



PLANNING CONFERENCE

NATIONAL CAPITAL AREA CHAPTER, AMERICAN PLANNING ASSOCIATION
SCHOOL OF ARCHITECTURE AND PLANNING, THE CATHOLIC UNIVERSITY OF AMERICA

NCAC-APA 2012 Conference and Awards

Saturday, November 10, 2012, 8:30 a.m. – 1:30 p.m.

Location: The Catholic University of America, 620 Michigan Ave., N.E., Washington, D.C. 20064 (Brookland-CUA Metro Stop on the Red Line)

- Conference sessions will be held in the School of Architecture and Planning, Edward M. Crough Center for Architectural Studies.
- The Awards Luncheon will be held in the Pryzbła Student Center, Great Rooms A and B (second floor).
- Directions to the campus: <http://www.cua.edu/about-cua/directions.cfm>

Registration is now open! The conference is open to anyone interested in current planning topics, not just those seeking CM credits.

You will have the opportunity to earn 3 CM events by attending the morning's sessions. The awards luncheon that follows will recognize outstanding planning projects in the National Capital Area.

Registration Fee: \$25 for chapter members and non-members, \$20 for student members. *On-site registration is available for \$40, cash or check.* No refunds will be offered, but you may send a substitute if you are not able to attend.

Register at: <http://tinyurl.com/ncacreg>



How Crowdsourcing and Crowdfunding can Revolutionize Real Estate Development

Catholic University, School of Architecture and Planning
Locraft Lecture Hall

Saturday, November 10, 2012 (11:20am – 12:20pm)

Many developers do not agree with the importance placed on public involvement in the planning and development process. This outlook on public participation may stem from the outdated and unproductive manner in which outreach is typically conducted. The concept of crowdsourcing and crowdfunding may flip the typical public participation model on its head. Two local businesses, Popularize and Fundrise, will show how a real estate development venture can produce an environment that a local community really desires, thereby giving nearby residents the incentive to publically support the project and literally allows the community to invest in the project's outcome. This concept may be a gamechanger.

About Damon Orobona



I am a land use attorney. And a city planner. For the past couple years, I have been involved in numerous development projects and planning exercises from both the public and private sector vantage point. I know how community input tends to occur. Those that adamantly oppose a project show up at every public meeting, drowning out alternative perspectives. Supporting residents show at one meeting then promptly disappear back to normal life. Accordingly, both private and public sector participants have come to dread the obligatory community meetings that dovetail with development projects. I'm a believer that there is a better way to effectively engage a community. Crowdsourcing and crowdfunding may provide the answer.

www.millermillercanby.com

About Benjamin Miller



I co-founded Popularise and Fundrise with my brother Dan. Why? Because after spending years slogging away as a real estate developer, I was fed up with how broken the system is, and wanted to do something to change it. I'm also managing partner at real estate firm WestMill Capital, and at a green venture fund called US Nordic Ventures. My time working in big real estate taught me why the wrong things get built. The decision makers are out of touch. The financial incentives are all wrong. I was a clockmaker. I know how the system ticks. Popularise and Fundrise sound simple--but it will change the fundamental gearing of the real estate system.

www.popularise.com www.fundrise.com

Register at: <http://tinyurl.com/ncacreg>