

Don Neff

Construction quality expert Don Neff founded La Jolla Pacific, Ltd. in 1993, based on his own innovative risk management strategies and previous experience as a homebuilder. Since then he has been in the forefront of the construction quality movement. He has over 25 years of experience in the real estate industry covering all aspects of planning, acquisitions, development, construction, and management. A frequent speaker at industry conferences, Mr. Neff has also conducted numerous educational and training seminars focused on building a better quality product. He serves as an instructor with the Home Builders Institute and the California Building Industry Foundation, teaching selected modules of the Superintendent Training Program. Through the National Association of Home Builders Institute of Residential Marketing he has taught "Advanced CSP" (Advanced Construction for Certified New Home Sales Professionals) to various Sales and Marketing Councils in Southern California. In addition, he has authored numerous articles on construction quality and risk management issues. Mr. Neff holds a Master's Degree in City Planning from Harvard University, is an ICBO Certified Building Inspector, an ICBO Certified Plans Examiner, a licensed California General Building Contractor, CHEERS Certified New Construction/Existing Home Rater, and has completed the Expert Witness Certificate Program at California State University, Long Beach.

Jen McGraw

Jen McGraw, Climate Change Program Manager at the Center for Neighborhood Technology (CNT), is currently working in partnership with the Clinton Foundation, Microsoft, Ascentium and ICLEI-Local Governments for Sustainability to develop Project 2 Degrees, an online greenhouse gas accounting tool for cities. Ms. McGraw recently co-lead the mitigation research team for the City of Chicago's climate action plan, including the development of a greenhouse gas emissions baseline for the city and region and documentation of 33 different mitigation strategies. She also led the research team that researched transportation and land use for the forthcoming Presidential Climate Action Plan - a set of recommendations for the next Administration. In her nine years at CNT, she has worked to promote urban sustainability in the areas of climate change, transportation, energy, storm water, air pollution, and household cost-of-living. Ms. McGraw has a Master's in Public Policy from Harvard's Kennedy School of Government, and Bachelor's Degrees in Biology and Environmental Studies from the University of California, Santa Cruz.

Tim Frank

Tim Frank has served as an advocate and public affairs consultant for more than 19 years, and has developed a broad public interest client base including the Nature Conservancy, American Farmland Trust and the Sierra Club. He has extensive experience in land use policy development and advocacy. Mr. Frank has represented clients on the local, state and national level, served as a lobbyist for Sierra Club California on land use issues, and currently serves as the Senior Policy Advisor to the Sierra Club on livable communities issues encouraging development designed to consume less energy, land and other resources and provide greater convenience and quality of life broadly accessible to all sectors of society.

In addition to advising the Club's national and state legislative efforts on affordable housing, community reinvestment and transportation policy, Mr. Frank has extensive experience supporting local groups engaging specific development proposals that range from small suburban or rural developments to massive urban infill projects. He has led

the Club's pioneering work to defend smart developments from legal challenge by NIMBYs and serves as the Chairman of the Board of Good Jobs First, a DC based think tank that promotes both smart growth and economic development reform on the basis that both strategies will promote a more robust and broadly shared prosperity. He has an AA in communications from Pasadena City College and a BA in math and economics from the University of California at Santa Barbara.

Curt Johansen

Curt Johansen has worked to create high quality communities for over 25 years. Projects that have prospered from his vision include Kingsmill in Williamsburg, Virginia; the Vintage Club in Indian Wells, CA; and Hiddenbrooke in the San Francisco Bay Area. He has been in charge of all California development for Triad Communities since 1997 and for many years pioneered Triad's commitment to sustainable development.

Recently he entitled Lagoon Valley in Vacaville, a New Urbanism mixed-use, mixed income community preserving 80% of the valley in open space, agriculture, park land and recreational uses with a jobs/housing balance. He is currently working on downtown transit-oriented infill projects in Napa, Santa Rosa and Vallejo, California, which recently received the award for Best Specific Plan in California by the American Planning Association. Triad is also developing the Seattle Civic Square mixed-use project in downtown Seattle, a 44 story tower that is being designed to LEED Platinum standards.

Mr. Johansen is the visionary behind Triad's newest venture, California's first developer-inspired ecovillage, in Napa County. In partnership with Pacific Union College, this sustainable community is anticipated to become a zero energy neighborhood. It will mandate PV solar and geothermal energy, carbon-neutral local transit, a 70 acre CSA farm, ecoliteracy in local schools, and place-centered local goods and services in a traditional Town Square. Conservation will preserve 90% of the community as forested open space, agriculture, and park land; wastewater will be 100% recycled through tertiary treatment and potable water consumption will be reduced to 50% of conventional residential use. The village will integrate a significant percentage of affordable and local preference homes seamlessly within market-rate neighborhoods.

Mr. Johansen is a long-standing member of numerous organizations, including the Urban Land Institute and is active on many civic, city, and county boards and committees. He is frequently an invited speaker on Triad Communities' vision of sustainable development concepts and innovative practices in the industry.

Kirstie Moore

Ms. Moore joined Coddling Enterprises in 2007 as Sustainability Project Manager after a successful career in the West Coast Development Industry. Ms. Moore is responsible for assisting the company's transition into deeply sustainable development projects and the implementation of high performance procedures and best management practices. She is also developing risk management and liability development programs together with a series of staff training and educational workshops. Ms. Moore is also an accomplished public speaker and presenter and shares the responsibility with The Chief Sustainability Officer for the Statewide presentation of The Sonoma Mountain Village One Planet Community that will be the Flagship of Coddling's future Development division.