



The Municipal Waste Management Association **2002 FALL SUMMIT**

The Omni William Penn Hotel

November 20th - 22nd, Pittsburgh, Pennsylvania

Speaker Bio: Rebecca L. Flora, Executive Director, Green Building Alliance

Rebecca L. Flora, AICP, is the executive director of the Green Building Alliance (GBA), a non-profit organization that drives market demand for green building through education and project facilitation. To that end, Ms. Flora serves as a member of the project team overseeing the greening of Pittsburgh's 1.4-million-square-foot convention center project through a grant from the Heinz Endowments. In addition to her duties with GBA, Ms. Flora is an adjunct economic development faculty member at the Heinz School for Public Policy at Carnegie Mellon University.

Ms. Flora previously served as executive director of the South Side Local Development Company (SSLDC), a non-profit community development corporation that provides business development, planning and housing services to the historic main street and riverfront neighborhood of the South Side in Pittsburgh. The SSLDC was the 1996 winner of the Great American Main Street Award for its Main Street on East Carson Program. As executive director, Ms. Flora completed the master planning of an eight-acre tract of former industrial riverfront land for housing redevelopment and also directed the development of Phase II - New Birmingham, a 32-unit energy-efficient housing development. Ms. Flora also served as a consultant for the planning and development of the 130-acre former LTV Steel mill site, located along a one-mile stretch of South Side's riverfront.

Prior to the SSLDC, Ms. Flora worked for the Urban Redevelopment Authority (URA) of Pittsburgh, serving as a project manager for the Washington's Landing and Pittsburgh Technology Center projects, both of which included the reclamation and development of former industrial, riverfront property. Before coming to Pittsburgh, Ms. Flora was employed as a planner for K.W. Poore and Associates, a planning and consulting firm in Richmond, Virginia.

Ms. Flora holds a Masters degree in urban and regional planning from Virginia Polytechnic and State University, and a Bachelor of Arts degree in environmental science from Plattsburgh State University of New York. She is a member of the American Institute of Certified Planners (AICP), is certified by the National Development Council as an Economic Development Finance Professional and accredited by the U.S. Green Building Council as a LEED™ professional.

Ms. Flora is currently chair of the Design Commission for the Pittsburgh Convention Center expansion project and, in that capacity, led the architect selection process and served on the jury

for the design competition. She is chair of the Federal Home Loan Bank's Affordable Housing Advisory Council and a member of the advisory board of the Center for Economic & Environmental Development (CEED) at Allegheny College. She also recently sat on the advisory board of Sustainable Pittsburgh.

