORKSHOP TO CONNECT NATURE AND COMMERCE BY IDENTIFYING REGIONAL TRAIL OPPORTUNITIES. OUR VISION IS TO CREATE ATTRACTIVE, WALKABLE, HUMAN-SCALE COMMUNITIES SURROUNDED BY BEAUTIFUL AND ACCESSIBLE NATURAL AREAS FULL OF RECREATION, CULTURAL HERITAGE, AND ECONOMIC OPPORTUNITIES AND CONNECTED THROUGH A REGIONAL, MULTI-MODAL NETWORK OF TRAILS. THIS WORKSHOP WILL PROVIDE EQUAL DOSES OF INSPIRATION, EDUCATION, AND ACTION! PARTICIPANTS WILL LEARN ABOUT THE ECONOMIC AND COMMUNITY BENEFITS OF TRAIL OPPORTUNITIES AND DEVELOP ACTION PLANS TO HELP MAKE TRAIL CONNECTIONS HAPPEN!



## WORKSHOP SESSIONS INCLUDE

THE DOLLARS AND SENSE OF PROTECTING COMMUNITY CHARACTER | ECONOMIC BENEFITS OF TRAILS  
BRIDGING HEALTH, ENVIRONMENT AND TRAILS: CREATING A HEALTHIER COMMUNITY | ACTION PLANNING FOR IMPLEMENTATION  
CASE STUDIES: HOW TRAILS BENEFIT COMMUNITIES AND ECONOMIES | TRAILS AND TRANSPORTATION: HOW THEY WORK TOGETHER  
FINANCING STRATEGIES AND RESOURCES | TRAILS FOR ALL: BENEFITTING UNDER-RESOURCED NEIGHBORHOODS

PUBLIC FORUM

SEPTEMBER 26, 2016

5PM-8PM

PENSACOLA LIBRARY | 239 N SPRING ST.

WORKSHOP - \$85

SEPTEMBER 27-28, 2016

8AM-5:30PM

VOICES OF PENSACOLA | 117 E GOVERNMENT ST.

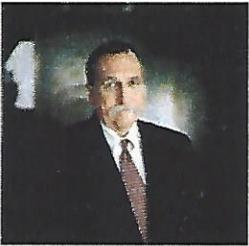
# WHO SHOULD ATTEND

COMMUNITY LEADERS | TRAIL ENTHUSIASTS | ENGAGED CITIZENS | ELECTED OFFICIALS | BUSINESS OWNERS | TOURISM PARTNERS  
PARKS AND RECREATION MANAGERS | LAND MANAGERS | ECONOMIC DEVELOPMENT PROFESSIONALS  
ANYONE INTERESTED IN COMMUNITY DEVELOPMENT

THE WORKSHOP IS INTENDED FOR PARTICIPANTS IN ESCAMBIA, SANTA ROSA,  
AND OKALOOSA COUNTIES IN FLORIDA AND ESCAMBIA, BALDWIN, AND COVINGTON COUNTIES IN ALABAMA

## CLICK [HERE](#) TO REGISTER

## FEATURED SPEAKERS

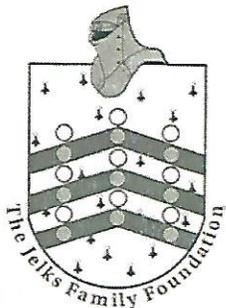


**ED MCMAHON** HOLDS THE CHARLES E. FRASER CHAIR ON SUSTAINABLE DEVELOPMENT AT THE URBAN LAND INSTITUTE IN WASHINGTON, D.C. WHERE HE IS NATIONALLY KNOWN AS AN INSPIRING AND THOUGHT PROVOKING SPEAKER AND LEADING AUTHORITY ON TOPICS RELATED TO SUSTAINABLE DEVELOPMENT, LAND CONSERVATION, SMART GROWTH, AND HISTORIC PRESERVATION. AS THE SENIOR FELLOW FOR SUSTAINABLE DEVELOPMENT, MCMAHON LEADS ULI'S WORLDWIDE EFFORTS TO CONDUCT RESEARCH AND EDUCATIONAL ACTIVITIES RELATED TO ENVIRONMENTALLY SENSITIVE DEVELOPMENT POLICIES AND PRACTICES.

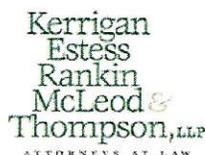
**SANDRA WHITEHEAD**, PHD, MPA, HAS OVER TEN YEARS OF EXPERIENCE IN ENVIRONMENTAL HEALTH, WORKING DIRECTLY WITH COMMUNITIES AND ENVIRONMENTAL HEALTH PROFESSIONALS TO DEVELOP CAPACITY TO ADDRESS A WIDE RANGE OF EMERGING TOPICS SUCH AS HEALTH IMPACT ASSESSMENT, BROWNFIELDS REDEVELOPMENT, WALKABILITY, AND ACCESS TO HEALTHY FOOD. DR. WHITEHEAD SPENT SEVEN YEARS WORKING AT THE FLORIDA DEPARTMENT OF HEALTH WHERE SHE PROVIDED TRAINING AND TECHNICAL ASSISTANCE ON STRATEGIES TO ASSESS AND EVALUATE INTERVENTIONS BASED ON THE BUILT ENVIRONMENT SUCH AS PARTICIPATING IN COMPREHENSIVE PLANNING PROCESSES, PERFORMING HEALTH IMPACT ASSESSMENTS, AND CREATING STRATEGIC PARTNERSHIPS WITH PROFESSIONS OUTSIDE PUBLIC HEALTH AS WELL AS COMMUNITY MEMBERS TO SOLVE HEALTH RELATED ISSUES.



## SPECIAL THANKS TO OUR SPONSORS



THE J H BAROCO FOUNDATION, INC  
VICKI A BAROCO  
& BRIAN AND CRYSTAL SPENCER



THE  
CONSERVATION FUND

IN KIND



- THIS WORKSHOP IS LIMITED TO 70 PARTICIPANTS. -

BY REGISTERING YOU ARE COMMITTING TO ATTENDING BOTH DAYS OF THE WORKSHOP AND THE PRE-WORKSHOP PUBLIC FORUM.

-WE ENCOURAGE EARLY REGISTRATION DUE TO LIMITED SPACE. -

- COST FOR THE TWO-DAY WORKSHOP IS PER PERSON & INCLUDES LUNCHES, SNACKS, COFFEE SERVICE, AND RECEPTION. -

- LIMITED ASSISTANCE IS AVAILABLE; PLEASE CONTACT US IF SCHOLARSHIP IS NEEDED. -

FOR LOCAL INFORMATION, CONTACT:

VERNON COMPTON  
THE LONGLEAF ALLIANCE

C: 850.623.0987 | E: [VERNON@LONGLEAFALLIANCE.ORG](mailto:VERNON@LONGLEAFALLIANCE.ORG)

FOR MORE INFORMATION/REGISTER CONTACT:

MARGARITA CAREY  
THE CONSERVATION FUND

C: 304.876.7924 | E: [MCAREY@CONSERVATIONFUND.ORG](mailto:MCAREY@CONSERVATIONFUND.ORG)