



Governor Andrew M. Cuomo invites you to the

Regional Council Conference

NORTH
COUNTRY



Tuesday, September 27, 2011

8:30 a.m. – 10:00 a.m.

Registration

10:00 a.m.

Welcome

Ron Insana, CNBC Senior Analyst & Commentator

Special Announcement by Governor Andrew M. Cuomo

10:45 a.m.

Panel: Building the New NY Economy

Moderator: Ron Insana, CNBC Senior Analyst & Commentator

Denis Hughes, President, NYS AFL-CIO

Bruce Katz, Vice President & Founding Director,

Metropolitan Policy Program Brookings Institution

Shelly Lazarus, Chairman, Ogilvy & Mather Worldwide

Nancy Zimpher, Chancellor, State University of New York

12:15 p.m.

Keynote Address

President Bill Clinton

1:15 p.m.

Break

2:00 p.m.

Concurrent Breakout Sessions #1

A. Partnerships: Higher Education

This session recognizes New York's colleges and universities as a key economic strength and focuses on methods of incorporating higher education assets into regional economic growth strategies. How can higher education stimulate regional economic growth? How can the private sector support higher education? What are lessons learned from elsewhere on what has worked and why sometimes it doesn't work?

- Haley Glover, Director of Convening Strategy
Lumina Foundation
- Eva Klein, President
Eva Klein & Associates
- William Generett, Executive Director
Pittsburgh Central Keystone Innovation Zone



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B. Partnerships: Venture Capital

This session addresses the common obstacle of lack of investor capital. Creative approaches used elsewhere will be highlighted, as well as specific strategies for Regional Councils to better connect capital with entrepreneurs. What steps are needed to attract investor attention to our early stage companies?

- Martin Babinec, Founder and Chairman
Upstate Venture Connect

C. Partnerships: Workforce Development

A core advantage of a region will be the skills and talents within its community of residents and workers. This session will highlight successful techniques that link workforce development and higher education in ways that maximize skill attainment and employer attraction. How does a successful region prepare to employ the next generation of workers while keeping its current workforce competitive? How have strategic plans identified what employers need and what the education/workforce development system is producing?

- Ted Gershon, Associate VP, Community-Based Initiatives & Special Advisor – Economic Development
Columbia University
- Larry Good, Chairman
Corporation for a Skilled Workforce
- Sherryl Weems, Associate Vice Provost, Continuing and Professional Studies,
Executive Director of the Educational Opportunity Center
University at Buffalo

D. Success Stories: Manufacturing

The session recognizes the substantial decline in manufacturing employment but also the role of manufacturing in much of the state as a source of high-quality jobs. The goal will be to identify strategies for retaining and attracting sustainable manufacturing industries in NYS. What are commonalities among successful NYS manufacturers? What are they investing in, looking for, and planning ahead for? How are they using the assets of NYS to grow and be profitable?

- Mark Pulver, CEO
Syracuse Castings
- Peter Strugatz, Co-Founder and Managing Partner
IceStone LLC

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E. Small Businesses and Entrepreneurialism

This session recognizes that MWBEs and small businesses are the engine of economic growth throughout the nation and particularly in New York State. Every region in the State has untapped potential, and the leaders and decision makers need to know how to identify and make the most of these opportunities. How do we facilitate new startups and encourage nascent businesses and MWBEs? What are the benefits to the region of having a high level of MWBE and entrepreneurial activity?

- Jim King, State Director
NYS Small Business Development Centers
- Dean Bennett, Executive Director
NYS Division of MWBE

3:00 p.m.

Break

3:15 p.m.

Concurrent Sessions #2

F. Success Stories: Technology

The session underscores New York's position, economic infrastructure assets, and growth opportunities in nanotech, biotech and cleantech. How have successful regions built their economies around technology industries? What are the elements behind successful technology-based ventures? How can regions use a cluster strategy that goes beyond slogans and hype?

- Dan Berglund, President and CEO
State Science and Technology Institute
- Gavin McIntyre, Chief Scientist
Evocative Design LLC
- Paul Tolley, Executive Director
Smart Systems Technology Commercialization Center

G. Success Stories: Agribusiness

Interest in this session crosses over all regions of the state, from fishermen in Montauk to dairy farms in the North Country through the Finger Lakes wineries and the fruit growers of Western NY. How are farms across New York adapting to evolving market challenges, while practicing responsible and sustainable environmental stewardship? What are the most successful strategies and partnerships?

- Doug O'Brien, Deputy Under Secretary for Rural Development
US Department of Agriculture
- John Noble, CEO
Synergy, LLC
- Laurie Griffen, Co-Owner
Saratoga Sod



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H. Success Stories: Regional/Community Development

Partnerships are critical components of a successful regional strategic plan. This session will explore types of dynamic partnerships that are crucial building blocks for world-class regional economics. This session places strategy development in a global context, and offers examples of successful strategies in other regions nationally and internationally.

What are examples of successful public-private and intergovernmental partnerships? What are the best ways to build partnerships among constituencies who traditionally see themselves as having little in common?

- Bruce Katz, Vice President and Founding Director
Metropolitan Policy Program
Brookings Institution
- Tracey Grose, Vice President and Director of Research & Strategic Development
Collaborative Economics

I. Performance Measurement

Regional Councils are required to include performance measures in their strategic plans. This session's focus on metrics and performance is fundamental to the success of the Regional Council initiative. What are some proven approaches for measuring strategy effectiveness at the regional level? What performance metrics can highlight successes and best practices, as well as cases where additional assistance may be needed?

- Kenneth Poole, Ph.D., Executive Director
Council for Community and Economic Research
- David Post, Strategy and Innovation Global Offering Lead, Sustainability Strategy
IBM Corporation
- Peter Kwass, Principal
Mt. Auburn Associates

4:15 p.m.

Break

4:30 p.m.

How to Win: Successful Strategic Plans

Moderator: Howard Glaser, Director of State of Operations

Special Guest: Assemblymember Joe Morelle, Chair, Insurance

- Bruce Katz, VP & Founding Director, Metropolitan Policy Program, Brookings Institution
- Kenneth Adams, President and CEO, Empire State Development & Commissioner, Department of Economic Development
- Pat Foye, Deputy Secretary for Economic Development