

Clean Water and Climate Adaption Summit 2010

Session: “*Economic Argument for Green Infrastructure*,” Anne Gelbmann moderator

Session Time: Sept 16th at 1pm

Presentation of: Richard Murphy Jr. ASLA

Presentation Title: **Greening the Grounds: Finding Economic and Sustainable Returns**

Biography: **See page 2**

Talk Abstract:

Too often when people speak about green initiatives they only discuss the environmental benefits and maybe the design and maintenance aspects. This session will add the crucial business component of economics to the equation and look at whether green practices can deliver economic returns. We will explore return-on-investment (ROI) and business hurdle rates, the upfront costs and payback periods, and the long-term maintenance expense benefits and negatives.

The session will accomplish this by studying the details of two sustainability actions Murphy has installed on its large logistics campuses. 16 years experience with planting native prairies on industrial sites in urban areas will illustrate positive economic, environmental and aesthetic results. An award winning stormwater project on Murphy’s Minneapolis Logistics Campus will show how turning an older, urban, 95% impervious site to today’s standards for quality and quantity management solved a myriad of stormwater issues and delivered a major economic return.

Speaker:

Richard Murphy, Jr. ASLA

President / CEO

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and

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Biography:

Richard is the President / CEO of Murphy Warehouse Company, a supply chain logistics services organization that provides distribution, transportation, warehousing and value-added services for domestic and international clients. He is the 4th generation of Murphy to run the enterprises since its founding in 1904. Richard is a past Chair of the global Council of Supply Chain Management Professionals (CSCMP), a member of the University Of Minnesota Carlson School Of Management's Supply Chain & Operations Advisory Board and most recently Executive Committee Chair of the Center for Transportation Studies (CTS), and Board Member of the International Warehouse Logistics Association.

Richard is also a licensed Landscape Architect, President of the American Society of Landscape Architects - MN Chapter, and will start his 24th year teaching in the College of Design at the University of Minnesota. His MLA is from the Harvard Graduate School of Design and his BLA and MBA are from the University of Minnesota.

Richard's expertise ranges from logistics and transportation to sustainable design and real estate development.

About Murphy Warehouse Company

Murphy Warehouse Company is a family-owned, full-service supply chain Logistics Company based in Minneapolis, Minn. Founded in 1904 Murphy is one of the Upper Midwest's largest asset-based logistics companies and serves more than 250 companies ranging from Fortune 500 to start-up companies. Murphy works with their clients as strategic partners to create and maximize logistics solutions. The company provides a wide range of services, including warehousing, distribution, transportation, cross-docking, fulfillment and administrative, as well as international logistics through their Midwest International Logistics Center. For more information, visit www.murphywarehouse.com.

