

IALD ENLIGHTEN AMERICAS 2011 : A CELEBRATION OF URBAN LIGHT

THURSDAY, 22 SEPTEMBER 2011

1:00 P.M. TO 5:00 P.M. IALD BUSINESS OWNERS FORUM [Separate Registration Required]

7:00 P.M. TO 10:00 P.M. PRESIDENT'S OPENING RECEPTION *Sponsored by Cooper Lighting*

FRIDAY, 23 SEPTEMBER 2011

7:30 A.M. BUFFET BREAKFAST *Sponsored by Kurt Versen Company*

8:30 A.M. TO 10:00 A.M. OPENING SESSION AND KEYNOTE ADDRESS BY CRAIG W. HARTMAN, FAIA
Katherine C. Abernathy, IALD, President
Craig W. Hartman, FAIA, Skidmore, Owings & Merrill, LLP, San Francisco, CA USA

10:00 A.M. TO 10:30 P.M. MORNING NETWORKING BREAK *Sponsored by Finelite*

10:30 A.M. TO NOON

DES: THE POWER OF LIGHT MEETS THE POWER OF PLACE : PLANNING FOR PROSPERITY IN THE 21ST CENTURY
Panel: Louis Clair; Kaoru Mende, IALD; Ulrike Brandt, IALD

CI: MAKE IT RIGHT : A NEW ERA OF ENLIGHTENMENT AND ENERGY REVOLUTION
Thomas Willemeit

BZ: CULTURAL STRATEGIES IN DOING BUSINESS ACROSS BORDERS
Mona Pearl

NOON TO 1:15 P.M.

BUFFET LUNCHEON

1:15 P.M. TO 2:45 P.M.

DES: VIBRANT AVENUES : TRANSFORMING PHILADELPHIA AT NIGHT
Heather Kilroy, Associate IALD
Stephen Hoppe, Associate IALD

CI: FACADE LIGHTING DESIGN : 30 YEARS OF EVOLUTION
Louis Clair

BZ: FINANCIAL BASICS FOR BUSINESS STRATEGY
Doug Gustafson, CPA

2:45 P.M. TO 3:15 P.M.

AFTERNOON NETWORKING BREAK

3:30 P.M. TO 5:30 P.M.

LIGHTING CROSS TALK

3:30 P.M. TO 5:30 P.M.

A LIGHTING WORKSHOP FOR STUDENTS
Larry French, IALD

5:30 P.M. TO 6:30 P.M.

YOUNG PROFESSIONALS NETWORKING HOUR

5:30 P.M. TO 6:30 P.M.

EDUCATORS NETWORKING HOUR

7:00 P.M.

FRIDAY EVENING DINNER RECEPTION *Sponsored by Acuity Brands*

SATURDAY, 24 SEPTEMBER 2011

7:30 A.M.	BUFFET BREAKFAST <i>Sponsored by Bartco Lighting Inc</i>		
8:30 A.M. TO 10:00 A.M.	DES: A LIGHT TRESPASS CASE STUDY : COMMUNITY PLANNERS AND LIGHTING DESIGNERS TEAM UP <i>Sherry Weller, Associate IALD</i>	CI: THE FUTURE OF LIGHT IN POST DISASTER JAPAN <i>Kaoru Mende, IALD</i>	BZ: LIGHT'S ROLE IN NOCTURNAL URBAN SPACES : A COLLABORATION EXPLORES ITS POTENTIAL <i>Randy Burkett, FIALD Charles Stone, FIALD</i>
10:00 A.M. TO 10:30 A.M.	MORNING NETWORKING BREAK <i>Sponsored by MechoSystems Inc</i>		
10:30 A.M. TO NOON	DES: LIGHT + REVITALIZATION : THE BREMERHAVEN HARBOR PROJECT <i>Gerd Pfarré, IALD</i>	CI: COMMUNITY INVOLVEMENT —AN ESSENTIAL FACTOR FOR INNOVATIVE PUBLIC LIGHTING SUCCESS <i>Leni Schwendinger, Associate IALD</i>	BZ: MARKETING STRATEGY— A FOUNDATION FOR SUCCESS <i>David Studeman</i>
NOON TO 1:30 P.M.	IALD ANNUAL MEETING AND LUNCHEON		
1:45 P.M. TO 3:15 P.M.	DES: THROUGH THE LOOKING GLASS—LIGHTING DESIGN IN 2030 <i>Emma Cogswell, Associate IALD</i>	CI: DARK SKIES : IS THIS A REAL CONCERN? <i>Naomi Miller, FIALD</i>	BZ: MARKETING EXECUTION— THE RIGHT TOOLS FOR THE JOB <i>David Studeman</i>
3:15 P.M. TO 3:45 P.M.	AFTERNOON NETWORKING BREAK		
3:45 P.M. TO 5:30 P.M.	TOWN HALL MEETING : AFTER THE REVOLUTION, WILL WE HAVE BETTER LIGHT? <i>Moderator: John Martin, Ed.D., IALD Public Policy</i>		
7:00 P.M.	SATURDAY EVENING GALA CLOSING RECEPTION <i>Sponsored by Philips Lightolier</i>		

ALL SEMINAR SESSIONS WILL BE PRESENTED IN ENGLISH.
 DES : DESIGN TRACK
 CI : CURRENT ISSUES TRACK
 BZ : BUSINESS AND PROFESSIONAL DEVELOPMENT TRACK
 SCHEDULE IS SUBJECT TO CHANGES