

**FOR IMMEDIATE RELEASE**

June 12, 2008

**Contact: Steve Kellman**  
Corbin Design  
231.947.1236  
steve@corbindesign.com

## **Corbin President, Ann Arbor DDA Director to Speak at International Downtown Association Annual Conference**

**Traverse City, MI** – Corbin Design President Mark VanderKlipp will team with Susan Pollay, Executive Director of Ann Arbor’s Downtown Development Authority, for a presentation to the International Downtown Association’s annual conference this September.

The two will describe Corbin Design’s work to develop a wayfinding system for the University of Michigan’s hometown. When the project became a hot-button issue in the city, project leaders worked together with the community to reach a mutually satisfying solution. This panel presentation will review the process involved, telling of the project’s impact on the city, and how passionate and thoughtful people within that city shaped project objectives and outcomes.

As Executive Director of the Ann Arbor DDA, Susan Pollay has extensive experience gathering and managing input from city stakeholders. As President of Corbin Design, Mark VanderKlipp was charged with gathering public input and designing solutions that met project objectives. Together, the presenters will discuss thought-provoking aspects of public projects from the standpoint of owner and consultant, recommending solutions that draw from public opinion while meeting rigorous project objectives.

The 54th IDA Annual Conference is being held at the Telus Convention Centre in Calgary, Alberta, Canada Sept. 11-14. The Ann Arbor session is scheduled for Saturday, Sept. 13 from 11 AM to 12:15 PM.

At last year’s International Downtown Association conference in New York, Mark and Jennifer Ball, Vice President of Planning for Central Atlanta Progress, Inc., explained how the downtown organization and wayfinding firm teamed to improve how visitors navigate one of the nation’s largest cities.

Corbin Design Marketing Director Shelley Steele will also be staffing an exhibitor’s booth during the conference. For more information on the firm and its work with city clients across the United States and Canada, stop by Booth 404 at the Telus Convention Centre in Calgary Friday, Sept. 12 or Saturday, Sept. 13.

# # #