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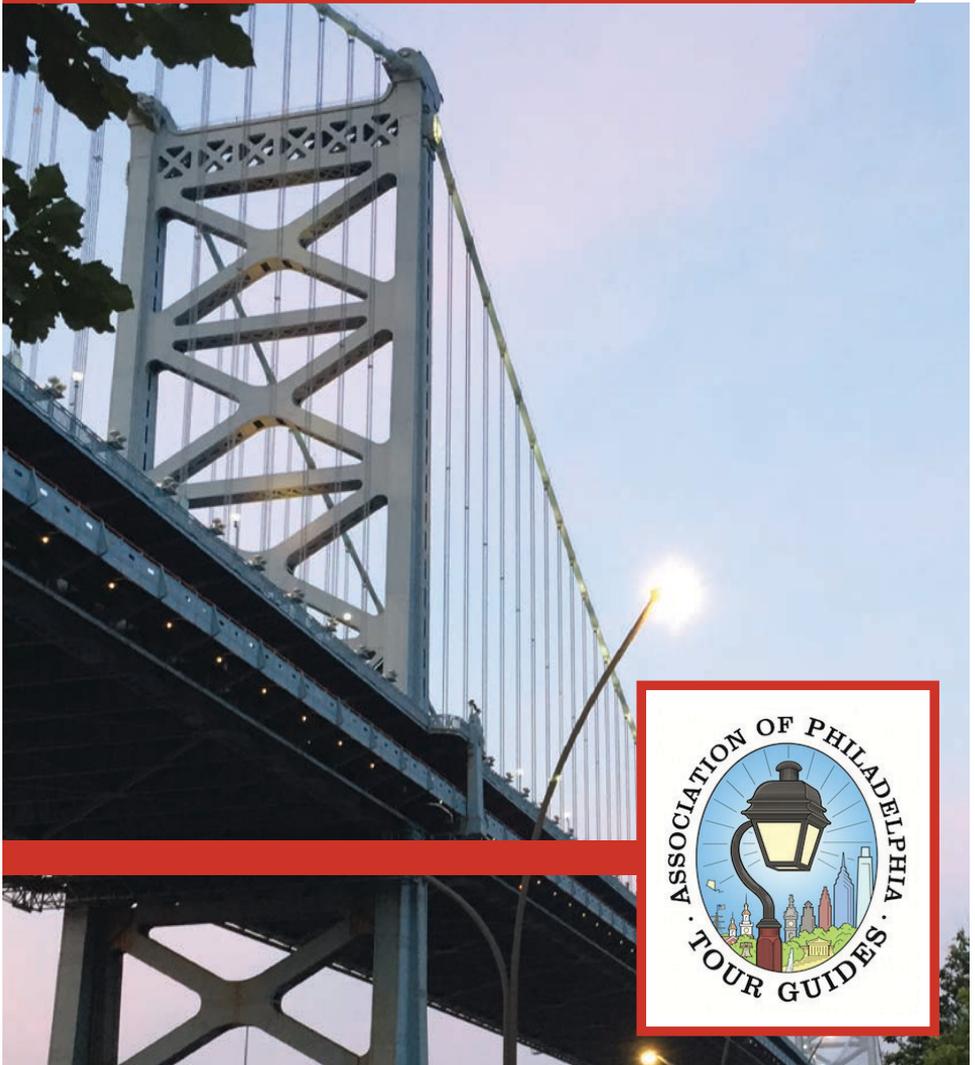
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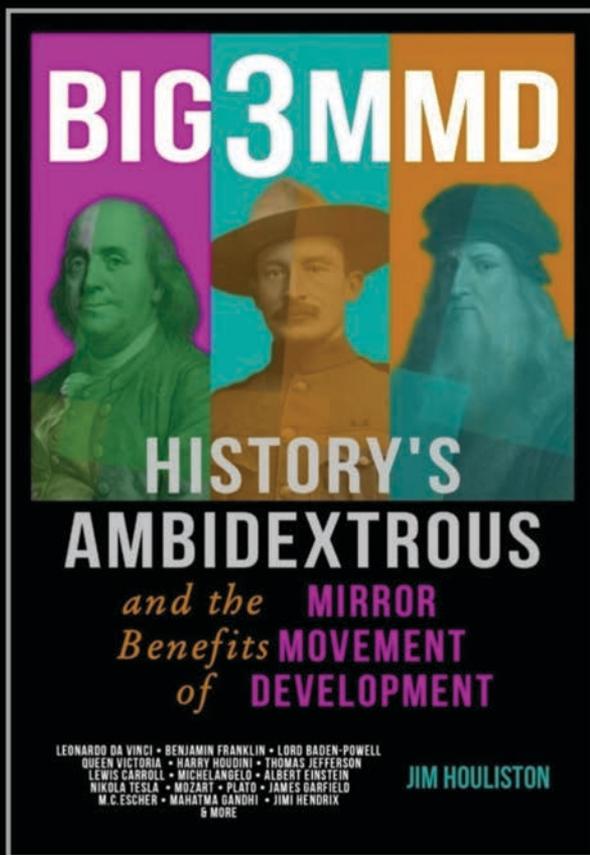
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# PHILLY FORWARD: A Tourism Symposium

First Unitarian Church • 2125 Chestnut Street  
Saturday, November 12, 2022 9am–5:30pm



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# SYMPOSIUM SCHEDULE

## 9:00am-9:45am • Keynote “Philadelphia Tourism”

*Angela Val, President and CEO of Visit Philadelphia*

## 10:00am-11:15am • Development & Revitalization

*Joseph A. Forkin, President of the Delaware River Waterfront Corporation (DRWC) “Waterfront Reborn: Public Spaces, Connections, and Development”*

*Sandra Dungee Glenn, Founding Partner of The Growth Collective “Philly Forward: Real Estate as a Portal to Equitable Growth for All”*

*Alan Greenberger, Vice President of Real Estate & Facilities at Drexel University*

*“The Emergence of Philadelphia as a Center for Life Sciences”*

## 11:30am-12:30pm • “Beyond Old City: Philly Arts Outside of Downtown”

*Peter Crimmins, WHYY Arts and Culture Reporter*

## 12:30pm-1:30pm • LUNCH

## 1:30pm-3:00pm • The Nation’s Upcoming Birthday Celebrations

*Michael Norris, Executive Director of Carpenters’ Hall  
“2024–Planning a Collaborative Anniversary Commemoration”*

*PA State Rep. Jared Solomon*

*“America250PA: Pennsylvania’s Leading Role in the Planning and Coordination of the Nation’s 250th Birthday”*

*Danielle DiLeo Kim, Executive Director of PHILADELPHIA250*

*“The 250th in Philly: By the People, For all People”*

*Cynthia MacLeod, Superintendent, Leslie Obleschuk, Head of Interpretation and Education, Independence National Historical Park*

*“More Than Brick and Mortar; How Inspiration from Independence Hall Lives On in Big and Small Ways”*

## 3:15pm-4:15pm • “Hot Meals: Philly’s Food Scene”

*Marilyn Johnson, Founder of Philly Grub*

*“Come for the History, Stay for the Food”*

*Vance Lehmkuhl, Director of the American Vegan Center*

*“Vegan Innovations: Past, Present, and Future”*

## 4:30pm-5:30pm • Closing Reception & Refreshments



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you all. APJ and Philadelphia are the best!  
—Mitch/Ben*

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## ANGELA VAL

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### President and CEO of Visit Philadelphia

As president and CEO of VISIT PHILADELPHIA®, Angela Val is charged with building Greater Philadelphia's image, driving visitation and boosting the economy through day and overnight leisure visitation. The tourism marketing agency's work supports local businesses, creates jobs, generates taxes and ultimately enhances residents' quality of life. A recognized trailblazer within Philadelphia's tourism and hospitality industry, Val brings more than two decades of destination-marketing experience to her role, which she assumed in June 2022.



Previously, Val served as the chief operations officer at Tempest, an integrated marketing agency helping destination organizations and convention and visitors bureaus across the country strengthen their local communities. In 2021, Val led Ready. Set. Philly! as executive director, initiating the yearlong collaborative initiative with the City of Philadelphia and the Greater Philadelphia Chamber of Commerce to reopen and reinvigorate the city's economy following the COVID-19 pandemic.

Prior to joining Tempest, Val served as deputy executive director of the Philadelphia 2016 Host Committee for the DNC and then as chief administration officer at the Philadelphia Convention & Visitors Bureau (PHLCVB), where she oversaw government and external affairs while managing day-to-day operations.

Val's homecoming to VISIT PHILADELPHIA is a full-circle moment for her. She began her career at the organization in 1998 and worked her way up from executive assistant to the executive leadership team. Her efforts helped establish the organization as a powerhouse, and Val was at the helm of some of its most successful campaigns and initiatives, including **With Art Philadelphia**, **Philly 360**, **Philadelphia Neighborhoods** and the **Visit Philly Overnight Hotel Package**. Val concluded her first tenure at VISIT PHILADELPHIA in 2016 as chief external affairs officer.

A Maryland native, Val moved to Philadelphia to attend Drexel University. She is still living in Philadelphia and currently resides in Point Breeze with her husband Joe.

## JOSEPH A. FORKIN

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### President, Delaware River Waterfront Corporation

Joseph A. Forkin is the President and Chief Executive Officer of the Delaware River Waterfront Corporation (DRWC) and is responsible for overseeing the day-to-day operations and management of the non-profit corporation responsible for maintaining, programming and redeveloping the Central Delaware Waterfront District. He is a key strategist in waterfront planning, zoning, and development, having participated in over \$600 million of waterfront redevelopment, including parks, trails, creative placemaking, infrastructure improvements, and private development.



Mr. Forkin was instrumental in the development of the award winning Master Plan for the Central Delaware; he was a leader in a campaign to secure over \$300M in funding to build critical infrastructure assets and attractions needed to elevate the marketing of the Riverfront District, to create new public access to the River, and to incentivize private development; he is responsible for the oversight and implementation of the design, development, marketing, and construction of Riverfront parks and attractions. He is DRWC's liaison with City, State, and Federal government agencies and officials.

Mr. Forkin has consulted on operational systems and legislative efforts to support urban and waterfront redevelopment, open space, and public access. He holds a BA from Holy Family University, and a Masters of Arts from Arcadia University. He is a certified marina and recreational waterways manager. Mr. Forkin serves on various Boards of Directors, advisory groups and member organizations.

## **SANDRA DUNGEE GLENN**

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### **Founding Partner of The Growth Collective**

Sandra Dungee Glenn is the founder and convener of The Growth Collective<sup>3</sup>. She has served in executive-level positions in community development, education, public policy, and electoral politics for over 40 years. She is an experienced convener who brings diverse stakeholders together to attack multi-faceted, interdisciplinary urban issues.



As President of the American Cities Foundation for over 12 years, Ms. Dungee Glenn mobilized business and civic leaders, elected officials, clergy, and the educational community in pursuit of opportunities and improved life outcomes, particularly for disadvantaged populations. Her commitment and effectiveness led to her appointment as a Commissioner to the School Reform Commission (SRC), the governing body of the School District of Philadelphia, and ultimately as its Chairwoman. Following that she served on the Pennsylvania State Board of Education and then the U.S. Department of Education's Excellence and Equity Commission.

During her SRC tenure, Ms. Dungee Glenn's focus was on the design, development, and implementation of collaborative strategies. She helped Philadelphia develop its district strategic plan, implement its legislatively mandated reform agenda, and recruit district leadership. She spearheaded outreach to male teachers and teachers of color as well as the creation, development, and implementation of the nation's first mandated African-American Studies course which is now a graduation requirement for all Philadelphia public high school seniors.

Ms. Dungee Glenn has addressed the Congressional Black Caucus, Urban League, Environmental Protection Agency, National Science Foundation, Pennsylvania Association of Colleges of Teacher Education, Pennsylvania Economy League, School District of Philadelphia, Philadelphia Alliance of Black School Educators, and other organizations.

Ms. Dungee Glenn holds a certificate from the Kennedy School of Government Executive Program in Leadership in State and Local Government at Harvard University and a Bachelor of Science degree in Health Planning and Administration from Pennsylvania State University.

## ALAN GREENBERGER

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### Vice President of Real Estate & Facilities, Drexel University

As the Vice President of Real Estate and Facilities for Drexel University, Alan Greenberger is responsible for providing strategic master planning, general management, and professional direction for all of the University's buildings and properties. Greenberger brings over four decades of experience in architecture, city planning, economic development, and academia to this important role leading the University's planning, design and construction, plant operations, environmental health and safety, real estate, space management, and transportation services.



Since joining Drexel in 2016, Greenberger has overseen the expansion of legacy programs in architecture and interior design as well as the creation of new graduate programs in research and urban strategy. Since 2020, Greenberger has been managing Drexel's critical external real estate and development-related partnerships.

Before coming to Drexel, Greenberger served in former Mayor Michael Nutter's administration as Deputy Mayor for Economic Development and Director of Commerce, as well as executive director and then chair of the Philadelphia City Planning Commission. Under Greenberger's leadership, the city rewrote the Philadelphia Zoning Code and initiated a five-year plan entitled Philadelphia 2035. Both initiatives were the first of their kind for the city in over 50 years, receiving the American Planning Association's National Excellence Award for a City Planning Agency in 2016. Greenberger's office also launched programs to support a burgeoning entrepreneurial community, attracted technology and venture capital firms to Philadelphia, and expanded business opportunities for small, minority- and women-owned businesses throughout the city. In recognition of his efforts on behalf of Philadelphia, the American Institute of Architects honored Greenberger with its 2017 Thomas Jefferson Award for Public Architecture.

For 34 years prior to joining the Nutter administration, Greenberger was a practicing architect with Mitchell/Giurgola Architects and its successor, MGA Partners.

## PETER CRIMMINS

Arts and Culture Reporter, WHYY

Peter Crimmins is a reporter with WHYY-FM in Philadelphia, the Philly NPR station. Since 2010 he has been covering arts and culture, a beat that can include stories of institutional changes to the cultural sector, new and interesting developments in the arts scene, and breaking news. The work has taken him inside the belly of the William Penn statue atop City Hall, to Keith Haring's boyhood bedroom in Bucks County, to the Kensington church rehearsal space of a Puerto Rican bomba band, to shadowing the Philadelphia Orchestra across Europe.



Crimmins grew up in Southern California and attended U.C. Berkeley in Northern California. He moved to Philadelphia in 2015 and now lives in Fishtown with his wife and two dogs.

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## MICHAEL L. NORRIS

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### Executive Director, Carpenters' Hall

Michael joined the Carpenters' Company in June 2019, after a seven-year tenure as Vice President of External Relations and Chief Strategy Officer at the Greater Philadelphia Cultural Alliance, where he oversaw the organization's policy, advocacy and community-engagement programs and its fundraising activities.



Before that, Michael served for eight years as the Executive Director of Art-Reach, which connects underserved audiences with cultural experiences. Prior to leading Art-Reach, Michael spent nine years at the Arden Theatre Company, managing all aspects of fundraising, marketing, public relations and community outreach. Michael began his career in nonprofit administration as the Assistant Development Director at Philadelphia's Walnut Street Theatre, the nation's oldest continuously operating theatre and a National Historic Landmark. He started his professional career in editing and publishing, working as an editorial researcher at *TV Guide* magazine in Radnor, PA, and then editing the regional leadership directory, *Who's Who in the Delaware Valley*.

A native of Chester County, PA, Michael received a B.A. in journalism from Temple University in Philadelphia. He received a certificate in fundraising from the University of Pennsylvania and has received supplemental education in nonprofit management through coursework offered by National Arts Strategies, the Fundraising School at the University of Indiana and the Stanford University Business School. He is a 2008 graduate of Leadership Philadelphia, which named him one of the region's top 76 "Creative Connectors."

As the Executive Director of the Carpenters' Company of the City and County of Philadelphia, which owns and manages Carpenters' Hall, a National Historic Landmark in Philadelphia's historic district and whose members constitute the nation's oldest continuously operating craft guild, Michael is overseeing all of the Company's programmatic and operational activities as it prepares to celebrate its 300th Anniversary in 2024 and the 250th Anniversary of the First Continental Congress, which was held at Carpenters' Hall in 1774.

## PA REPRESENTATIVE JARED SOLOMON

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### 202nd District/Philadelphia County

Representative Jared Solomon is a community leader, attorney, and Army Reserve JAG officer. He was elected to serve in the Pennsylvania House of Representatives in November 2016 and represents the 202nd Legislative District. He was proud to lead a bipartisan effort with former Representative Alex Charlton to pass Act 28 on June 28, 2018, authorizing the creation of AMERICA250PA.



In creating this commission, he wanted to do two main things. One is to have the Commission get input from all 67 counties in the Commonwealth to identify the infrastructure challenges we need to address. This way, we can properly welcome the rest of the nation and the world to our great state in 2026. Knowing this would be a once-in-a-generation opportunity, he worked with Rep. Wendi Thomas to create HB1952, which is a vehicle to identify legacy infrastructure projects, fund them, and get them moving by 2026. Soon the next generation of Pennsylvanians will be able to point to transformation projects that will forever change the landscape of PA.

Two, he is currently working with Rep. Thomas on HB2576 - “What is your PA Story?” which will engage students throughout our Commonwealth. This optional curriculum will involve students from Philadelphia to Erie County and everywhere in between. They will be able to share their Pennsylvania stories: how did each of our students come to PA, what is their background, and how does their story fit into the unique fabric that makes our Commonwealth a special place to live and work?

With these two pieces of legislation, PA will lead the country as a welcoming new home for people from all over the world. America’s 250th birthday celebration is coming closer – and Rep. Solomon has been working to ensure that it makes an indelible mark on all 67 counties and in the memories of all Pennsylvanians.

**DANIELLE DILEO KIM**  
Executive Director, PHILADELPHIA250

Danielle DiLeo Kim, AIA, serves as Executive Director of PHILADELPHIA250, the nonprofit organization leading and coordinating community, business, and institutional partners for Philadelphia’s commemoration of the 250th anniversary of the country in 2026. As a registered architect and urban designer, Danielle has been instrumental in the realization of institutional and cultural buildings, citywide and campus master plans, and engagement processes for community and high-level stakeholders in and around the Philadelphia region for over twenty years. Her past clients and projects include the Philadelphia City Planning Commission, PIDC, Mann Center, The Salvation Army Kroc Center, Fairmount Park Conservancy, University City District, and Temple University.



Danielle is actively engaged in the community and currently serves on the boards of Habitat for Humanity Philadelphia and the American Institute of Architects Philadelphia. She founded Clementine Montessori School in 2010 and was awarded the Young Architect Award by AIA Philadelphia

An advertisement for 'First Person Tours'. The background is a photograph of Independence Hall in Philadelphia. In the top left corner, there is a logo consisting of five yellow fan-like shapes. To its right, the text reads 'First Person Tours'. In the top right corner, contact information is listed: 'Ned Drinker', 'FirstPersonTours.com', 'neddrinker@gmail.com', and '484-994-8071'. In the bottom left corner, there is a circular logo for the 'ASSOCIATION OF PHILADELPHIA TOUR GUIDES' featuring a street lamp. In the bottom right corner, there is a green logo for 'Tours By LOCALS' with silhouettes of people. At the bottom center, a quote reads: 'There is nothing new in the world except the history we do not know. - Harry S Truman'.

in 2012. Danielle holds a Master of Architecture in Urban Design from Harvard University and a Bachelor of Architecture from Virginia Tech. She lives with her husband and two daughters in the Fairmount neighborhood of Philadelphia where you’ll find her running or riding her bike.

## CYNTHIA MACLEOD

Superintendent, Independence National Historical Park

Cynthia MacLeod is an architectural historian and park manager who has been Superintendent of Independence National Historical Park and other Philadelphia NPS sites since February 2008. Previously she served as superintendent of Richmond National Battlefield Park and the Maggie L. Walker National Historic Site



1990-2008, acting superintendent of Great Smoky Mountains National Park in 2014, acting regional director, NPS Northeast Region in early 2017, and acting Superintendent Point Reyes National Seashore in late 2017. She has also been the National Park Service liaison to the Semiquincentennial Commission for planning the 250th anniversary of the Declaration of Independence.

Cindy has been a member of numerous task forces for projects throughout the National Park Service and internationally, including missions to Poland, France, and Italy.

She has a master's degree in architectural history from the University of Virginia and a bachelor's degree from Duke University. In 2003 she successfully completed the Senior Executive Service candidate development program.

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## LESLIE OBLESCHUK

### Head of Interpretation and Education, Independence National Historical Park

Leslie Obleschuk is the program manager of interpretation and education programs at Independence National Historical Park. She oversees the park's interpretive programming, interpretive social media content, virtual learning programs, daily operations, and supervision of staff in the park's historic buildings.

Obleschuk's National Park Service career spans more than three decades, starting at Independence as a seasonal ranger. She most recently served as chief of interpretation and education at Minute Man National Historical Park in Concord, Mass. and as chief of education at Lowell National Historical

Park in Lowell, Mass. Her NPS service included assignments at Edgar



Allan Poe National Historical Site (Philadelphia), Adams National Historical Park (Quincy, Mass.), Springfield Armory National Historic Site (Springfield, Mass.), John F. Kennedy National Historic Site (Brookline, Mass.), Longfellow House Washington's Headquarters National Historic Site (Cambridge, Mass.), Frederick Law Olmsted National Historic Site (Brookline, Mass.), the NPS Regional Office (Philadelphia), and Valley Forge National Historical Park (Valley Forge, Pa.)

She received her bachelor's degree in history and education at West Chester University, West Chester, Pa. and her master's degree in curriculum and instruction from the University of Massachusetts, Lowell, Mass.

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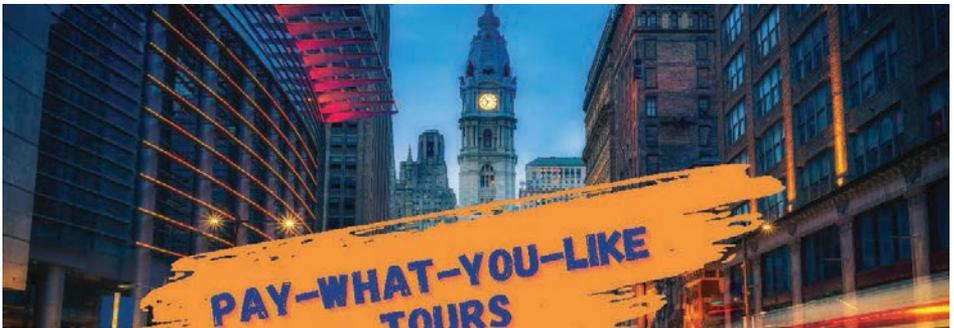
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## MARILYN JOHNSON

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### Founder of Philly Grub

Marilyn Johnson is an award-winning Philadelphia area-based food and travel writer. Marilyn founded the popular Philadelphia food blog Philly Grub in 2008. Since then, she has become a trusted and recognized expert on the Philly food scene. Her work has appeared in MSN, NewsBreak, New Jersey Monthly, Chowhound, and other publications. She also provides marketing consulting to food, beverage, and hospitality-based businesses and occasionally judges Philadelphia food competitions. She's a proud member of the Philadelphia Chapter of Les Dames d'Escoffier, a philanthropic society of professional women leaders in food, fine beverage, and hospitality.



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## VANCE LEHMKUHL

Director of the American Vegan Center



Vance Lehmkuhl is the director of the American Vegan Center, a first-of-its-kind cultural and educational hub in Old City opened in 2021 by the American Vegan Society. Lehmkuhl runs the Center's veg history walking tours, acquainting tourists and Philly residents alike with the stories of pioneers who made Philly the birthplace of US vegetarianism. Previously he was known as the "V for

Veg" columnist for the Daily News, in which capacity he created the Best Vegan Cheesesteak in Philly contest and the Philly Vegan Awards, and before that as the long-running political cartoonist ("How-To Harry") for Philadelphia City Paper, for which he was awarded "Best of Philly" by Philadelphia Magazine.

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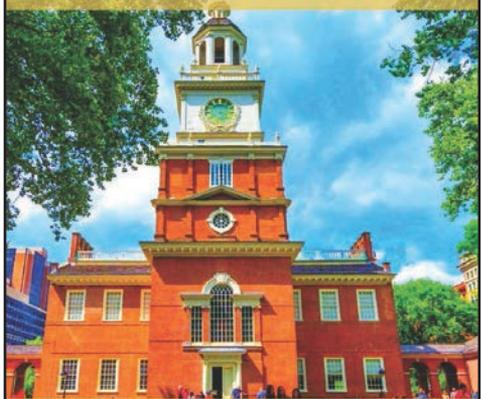
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Alan Greenberger, Vice President



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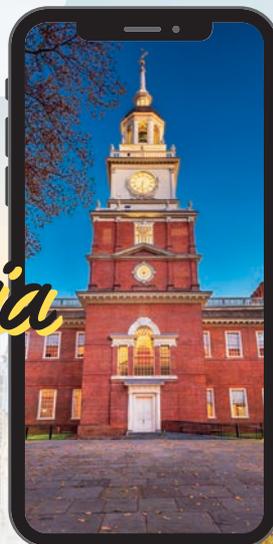
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## JOIN US FOR A TOUR!

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If you would like to learn more about this beautiful Furness-designed building that we are spending the day in, join us for a tour! Drawing on forty years of study of Frank Furness' architecture, APT member Richard Frey will give a tour of First Unitarian Church of Philadelphia on Friday, November 18, at 11 am. Weather permitting, this comprehensive question-and-answer tour will look at the entire 1885 building: three floors inside as well as the outside masonry.

The church's architect was a son of the Reverend Dr. William Henry Furness, who, at the age of 23, became the church's first pastor. Serving the congregation from 1825 to his death in 1898, he was a great influence on Frank's life and work, as will be evident in this tour. Time allotted is 1.5-2 hours, though participants are welcome to leave earlier or stay longer according to their interest and availability. The tour is complimentary; tips will be accepted at the end for those who choose to donate. **Please email Marianne at [vicepresident@phillyguides.org](mailto:vicepresident@phillyguides.org) to register for this unique opportunity.**



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# NOTES

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## WITH GRATITUDE

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This event would not have been possible without the time and effort of so many APT volunteers!

**In particular we'd like to thank the planning committee:**

**Bill Benkert, Rich DiLullo, Greta Greenberger  
Vance Lehmkuhl, Marianne Ruane (Chair),  
Josh Silver, Carla Stine, Mike Teti**

**SPECIAL THANKS TO:**

**Jenn Hensell, zoom host  
Jim Murphy, communications**

And to everyone who contributed their ideas and input!  
**Every bit of assistance is so appreciated.**

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## ABOUT APT

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Philadelphia is the nation's number one history city and America's first World Heritage City. Certified guides of the Association of Philadelphia Tour Guides speak that history.

The Association of Philadelphia Tour Guides (APT) was founded in 2008 to bring professional and volunteer guides together, to act as a voice for our membership, and to ensure a high quality experience for every visitor in our city. The Association conducts the Education and Certification Program for Philadelphia city guides. APT is a Pennsylvania 501(c)(6) non-profit membership organization.

Philadelphia tour guides take great pride in the services they provide to visitors and local residents exploring the rich historical, architectural, and cultural resources of Philadelphia.

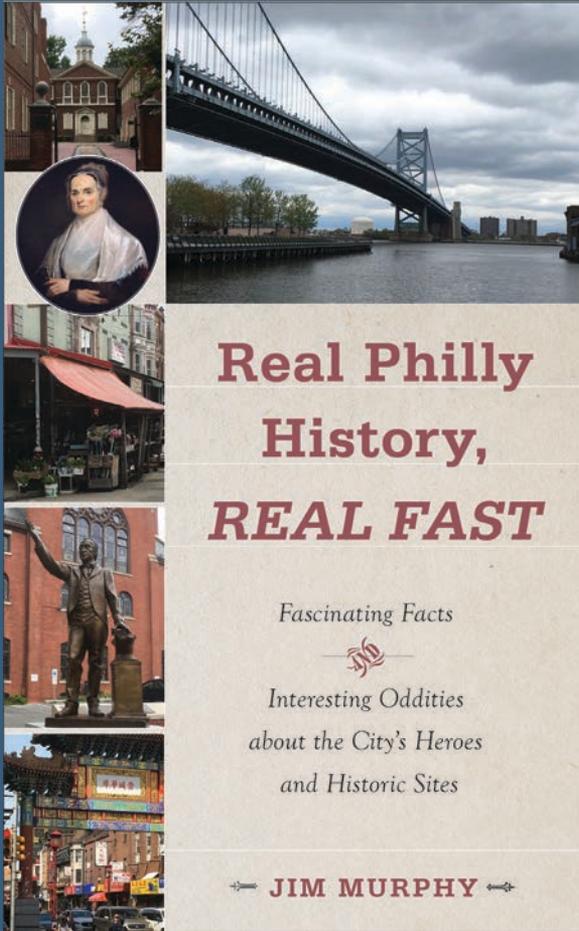
Monthly meetings are held the second Wednesday of each month and feature a guest speaker on a topic of historical significance in Philadelphia. APT also organizes several field trips a month for behind-the-scenes tours of local historic sites and hosts a book club. Aspiring and working tour guides as well as anyone with an interest in Philadelphia-focused history is welcome to join. Early bird pricing is \$40 for yearly dues through Dec. 31 and then \$50 from Jan. 1 on. Membership is good through 2023. Please join us!

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