

Garfield Traub Presents at IEDC How You Build It 2010 Conference
Principal Ray Garfield discusses attracting visitors to your community

DALLAS, June 4, 2010 – [Garfield Traub](#), the nation’s leading real estate development services firm for essential public projects, has announced [Principal Ray Garfield](#) will participate in a panel discussion on the topic of attracting visitors to your community while attending the **International Economic Development Council’s (IEDC) How You Build It 2010 Conference** June 6-8 in Oklahoma City, Okla.

“I am honored to have been selected by IEDC to participate in this roundtable discussion and discuss what it takes to build an essential public facility,” said Garfield. “There are many obstacles to success, but there are always ways to improve your odds of success by becoming informed, picking a qualified developer, and effectively communicating the economic and other benefits of a project.”

Alongside Michael Lockwood, AIA, of Populous and Thomas Hazinski of HVS International, Mr. Garfield will be discussing trends in conference centers and hotels with an emphasis on what makes a project succeed or fail. Allison J.H. Thompson, CEcD, EDFP, director of economic development for the City of Cedar Hill, Texas, will moderate the roundtable, to take place Mon., June 7 from 2:15 p.m. to 3:45 p.m.

Trends discussed in this session will include “green” features, site considerations, headquarters hotels, technology capabilities, visitor amenities and other factors crucial to creating successful meeting and event centers.

Designed to show how to complete projects that contribute to local economic development and community competitiveness, the How You Build It conference is a new technical conference attended by economic developers, local government staff and elected officials, and the development community.

ABOUT GARFIELD TRAUB

Garfield Traub is the nation’s leading development services firm focused exclusively on essential public facilities. Garfield Traub acts as the lead coordinator for all public and public/private project development needs, including financing, design, construction and asset management. For more than 35 years, Garfield Traub and its principals have financed more than \$11 billion in debt and equity and developed more than 30 million square feet of all property types, nationally and abroad. For more information, please visit www.garfieldtraub.com

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