

N Y G R E N  
P L A C E M A K I N G  
Fall 2018 Conference Agenda

**MONDAY** September 17, 2018

8:00am - 8:45am

**BREAKFAST** at *The Farmhouse Restaurant*

9:00am - 10:15am

**INTRODUCTION and HISTORY**

*The Oak Room*

**Steve Nygren**

The Nygren Family, the Chattahoochee Hill Country Story and the Vision of Serenbe

**BREAK**

10:30am - 11:45am

**DEVELOPING SERENBE – Concept to Reality**

*The Oak Room*

**Steve Nygren**, Serenbe Founder

The Chattahoochee Hill Country story of land use change, overlay and zoning

**Phill Tabb**, Texas A&M Professor and Serenbe Planner

Serene Urbanism: The Serenbe Masterplan

**Michelle Macauley**, LeCraw Engineering, Inc.

Working with local Governments

**Garnie Nygren**, Serenbe

Integrating commercial themes for hamlet center with path grids connecting nature and density

11:45am - 12:45pm

**TOUR OF SELBORNE HAMLET**

Led by Steve Nygren and Garnie Nygren

12:45pm – 1:45pm

**LUNCH** at *Blue Eyed Daisy*

1:45pm – 3:00pm

**ARCHITECTURE AND STREET SCAPES - Addressing the street and the topography, price point mixture**

*The Oak Room*

**Steve Nygren**, Serenbe

**Steve Dray** and **Cecilia Winston**, The Residential Design Studio

3:15pm - 4:30pm

**GREEN INFRASTRUCTURE**

*The Oak Room*

**Chad Epple**, Southeastern Engineering, Inc.

Storm Water

**Steve Hurwitz**, Bosch

Geothermal

**Joseph Waybright**, Hannah Solar

Solar Energy

**Steve Nygren**, Serenbe

Waste Water

4:30pm - 6:30pm

**BREAK**

6:30pm

**COCKTAILS** at *The Farmhouse Bar*

7:30pm

**DINNER** at *The Farmhouse*

**TUESDAY** September 18, 2018

8:00am – 8:45am

**BREAKFAST** at *The Farmhouse Restaurant*

9:00am – 10:15am

*The Oak Room*

**MARKETING AND HOSPITALITY AT SERENBE**

**Garnie Nygren**, Serenbe

**Monica Olsen**, Serenbe Communications

10:30am – 12:30pm

**WALKING TOUR OF NEIGHBORHOOD, ART FARM & SERENBE ORGANIC FARMS**

12:45pm – 1:30pm

**LUNCH** at *Grange Hall*

1:45pm – 3:00pm

*Grange Hall*

**AGRICULTURE**

**Matthew Clayton and Kali Foley**, Serenbe Farms

Running a Farm

**Alice Rolls**, Georgia Organics

The Importance of Local AND Organic Agriculture

**Garnie Nygren**, Serenbe

Agriculture in Community

3:15pm – 4:30pm

*Grange Hall*

**SERENBE INSTITUTE**

**Brian Clowdus**, Serenbe Playhouse

**Brandon Hinman**, AIR Serenbe

**John Welker**, Terminus Modern Ballet Theatre

**John Graham**, Serenbe Institute

4:30pm – 5:30pm

**WALKING TOUR OF MADO**

5:30pm – 6:30pm

**BREAK**

6:30pm – 7:30pm

**COCKTAILS** at *The Nygren's Townhome*

7:45pm

**DINNER** at *The Hill*

**WEDNESDAY** September 19, 2018

8:00am – 8:45am

**BREAKFAST** at *The Farmhouse Restaurant*

9:00am – 10:30am

*The Oak Room*

**Q&A AND CONCLUSION**