



**PlanSmart NJ Policy Briefing:  
Creating Vibrant Cities**

October 19, 2015  
10:00 am – 11:30 am  
Trenton, NJ

**Tom Murphy, Urban Land Institute and Former Mayor of Pittsburgh**

Tom Murphy, ULI Canizaro/Klingbeil Families Chair for Urban Development, has been a senior resident fellow at the Urban Land Institute since 2006. A former mayor of Pittsburgh, his extensive experience in urban revitalization—what drives investment, what ensures long-lasting commitment—has been a key addition to the senior resident fellows’ areas of expertise. Murphy also serves on the Advisory Board of ULI’s Rose Center for Public Leadership in Land Use.

In 2011 he wrote [Building on Innovation](#), a ULI report discussing the economic impact universities and hospitals have on local economies and providing detailed strategies to shape a successful 21st-century city based on a private/public/university partnership. Since joining ULI, Murphy has served on many Advisory Services panels, including panels in Moscow and Hong Kong, as well as Baltimore, Chicago, and other U.S. cities. Additionally, Murphy served as ULI’s Gulf Coast liaison, helping coordinate with the leadership of New Orleans and the public the rebuilding recommendations made by a ULI Advisory Services panel held shortly after Hurricane Katrina. He also worked on rebuilding strategies with leaders in the Gulf Coast areas of Mississippi and Alabama in the wake of Katrina. Murphy has represented ULI in a number of cities, from Baton Rouge to Baltimore, helping them shape a revitalization strategy. He is a frequent speaker at ULI gatherings and other events.

Before joining ULI, Murphy served three terms as mayor of Pittsburgh, from January 1994 through December 2005. During that time, he initiated a public/private partnership strategy that leveraged more than \$4.5 billion in economic development in the city. Murphy led efforts to secure and oversee \$1 billion in funding for the development of two professional sports facilities, and a new convention center that is the largest certified green building in the United States. He developed strategic partnerships to transform more than 1,000 acres of blighted, abandoned industrial properties into new commercial, residential, retail, and public uses, and he oversaw the development of more than 25 miles of new riverfront trails and parks.

He is an honorary member of the American Society of Landscape Architects; a board member of Harmony Development Inc. of New Orleans; president of the board of the Wild Waterways Conservancy of Pennsylvania; and a board member of Mountain Lake Inc. of Virginia.

**Ron Beit, RBH Group**

Ron Beit is founding partner and CEO of RBH Group and Principal of RBH Management, LLC. Ron has acquired, developed, rehabilitated and/or operated over 1 million square feet of existing commercial and residential real estate in numerous projects in three states, as well as over 6 million additional developable square feet in institutional grade sites throughout downtown, Newark, NJ. Ron's professional passion is in Newark, where he has been active in helping the city become New Jersey's business and entertainment capital and a downtown 24 hour, 7 day a week attraction. RBH Group has acquired through 30 transactions, over 79 properties in Newark's downtown core.

**Greg Dell'Aquila, Mission 50 Workspaces**

Greg Dell'Aquila is the president of Mission 50 Workspaces. Under his leadership, Mission 50 has quickly established itself as Hoboken's premier shared office environment. Dell'Aquila is president of JDA Group LLC (JDA) and its privately-held companies - JDA Development and Planning LLC, JDA Construction LLC and JDA Management LLC. Throughout his career, Dell'Aquila has built a reputation as a true visionary in regard to potential redevelopment of under-utilized properties and, at the age of 29, he was voted one of New Jersey's "Top Young Developers" by *Real Estate New Jersey*. Dell'Aquila's experience also includes serving as a sales associate for Knecht Properties. He is an active member of his community, past president of the Hoboken Chamber of Commerce and founder of the Small Education for Children Foundation, a nonprofit based in Hoboken, and is the former president of the Hoboken Rotary Club.

**Damon Rich, Hector Design Service**

Damon Rich is the planning director and chief urban designer for the City of Newark, New Jersey, where his office designed a highly democratic and participatory process to engage the community in overhauling the city's zoning codes in the service of a more livable, equitable and inclusive city. The process was informed by Rich's background as a designer, urban planner, and artist. In his public spaces, exhibitions, graphic works, and events, often produced in collaboration with young people and community-based organizations, Rich creates fantastical spaces for imagining the physical and social transformation of the world. His design work represented the United States at the 2008 Venice Architecture Biennale, and has been exhibited at PS 1 Contemporary Art Center, Storefront for Art and Architecture, the Canadian Centre for Architecture, and the Netherlands Architecture Institute. In 1997, he founded the Center for Urban Pedagogy, a nonprofit that uses design and art to increase civic engagement, and was Executive Director for 10 years. Rich will be leaving his post in Newark April 1 to return to private practice with design and planning firm Hector Design Service, as an educator and a visual artist. - See more at: <http://blogs.gsd.harvard.edu/loeb-fellows/author/damonrich/#sthash.BdQygmET.dpuf>

**Dudley Ryan, CBRE**

On the strength of his diverse understanding of the leasing, sales and consulting disciplines, Mr. Dudley Ryan, a 20-year veteran of the real estate industry, has consistently excelled in both tenant representation and agency assignments. He has successfully represented transactions totaling several million square feet, valued at hundreds of millions of dollars. His primary focus of business is concentrated in New Jersey's urban markets and high rise buildings.

Throughout his career, Dudley has consistently received recognition for his accomplishments, such as repeatedly being named "Top Producer" at both Trammell Crow and CBRE. He has also

received the “National Values in Practice Award”, a real estate award given by AT&T Global Real Estate, for his work on its behalf. As stated in a Business News New Jersey article on “Who’s Who – Commercial Real Estate Professionals”, Mr. Ryan was described as “a young, articulate and aggressive deal maker who gets clients into inventive leases.”

Mr. Ryan has been on many panels (ULI, NRBP, JCEDC, etc.) and most recently has been a guest lecturer on Urban Development at University of Pennsylvania’s Wharton School.

### **Michele Siekerka, NJBIA**

Michele Siekerka, Esq. became the 11<sup>th</sup> President of the New Jersey Business & Industry Association in October 2014.

Michele came to NJBIA from the New Jersey Department of Environmental Protection where she served in the critical position of Deputy Commissioner. Prior to serving as Deputy she served as Assistant Commissioner for Water Resource Management.

In that position, Michele was a principal player in Governor Christie’s charge in “Rebuilding New Jersey” in the wake of “Superstorm Sandy.” She was responsible for coordinating funding, outreach and resources for the rebuilding of impacted environmental infrastructure.

Michele’s background includes serving as the president and CEO of the Mercer Regional Chamber of Commerce, senior legal counsel and vice president of human resources with the Automobile Association of America and as a partner in a Mercer County law firm. She also served on Governor Chris Christie’s Red Tape Review Group

A Robbinsville resident, Siekerka earned a BA in Political Science and German from Rutgers University and a JD from Temple University School of Law.

### **Michael Goldstein, HHG**

Michael Goldstein moved to Trenton in 2003, and began developing real-estate in partnership with David Henderson and John Hatch in 2004. He is an experienced hi-tech CEO/entrepreneur. At HHG, he is principally responsible for financing, financial planning, investor relations, marketing, and sales.

### **Monique King-Viehland, Department of Housing and Economic Development**

The Department manages the planning and development activities of the City government and offers a variety of programs and services, ranging from developing affordable housing to recruiting businesses to locate in the City. Essentially, the mission of the Department is to: rebuild the housing market, rebuild neighborhoods and rebuild the city’s economic base. Monique has more than a decade of experience in community and economic development, primarily in the area of real estate development.

### **Melissa Orsen, CEO NJ Economic Development Agency**

Melissa Orsen was appointed Chief Executive Officer (CEO) of the New Jersey Economic Development Authority (EDA) in February 2015. The EDA is an independent State agency responsible for providing financing to small and mid-sized businesses, administering tax incentives to retain and grow jobs, revitalizing communities through redevelopment initiatives, and supporting entrepreneurial development by providing access to training and mentoring programs.

Ms. Orsen most recently served as the Deputy Commissioner of the Department of Community Affairs (DCA), where she oversaw a budget of more than \$3.8 billion and a workforce of approximately 400 employees. Prior to becoming Deputy Commissioner, she served as Chief of Staff to Lieutenant Governor Kim Guadagno, where she was responsible for the day-to-day operations of the Lieutenant Governor's office and the New Jersey Department of State. Her work was focused on coordinating and implementing statewide economic growth and job creation strategies.

Ms. Orsen joined the Lieutenant Governor's staff in March 2012 from DCA, where she served in several key roles, including Chief of Staff to the Department and Chief Counsel for the New Jersey Council on Affordable Housing. Earlier in her professional career, she was a Deputy Attorney General for the State of New Jersey.

Ms. Orsen earned her Juris Doctor from Widener University School of Law and her Bachelor's Degree from the University of Delaware.

### **Jeff Stewart, Artworks Trenton**

Jeff is a true child of the 80's, raised just as much by television and movies as he was by his parents. Given his first camera when he was two years old, Jeff has not been seen without one since. His love of photography and what some may say as a gift of storytelling propelled him to attend New York University and Temple University to pursue degrees in filmmaking and creative writing. In his travels Jeff has been a comic book writer, professional photographer, award winning filmmaker, and radio show host. As President of Artworks Trenton, Jeff uses his passion for the arts to inspire others and create communities around the arts. Jeff is currently in his second term as president of Artworks Trenton. Some of Jeff's clients include Amazon, Drafthouse Films, Pepsi, The Associated Press, and YouTube.

### **Martin Johnson, Isles**

Martin Johnson is founder, President and CEO of Isles Inc., a self-help, urban green development organization in Trenton, New Jersey. Isles has received national and international recognition for its sustainable development work, including planning and development, wealth creation, environmental health, education and training. Mr. Johnson is a founding director of other development organizations and projects, including: Building One New Jersey, New Jersey Community Loan Fund (now New Jersey Community Capital), Housing and Community Development Network of NJ, and the Success Measures Project, a national effort to develop impact measures for community-building work. He is a graduate, former trustee and Executive Committee member of Princeton University, where he also taught at the Woodrow Wilson School of Public and International Affairs. He is a trustee of the Capital Health System and National Housing Institute. A football recruit from Akron, Ohio, Marty moved to Trenton in 1981, where he and his wife Liz have raised three sons.