

Lunchtime Networking Sessions

Get connected to activities already underway to create new public spaces, increase physical activity and connect active people and active spaces right here in San Mateo County!

Pick up your lunch and proceed to one of the following groups located on the lawn just outside of the Fiesta Hall:

Safe Routes to School

Peter Burchyns, Director, Safe Routes to Schools

San Mateo County has \$1.4 million dollars to spend on Safe Routes to Schools. Come hear from the County Safe Routes to School Program Director about the program and how you can access these funds for your school and community.

Climate Action Plans and Sustainable Food

Jennifer Gross, Community Health Planner, San Mateo County Health System

Armando Nieto, Executive Director, California Food and Justice Coalition

Transporting food is a significant contributor to our carbon footprint. As we think about ways to "go green," we should also be thinking about ways to maintain a local food system and reduce the transportation costs for food.

Get Involved in Local Bicycle Planning

Corinne Winter, President & Executive Director, Silicon Valley Bicycle Coalition

Colin Heyne, Deputy Director, Silicon Valley Bicycle Coalition

San Mateo County is rich in bicycle planning activities. Come learn about how you can get involved to make sure that your community is friendly to active transportation and that bicycling is safe for everyone.

YSpaceSMC

Samantha Shum, Project Manager, YSpaceSMC

Nancy Brink, Project Director, YSpaceSMC

Youth are important decision makers. One way youth in San Mateo County are making an impact is by blogging about health. Hear about our very own youth blog and the issues that youth in our community care about.

Geocaching

Steve Wood, Outdoor School Market Supervisor, REI

Geocaching, the real-world outdoor treasure hunting game, is an activity gaining popularity. Join geocaching expert Steve Wood from REI as you discover the fun of searching for hidden caches in the outdoors.

Workshop Sessions

Please choose two of the following four workshop options to attend during Workshop Sessions I and II.

Being BAWSI in San Mateo County

Marlene Bjornsrud, CEO and Co-Founder, Bay Area Women's Sports Initiative

The Bay Area Women's Sports Initiative (BAWSI) formed in 2005 with the purpose of activating the women's sports community to bring positive, athletic role models into the lives of girls and women who have previously lacked encouragement or opportunity to engage in regular physical activity. BAWSI Girls and Salud por Vida programs target chronic diseases like obesity and diabetes, as well as social ills such as gang involvement, school truancy, and early, unintended pregnancy.

This vision that began in 2005 has become a movement of nearly 750 women athletes who have impacted the lives of more than 12,000 women and children across the Bay Area in just six years. You, too, can be BAWSI! Come and learn how!

How to Adopt and Implement Sustainable Food Policies in Cities and in San Mateo County

Jennifer Gross, Co-chair, The Food System Alliance Policy Committee

The San Mateo County Food System Alliance (SMFSA) is a collaborative of farmers, fishermen, farmers' market managers, public health professionals, environmental advocates and residents that promote and support a sustainable food system.

Panelists will discuss sustainable food policies in cities and the county, as well as challenges and tips for adapting and implementing sustainable food policies. Members from the SMFSA will discuss their recently released document, *Producing, Distributing, and Consuming Healthy Local Food: Ingredients for a Sustainable Food System* and ways they can support your city/the county.

Capturing Lost Opportunities for Recreation

Brian Fletcher, Principal, Callander Associates Landscape Architecture, Inc.

Callander Associates is a privately owned landscape architecture and planning firm founded in 1973 by Peter Callander that provides planning, design studies and construction review services for parks, recreation, transportation, housing, commercial, and open space projects.

Fletcher will draw on his extensive experience in landscape architecture, urban design, and planning projects, including the Orange Memorial Park Renovation in South San Francisco, to discuss finding lost recreational and open space opportunities in our communities.

Community Engagement is the Key to Success

Rick Sutton, Founder and President/CEO, Plus 3 Network

Plus 3 Network, founded in 2007, is a 'Health meets Philanthropy' Social Network where friends and coworkers mingle, log healthy activities for personal rewards and move company donations to charity courtesy of their employer or corporate sponsor. Plus 3 has become a win-win-win, creating healthy behavior change in individuals in response to social investment incentives.

Learn how keeping it fun, compelling and meaningful on multiple levels enhances an individual's desire to embrace and stay on a healthy track. With Plus 3 Network as a model, Rick Sutton will demonstrate the role behavioral economics plays in successful employee and community wellness programs, and the importance of tailoring incentives to the individual.

Morning Keynote Speaker

Tim Blumenthal, President, Bikes Belong

Tim Blumenthal has spent his career dedicated to promoting accessibility and bicycling safety for people of all ages. He began his career as a journalist and editor of Mountain Bike Magazine and racing editor of Bicycling Magazine. He served 11 years as the executive director of the International Mountain Bicycling Association and, under his leadership, he developed it into the world's largest mountain bike advocacy group.

In 2004, Blumenthal joined the Bikes Belong Coalition as executive director. He also directs the Bikes Belong Foundation, a national nonprofit organization affiliated with the Coalition that works to enhance children's bicycling, develop bicycle safety projects and build a national movement of individuals advocating for safer, more appealing places to ride.

Blumenthal has been a TV commentator for mountain bicycle programs, scriptwriter and consultant for the U.S. network TV cycling coverage of the last seven Summer Olympic Games. In 2001, he was elected to the Mountain Bike Hall of Fame. Blumenthal is an executive board member of the Safe Routes to School National Partnership and an executive board member of the America Bikes Coalition.

Afternoon Keynote Speaker

Richard Louv, Author, Last Child in the Woods and The Nature Principle

Richard Louv is a journalist and author of eight books about the connections between family, nature and community, including Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder and his newest book, The Nature Principle: Human Restoration and the End of Nature-Deficit Disorder. Through his books, he has stimulated an international conversation about connecting future generations to the natural world and he has coined the term Nature-Deficit Disorder™ which has become the defining phrase of this important issue.

He was awarded the Audubon Medal in 2008, Clemson University's Cox Award for public service in 2007, the 2008 San Diego Zoological Society Conservation Medal, the 2008 George B. Rabb Conservation Medal from the Chicago Zoological Society, and the 2009 International Making Cities Livable Jane Jacobs Award. He also serves as Honorary Co-chairman, with artist Robert Bateman, of Canada's national Children and Nature Alliance.

Louv has written for The New York Times, The Washington Post, The Times of London, and other major publications. He has appeared on many national TV shows, including NBC's Today Show and Nightly News, CBS Evening News, ABC's Good Morning America, and NPR's Morning Edition, Fresh Air, and Talk of the Nation.

Louv serves on the board of directors of ecoAmerica and is a member of the Citistates Group. He has appeared before the Domestic Policy Council in the White House as well as at major governmental and professional conferences, and most recently as keynote speaker at the American Academy of Pediatrics National Conference.