



Speaker Bios

Morning Keynote

Jimmy Moses, Developer

A member of a pioneer Little Rock family, Jimmy Moses founded Moses Tucker Real Estate in 1984 and oversees the company's day-to-day operations. A past president of the Downtown Partnership and the University of Arkansas at Little Rock Foundation, Moses is an active community leader. He is a board member of Fifty for the Future and chairs the Little Rock Airport Commission. His passion is the ongoing redevelopment of Downtown Little Rock, where he directs much of his time. Moses is the visionary leader of the highly successful River Market District and is also responsible for many of the developments there. Moses has also been involved in land transactions and development in the Chenal Parkway corridor of West Little Rock. He was awarded the Award of Merit by the Arkansas chapter of the American Institute of Architects and the Vision Award by Lions World Services for the Blind for his work in Downtown Little Rock. Moses holds a B.A. from Washington and Lee University and a Masters in Urban Planning from the University of Florida, whose Department of Urban and Regional Planning named him a Distinguished Alumnus

Daniel E. O'Byrne, Chief Executive Officer, Little Rock Convention and Visitors Bureau

Dan O'Byrne has been with the Little Rock Convention and Visitors Bureau since 2002 serving as Chief Marketing Officer before being named Chief Executive Officer in February of 2005. During his time at the Bureau, O'Byrne has been instrumental in positioning and marketing the city as America's newest destination. O'Byrne has over 30 years of destination and hotel sales and marketing experience spread across the country, working for the Tishman Hotel Corporation and Westin Hotels & Resorts in New York, Hawaii, Orlando and Puerto Rico before coming to Little Rock. O'Byrne is recognized as a leader in the Little Rock hospitality industry with his work in Destination Arkansas and Arkansas Globecoming, celebrating the Grand Opening of the William J. Clinton Presidential Center and Park. He is a founding member of TAP into Arkansas and the Arkansas River Cities Sports Commission. O'Byrne is also a member of the US Travel Association, the Cornell Hotel Society, Destination Marketing Association International, National Tour Association, National Coalition of Black Meeting Planners, the Heart of Arkansas Co-Op Marketing Association and Ballet Arkansas Board of Directors. A New Jersey native, O'Byrne earned a Bachelor of Science degree with distinction from The School of Hotel Administration at Cornell University and a Master of Arts-Applied Economics from the University of Central Florida. He and his wife Lorrie have two children, Danny and Katie.

Sharon Priest, Executive Director, Downtown Little Rock Partnership

Sharon Priest began her public service at the grassroots level when she led the effort to bring flood relief to Southwest Little Rock and Pulaski County following the devastating flood of 1978 that killed 13 people in central Arkansas. Her first elective office was the Little Rock Board of Directors and she served in that capacity from 1986 through 1994. Ms. Priest was elected to serve as Vice-Mayor in 1989 and Mayor in 1991. In 1994, Sharon Priest became the first woman elected to be Arkansas Secretary of State. In 1998, she was re-elected to a second and last (term-limited) term as Secretary of State. In the summer of 2000, she became President of the National Association of Secretaries of State. After the 2000 presidential election, she was thrust into the forefront of the movement toward election reform. Ms. Priest testified before U.S. House and Senate Committees on election reform. As Secretary of State, restoring the Governor's Reception Room and the Old Supreme Court Chamber of the State Capitol to their original splendor and restoring the rotunda marble are a few of her proudest achievements. In January 2003, Ms. Priest was selected to serve as Executive Director of the Downtown Little Rock Partnership. Priest reorganized the Partnership during that first year. The Partnership is spearheading the revitalization of Main Street in collaboration with stakeholders and the City of Little Rock, focusing on the redevelopment of existing structures, streetscape and safety. Sharon Priest was born in Montreal, Canada and is an Arkansan by choice. She is married to Bill Priest of Ward, Arkansas and they have one son, Adam, and a grandson, Cooper.

Set Yourself Apart: Get Green Certified to the National Green Building Standard™

Michelle Desiderio, Director, Green Building Programs at the NAHB Research Center

Michelle Desiderio leads the national green building program based on the ANSI-approved National Green Building Standard™ (ICC 700-2008). The program certifies single family homes, multi-family buildings, residential renovations, additions, and land development. A related program, Green Approved Products pre-approves certification points for products that meet green building practices. Michelle's housing experience spans environmental, land use, and financing issues. Michelle developed the Smart Commute Mortgage and revamped the Energy Efficient Mortgage. Michelle has a Masters in Urban Planning and Environmental Studies from the University of Virginia and a BS in Environmental Studies from SUNY College of Environmental Science and Forestry.

Regenerative Urban Landscapes: A Primer for Low Impact Development in Arkansas

Jeffrey Erwin Huber, Assoc. AIA, LEED AP

Jeff Huber, Associate AIA, LEED AP is a Project Designer at the University of Arkansas Community Design Center (UACDC) and an Adjunct Faculty Member of the University of Arkansas Fay Jones School of Architecture, where he teaches upper-division design studios. His work at UACDC focuses on the integration of ecological technologies within interdisciplinary public work projects combining landscape, urban, and architectural design. Huber's research, teaching, and design work have garnered numerous national awards from the American Institute of Architects, the American Society of Landscape Architects, the American Collegiate Schools of Architecture, and others. He has been published in books and periodicals including *Sustainable Construction*, *99K House Competition*, *Architecture*, *Architectural Record*, *Oz*, *Journal of Architectural Education*. Huber has previously worked in Miami for Zyscovich Architects, Inc. as a construction administrator on a 1600 unit, mixed-use project on South Beach and with Howard Davis Associates Architects in St. Augustine, Florida. Huber holds a Bachelor of Design in Architecture and a Master of Architecture from the University of Florida.

Bringing Sustainability to the Mainstream – Neighborhood and Hospitality Experiences

Jeff Kiec, LEED-AP, Corporate Director of Sustainability, EcoGreenHotel

Mr. Kiec is a hospitality sustainability professional with diverse career background and deep understanding of triple bottom line principals. He performs and authors reports for hotels focusing on creation of cost savings through implementation of sustainable practices and technologies. As the Sustainability Director of Deep Ellum, a historic arts and entertainment district in Dallas, Texas, he is responsible for educating and training the neighborhood on sustainable technologies. He is the outreach coordinator for community clean-ups, education events, and neighborhood speaking engagements. In addition, he is leading the effort for a multi-year sustainable prosperity plan for neighborhood which includes development of community gardens, green alleyways, green building renovations and much more. His educational background includes a Bachelor of Science – Bio-Environmental Science from Texas A&M University. The degree program focused on the relationship of the natural processes of the environment and human interaction.