



2019 Luncheon Panelists

Jeff Speck, AICP, CNU-A, LEED-AP, Honorary ASLA, Principal, Speck & Associates LLC

Jeff Speck is a city planner and urban designer who advocates internationally for more walkable cities. As Director of Design at the National Endowment for the Arts from 2003 through 2007, he presided over the *Mayors' Institute on City Design* and created the *Governors' Institute on Community Design*. Prior to his federal appointment, Mr. Speck spent ten years as Director of Town Planning at DPZ & Co., the principal firm behind the New Urbanism movement. Since 2007, he has led Speck & Associates, a boutique planning firm that specializes in making American downtowns thrive.

With Andres Duany and Elizabeth Plater-Zyberk, Mr. Speck is the co-author of *The Smart-Growth Manual* and the “modern classic” *Suburban Nation*, which the *Wall Street Journal* calls “the urbanist's bible.” His latest book, *Walkable City*—which the *Christian Science Monitor* calls “timely and important, a delightful, insightful, irreverent work” —was the best selling city-planning book of 2013-16. His TED talks and YouTube videos have been viewed more than four million times.

George Heartwell is the former Mayor of Grand Rapids. During his 12-year tenure as Mayor the city was recognized by the United Nations as the country's first Regional Center for Expertise in Education for Sustainable Development, by the US Chamber of Commerce as the nation's most sustainable mid-sized city, and Heartwell was recognized by the US Conference of Mayors with its climate protection award. He has spoken widely throughout the globe on the subject of sustainability. Heartwell was appointed by President Obama to serve on the State, Local and Tribal Leaders Task Force on Climate Resilience, which panel developed Executive Order recommendations for the President on community climate resiliency. He was credentialed by the United Nations to represent US Mayors at the United Nations Framework Conference on Climate Change in Warsaw in 2013 and in Paris in 2015. He is ordained to Christian Ministry in the United Church of Christ. In retirement Heartwell produces maple syrup, keeps bees, gardens and spends as much time as possible fly fishing. George and his wife live on the Muskegon River in beautiful Newaygo County.

Suzanne Schulz is the Managing Director of Design, Development and Community Engagement for the City of Grand Rapids. Suzanne covers policy issues for the city related to: land use, development, transportation, zoning, community engagement and project-related issues. She is extensively involved in project management for community-led processes, including:

- Vital Streets Plan and Design Guidelines, which was awarded American Planning Association's 2018 Silver Transportation Planning Excellence Award;
- Division Avenue Development Plan for Michigan's first Bus Rapid Transit (BRT). This robust created a vision for development without displacement and maintaining the local culture.
- GR Driving Change Bicycle Safety Education Program, which served as the country's largest community awareness campaign for automobile drivers and cyclists. The program was awarded 2017 Outstanding Traffic Safety Achievement Award by the Michigan Governor's Traffic Safety Advisory Commission.
- River Corridor Plan, which is a coordinated planning effort with Grand Rapids Whitewater to restore the rapids to the Grand River and provide a vision for adjacent future public and private investment on land.