



Agenda Detail

Thursday, September 9, 2010

- 8:00 – 9:00 a.m.** **Continental Breakfast
Registration**
- 9:00 – 9:30 a.m.** **Welcome and National Economic Update and Outlook**
Tom Hoenig, President, Federal Reserve Bank of Kansas City
- 9:30 – 10:15 a.m.** **Keynote Presentation**
Gary Burtless, Senior Fellow in Economic Studies and the John C. and Nancy D. Whitehead Chair at the Brookings Institution, will speak on trends in Americans' educational attainment and skill levels, how these trends compare to other industrialized nations, and the implications for long-term economic growth. He will highlight the particular challenges these trends may cause in the U.S. when considering the new economy and the recent financial crisis and recession. Burtless will also discuss potential policies and practices to address these challenges.
- 10:30 – 12:00 noon** **Breakout Session 1**
Topic: Developing, Attracting and Retaining Talent
- Rural:** Cheryl Burkhart-Kriesel with the University of Nebraska, will present the results of the 2006 – 2008 USDA Rural Development National Research Study, which examined the impetus for migrants to locate to 11 western counties in Nebraska, including the roles of amenities, recruitment strategies, and economic and social characteristics. She will also discuss the implications the research has for communities' marketing and retention strategies. James Leeper, M.D., of the University of Alabama School of Medicine, will then provide a practical perspective by sharing information on the University of Alabama Rural Health Leaders Pipeline (RHLP), which is designed to develop and retain rural talent. RHLP is a sequence of programs exclusively for rural Alabama students who plan to practice in rural Alabama. It was created to help prepare and sustain rural students as they complete middle school, high school, and college and enter into medical school or other health professional training. Dr. Leeper will share the economic impact the Rural Health Leaders Pipeline has had since its inception in 1993.

Moderated Discussion: Jason Henderson, Vice-President and Branch Executive, Federal Reserve Bank of Kansas City – Omaha Branch

Urban: Yohannes Hailu, from Michigan State University, will discuss results from a study of the place-neutrality of talent attraction strategies. That is, are talent attraction strategies globally effective, or are they effective only for communities with specific characteristics? He'll also discuss the spillovers from the agglomeration of talented people. Hailu's presentation will be followed by a presentation by Clyde McQueen, with the Full Employment Council of Greater Kansas City, who will provide an overview of their workforce development efforts in lower income communities and highlight outcomes and accomplishments in developing and retaining talent.

Moderated Discussion: Kim Zeuli, Assistant Vice-President and Community Affairs Officer, Federal Reserve Bank of Richmond

12:15 – 1:45 p.m.

Lunch and Keynote

Mark Partridge, Chair of Rural-Urban Policy at The Ohio State University, will discuss rural communities' specific challenges when attracting and retaining people and businesses and what policies and practices communities can implement to successfully address these challenges. He will also address issues surrounding rural-urban interdependence, why some communities grow faster than others, and innovations in regional policy and governance.

2:00 – 3:30 p.m.

Breakout Session 2

Topic: Entrepreneurship and Small Businesses

Rural: Anil Rupasingha, from New Mexico State University, will investigate factors affecting geographic variation, formation and growth of microenterprises in non-metro counties in the U.S., including social capital and cultural capital, which have been studied little as determinants of entrepreneurship. His presentation will be followed by Thomas Lyons, of Baruch College, who will describe a three-tiered coaching system for developing entrepreneurs' skills as an economic development strategy in nine rural, low-income parishes in Central Louisiana. He will also discuss the impact the program has had on job and revenue creation. Ines Polonius, of Alt. consulting, a non-profit providing one-on-one managerial assistance to small businesses located in low-wealth communities in rural areas around Memphis, Tenn., will then discuss a recent launch of alt.capital, which operates two loan funds that promote business success by managing risk, and its recent focus on implementing turnaround strategies to help businesses survive during the economic crisis.

Moderated Discussion: TBD

Urban: Colleen Casey of the Federal Reserve Bank of Atlanta will discuss research that examines the social networks of women, minority, and low- and moderate-income entrepreneurs and the effect that these networks have on access to social and financial

resources. She will also highlight the role community organizations can play when connecting entrepreneurs to these networks. Roberto Barragan of the Valley Economic Development Center (VEDC) will discuss how VEDC is connecting low- and moderate-income business owners to capital and technical assistance, especially with the current economic challenges in Southern California. Chuck Stein, of Strategic Development Services, will then discuss challenges and success factors when developing an incubator in economically depressed environments by comparing incubation efforts in two communities. He will specifically address how an incubator can promote wealth creation and the role access to capital plays in the success of both incubators and entrepreneurs.

Moderated Discussion: Robert Strom, Director of Entrepreneurship Research, Ewing Marion Kauffman Foundation

3:45 – 4:45 p.m. Keynote Presentation
TBD

5:00 – 7:00 p.m. Reception

Friday, September 10, 2010

7:30 – 8:00 a.m. Continental Breakfast

8:00 – 8:15 a.m. Welcome and Recap of Previous Day
Tammy Edwards, Community Affairs Officer, Federal Reserve Bank of Kansas City

8:30 – 10:00 a.m. Breakout Session 3
Topic: Local Government Policy

Rural: Charles Fluharty, from the Rural Policy Research Institute at the University of Missouri, will address a series of timely issues regarding rural innovation policy in today's unique economic environment. He will examine the primary challenges generated by the financial crisis for the implementation of regional policy, with particular attention to sub-national governments and what information-sharing mechanisms between levels of government and the private sector can be identified for post-crisis rebuilding. Following his presentation, Tom Thornton with the Kansas Bioscience Authority (KBA) will discuss its genesis under the Kansas Economic Growth Act of 2004 and its efforts to accelerate bioscience growth in the state. Outcomes of these efforts in the areas of job creation, capital investment and revenue generation will be detailed. The KBA will also address the impact the economic crises has had on this policy initiative.

Moderated Discussion: TBD

Urban: Jenny Schuetz, from the University of Southern California, will analyze differences in retail patterns across New York neighborhoods, and how these patterns change over time. She also

will identify policies that encourage commercial activity in low- and moderate-income neighborhoods. Her presentation will focus on how to address neighborhood disparities through local economic development policies. Paul Nelson, of the Department of Small Business Services for the City of New York, will follow with a discussion of practical efforts to support commercial revitalization efforts in low- and moderate-income retail corridors through the Avenue NYC Initiative funded through federal Community Development Block Grant allocations and the Business Improvement District Program enabled through both New York State legislation and New York City Municipal Administrative Code.

Moderated Discussion: TBD

10:15 – 11:45 a.m. Breakout Session 4

Topic: Collaborative Approaches

Rural: John G. Lehman of Appalachian State University conducted an evaluation of eight counties in rural North Carolina that created collaborative organizations to develop landfill projects through the Environmental Protection Agency's Landfill Methane Outreach Program. This program was initiated to incentivize rural communities to develop lucrative niche businesses, and the projects had to be collaborative efforts due to the lack of financial resources. Lehman will present his evaluation process, explain how the research delineates five collaborative organizations that were deemed more successful in terms of outputs and outcomes, and discuss why these organizations were relatively successful, while the other three were relatively less successful or unsuccessful. Willie Taylor with the U.S. Department of Commerce and Lenita Jacobs with the U.S. Department of Labor will then discuss a collaborative effort led by the Governors of Pennsylvania and Ohio to develop the LindenPoint Technology Innovation and Development Center, a strategically located center that will provide workforce training to support the retention, expansion and attraction of the semiconductor and electronic clusters through the Ohio/Pennsylvania interstate region, an area struggling due to the collapse of the steel industry.

Moderated Discussion: John Leatherman, Professor of Agricultural Economics, Kansas State University

Urban: Yolanda K. Kodrzycki of the Federal Reserve Bank of Boston, will present research that analyzes the economic development approaches of mid-sized manufacturing-oriented cities during the past half-century and what factors determined their success. From among a comparison group of 25 municipalities the study identifies 10 "resurgent cities" that have made substantial progress in improving living standards for their residents, and that are recognized as vital communities in a broader sense by experts on urban economic development and policy. These case studies suggest that industry mix, demographic composition, and geographic position are not the key factors distinguishing the resurgent cities. Instead, the most important lessons from the resurgent cities concern leadership and collaboration. John

Stafford, of Indiana University – Purdue University of Fort Wayne, will then discuss details of collaborative efforts in Fort Wayne, IN to redevelop its economy following a significant decline in its manufacturing base.

Moderated Discussion: Todd Greene, Assistant Vice President, Policy and Research, Federal Reserve Bank of Atlanta

12:00 – 12:45 p.m. Lunch and Keynote

Carol Marinovich served ten years as Mayor and CEO of the Unified Government of Wyandotte County/Kansas City, Kansas. The former educator has gained national recognition for her expertise in economic development. Her presentation will document her experience with transforming an older urban community through collaboration, partnerships and visioning.

12:45 – 1:00 p.m. Closing

Tammy Edwards, Community Affairs Officer, Federal Reserve Bank of Kansas City