

## ***Presentations & Workshops***

### **LOCAL INITIATIVES SUPPORT CORPORATION URBAN FORUM 2005**

**SAN FRANCISCO, CALIFORNIA**

*Speaker: Urban Revitalization and Downtown Investment*

Jay Juergensen will speak and participate in a panel discussion focusing on how to support investment in urban communities around the country.



Julie Chan, Conference Coordinator  
Local Initiatives Support Corporation – Center for Commercial Revitalization  
501 Seventh Avenue, 7th floor  
New York, NY 10018  
212/455-9395

### **INDIANA MAIN STREET CORNELIUS O'BRIEN PRESERVATION CONFERENCE 2004**

**MADISON, INDIANA**

*Be a Main Street Developer Workshop:*

The half-day real estate workshop for the Indiana Main Street Center included a development case study and was the kickoff event available to all participants at the annual statewide conference. The workshop teaches the essentials of a successful development team and sources of available financing for Main Street communities.



Mark McConaghy, Director  
Indiana Main Street  
One North Capitol, Suite 700  
Indianapolis Indiana 46204  
317/233-0410

### **MICHIGAN DOWNTOWN REVITALIZATION INSTITUTE 2004**

**BAY CITY, MICHIGAN**

*Understanding Michigan's Rehabilitation Code for Existing Buildings:*

Conducted a presentation on updates to the existing building codes in the State of Michigan. Jay Juergensen served on the State Commission that spent three years updating the statewide building code to reflect the need to adapt modern building codes to historic and existing building structures. The presentation, given to more than 150 Main Street and community development professionals outlined the new aspects of the code that greatly benefit Michigan's Main Street Communities.



Robert Trezise, Managing Director  
Community Assistance Team  
Michigan Economic Development Corporation  
300 N. Washington Square  
Lansing, Michigan 48913  
517/373-9808

**NATIONAL TRUST FOR HISTORIC PRESERVATION ANNUAL CONFERENCE 2004 LOUISVILLE, KENTUCKY**

*Real Estate Development 101 for Historic Properties:*

Conducted half-day real estate training for historic preservation professionals that included a real development case study. More than 150 people attended the workshop that included discussions on basic real estate terminology and sources of available financing.



Rhoda J. Stauffer, Community Investment Manager  
National Trust for Historic Preservation  
1785 Massachusetts Ave, NW  
Washington, DC 20036-2117  
202/588-6339

**NCCED ANNUAL CONFERENCE 2004**

**LOS ANGELES, CALIFORNIA**

*Getting a Developer to Work For You:*

Conducted a round table presentation for more than 50 community and economic development professionals. The presentation advised participants on how to effectively engage real estate developers and consultants to benefit their communities and organizations.



**National Congress for  
Community Economic Development**  
[www.ncced.org](http://www.ncced.org)

Carol Wayman, Director of Public Policy  
National Congress for Community Economic Development  
1030, 15th ST. NW, Suite 325  
Washington, DC 20005  
202/289-9020

**LET'S DO LUNCH DULUTH, DULUTH AREA CHAMBER OF COMMERCE 2004**

**DULUTH, MINNESOTA**

*Architectural Heritage: Back to the Future*

Jay Juergensen gave a luncheon speech at the quarterly, Let's Do Lunch Duluth series sponsored by the Duluth Area Chamber of Commerce.



The dynamic speech examined Duluth's challenge of combining economic development principles with a strong historic preservation ethic. Jay was invited to return to Duluth based upon his participation in the National Trust for Historic Preservation's, Preservation Development Initiative in the fall of 2003.

David Ross, President  
Duluth Area Chamber of Commerce  
5 West First Street  
Duluth, Minnesota 55802  
218/740-3751

**NATIONAL MAIN STREET CENTER ANNUAL CONFERENCE 2004**

*Be a Main Street Developer Workshop:*

Conducted a half-day real estate workshop for more than 75 professionals from around the country that included a real development case study. The workshop included a discussion of development trends impacting Main Street over the past ten years and examined the future challenges for Main Street.

Lauren Adkins, Senior Program Associate for Technical Services  
Mary de la Fe, Conference and Events Planner  
National Main Street Center  
1785 Massachusetts Ave, NW  
Washington, DC 20036  
202/588-6219

ALBUQUERQUE, NEW MEXICO

**MAIN STREET**



**NATIONAL TRUST**  
for HISTORIC PRESERVATION™

**IDEAS BEFORE DAWN, MICHIGAN'S COOL CITIES CHALLENGE**

*Speaker and Panelist*

Jay Juergensen participated in a panel discussion on Michigan and Detroit's challenge of attracting and retaining a younger population and what role the downtown and business leadership play in this challenge. Detroit Downtown, Inc. and Crain's Detroit Business sponsor the quarterly speakers series and panel discussion, which was attended by more than 200 business leaders from downtown Detroit.

Linda Bade, President  
Detroit Downtown, Inc.  
535 Griswold, Suite 220  
Detroit, Michigan 48226  
313/961-1403

DETROIT, MICHIGAN



**MAIN STREET CENTER  
REAL ESTATE DEVELOPMENT CERTIFICATION INSTITUTE 2004**

*Real Estate Development and Property Management Workshop:*

Conducted a half-day training on strategies for managing property and attracting tenants for Main Street professionals. The training advised participants on how to assemble the management team, leasing considerations, maintenance issues and liability concerns.

Mary de la Fe, Conference and Events Planner  
National Main Street Center  
1785 Massachusetts Ave, NW  
Washington, DC 20036  
202/588-6219

WASHINGTON, DC

**MAIN STREET**



**NATIONAL TRUST**  
for HISTORIC PRESERVATION™

**NEW JERSEY MAIN STREET REVITALIZATION INSTITUTE 2003**

**TRENTON, NEW JERSEY**

*Real Estate Development and Downtown Housing Workshop:*

Conducted one day real estate training that included a real development case study from New Jersey. More than 80 participants attended the workshop, which taught the essentials of a successful development team and sources of available financing for Main Street communities.

Jef Buehler, Director  
Main Street New Jersey  
New Jersey Department of Community Affairs  
Division of Housing and Community Resources  
P.O. Box 811  
Trenton, NJ 08625-0811  
609/633-9769



**NATIONAL MAIN STREET CENTER'S ANNUAL CONFERENCE 2003**

**CINCINNATI, OHIO**

*Real Estate Development 101  
Understanding the Threat from New Urbanism*

Conducted two presentations at the National Main Street Center's Annual Conference. The presentation on Real Estate Trends included cursory analysis and photo documentation of actual development projects from around the country. The Real Estate Development presentation was a basic introduction to the development process for Main Street professionals.

Lauren Adkins, Senior Program Associate for Technical Services  
National Main Street Center  
1785 Massachusetts Ave, NW  
Washington, DC 20036  
202/588-6219



**NATIONAL GAY AND LESBIAN TASK FORCE  
CREATING CHANGE CONFERENCE 2002**

**PORTLAND, OREGON**

*Lessons From Ruth's House:*

Presented a case study on Ruth Ellis Center's Ruth's House, a six-room, 3,000 square foot duplex that houses homeless gay and lesbian youth in Detroit. J&A secured the financing and coordinated the construction of the project. The presentation highlighted how non-profit social service providers can actively own and manage real estate, while maintaining their core mission of providing human services to at-risk populations.

Grace McClelland, Executive Director  
Ruth Ellis Center  
2727 Second Avenue Suite 158  
Detroit, Michigan 48201  
313/964-2091



**MSHDA TECHNICAL ASSISTANCE**

**LANSING, MICHIGAN**

*Retail & Development Trends - Housing and New Urbanism  
Real Estate Development 101 - Trends in Mixed Use Development  
Creekside: Ideas for New Housing - Replacement Housing Options  
Understanding the Threat to Main Street from New Urbanism  
Attracting Real Estate Investment to Your Main Street  
Framework for Economic Success - Michigan's Rehabilitation Building Code  
Sustaining Michigan's Core Communities - Implementing a Strategic Plan  
Strategic Planning and Asset Mapping - Affordable Housing Development: Part 3  
Forming CHDO's: How and Why? - Outcome Performance Measurement  
Feasibility and Budgeting for Development*



Since 1997, Juergensen & Associates has delivered presentations around the state as part of MSHDA's Technical Assistance Program. Venues include the annual Michigan Affordable Housing and Michigan Community Development Directors' Association Conferences in consultation with peer state agencies. Topics include perspectives on development trends, public policy issues and hands-on development workshops. Jay has also addressed MSHDA staff through a series of senior management meetings and lunchtime educational presentations.

Julie Hales, Community Planning Specialist  
Michigan State Housing Development Authority  
735 E. Michigan Avenue – P.O. Box 30044  
Lansing, Michigan 48912  
517/373-6026

**INTERNATIONAL COUNCIL OF SHOPPING CENTERS  
MICHIGAN ALLIANCE PROGRAM**

**DETROIT, MICHIGAN**

*Untapped Markets: Urban Centers and Traditional Downtowns:*



Conducted a presentation to more than thirty Michigan based retailers and shopping center developers on the potential for investment in lucrative urban markets. This included Main Street commercial centers as well as larger urban communities.

Libby Pachota, Program Director for Planning & Development  
Jefferson East Business Association  
14628 Jefferson Avenue  
Detroit, Michigan 48125  
313/331-7939

**JEFFERSON EAST BUSINESS ASSOCIATION**

**DETROIT, MICHIGAN**

*Business Start-Up Seminar:*



In the Starting Your Own Business Series, Jay provided advice as an entrepreneur to twenty-five (25) potential business owners on strategies to access capital and credit, assess risk, developing a market and identity, and other realities of self-employment.

Diana Stewart, Executive Director  
Jefferson East Business Association  
14628 Jefferson Avenue  
Detroit, Michigan 48125  
313/331-7939