

BEST PRACTICES TRIP TO CLEVELAND

April 24-27, 2012

Hosted by Greater Portland Inc.

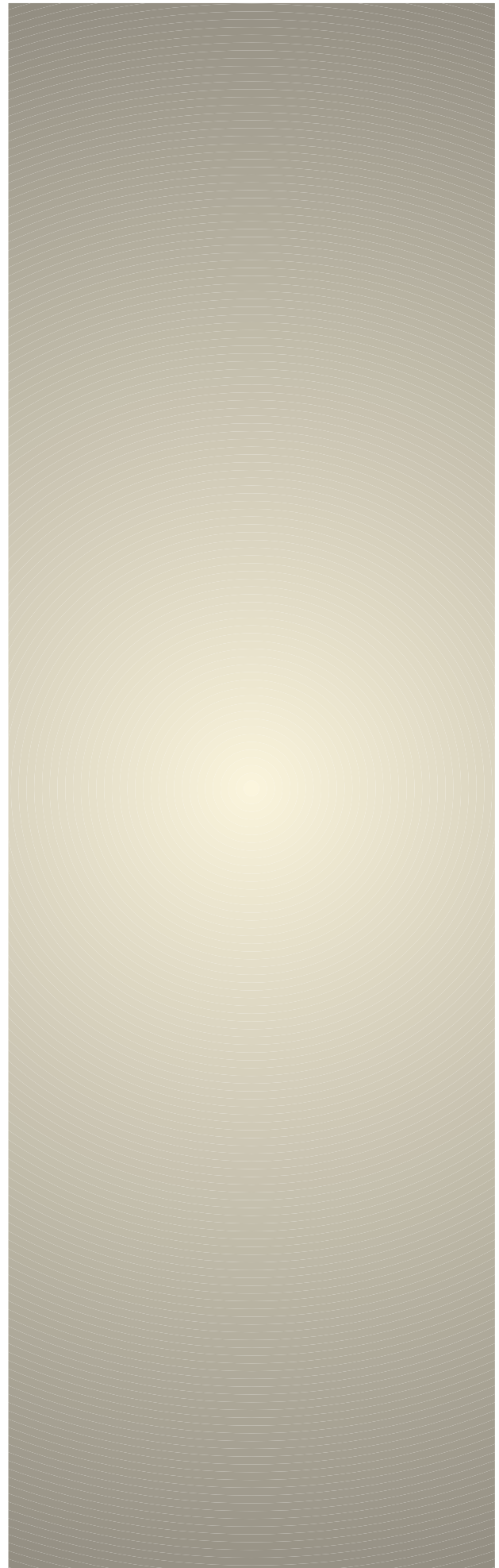
Cleveland...a city that has reinvented itself from a dying rust belt town, to a world innovator in healthcare, bioscience, manufacturing and leveraging human capital through intergenerational leadership. Greater Cleveland is home to 24 fortune 1000 companies and currently has over \$7 billion in construction in its urban core. Cleveland is an innovative city that fosters entrepreneurship and has developed a network of partners to develop and excel in the areas most critical to urban success - *talent, connections, innovation and distinctiveness.*

Sponsored by:

Key Bank

Oregon Health & Sciences University

Port of Portland



Tuesday – April 24

6:00-7:30pm

Welcome to Cleveland Reception – Hosted by Team Neo

Location: Renaissance Cleveland Hotel (Shucker’s Room)
24 Public Square, Cleveland 44113

Evening

Delegates on own

Wednesday – April 25

7:30-9:00am

Continental Breakfast/Presentation: History of Greater Cleveland

Location: Renaissance Cleveland Hotel (Superior Room)
24 Public Square, Cleveland 44113

●*Speaker: John Grabowski, Professor – Case Western Reserve University*

9:30-11:30am

Depart on Guided Bus Tour of Cleveland

Bus Company: Great Day! Tours

●*Guide: Chad Malkamaki, Western Reserve Historical Society*

12:00-1:30pm

Lunch/Keynote Presentation: Creating the Next Generation of Great American Cities

Location: Greater Cleveland Partnership (Board Room)
1240 Huron Road, Suite 300, Cleveland, OH 44115

●*Speaker: Lee Fisher, President/CEO – CEO for Cities*

2:00-2:45pm

Panel: Growing and Attracting 21st Century Leadership

Location: WCPN/Viz Bldg (Public Radio Station across street from Greater Cleveland Partnership)

●*Speakers: Marianne Crosley, CEO/President – Cleveland Leadership Center,
and
Larry Miller, President – Global Cleveland*

3:00-4:00pm

Panel: Entrepreneurship and Economic Inclusion

Location: Greater Cleveland Partnership (Board Room)
1240 Huron Road, Suite 300, Cleveland, OH 44115

●*Speakers: Darrin Redus, Chief Economic Inclusion Officer – Jumpstart,*

*Andrew Jackson, Exec. Director – Commission on Economic Inclusion, and
Johnathan Holifield, Co-Founder – America21 Project*

4:00-5:00pm

Panel: Big Ideas in Economic Development

Location: Greater Cleveland Partnership (Board Room)
1240 Huron Road, Suite 300, Cleveland, OH 44115

●*Speakers: Byron Clayton, Vice President - NorTech, Mary Ann Pacelli, Senior Business Consultant - MAGNET, and Terri Sandu, Executive Director, Workforce Development - Lorain County Community College*

5:00-6:00pm

Panel: Northeast Ohio's Marketing/Business Attraction Initiative

Room)

Location: Greater Cleveland Partnership (Board

1240 Huron Road, Suite 300, Cleveland, OH 44115

●*Speakers: Jay Foran, Sr.VP/Business Attraction - Team Neo, and Rick Batyko, Executive Director - Cleveland Plus Marketing Alliance*

6:15pm

Cleveland

Walk to Progressive Field OR optional 'free time' to Explore

7:00-10:00pm

Cleveland Indians v. Kansas City Royals - Hosted by KeyBank

Location: Progressive Field (Legends Suite)

Note: to attend baseball game...delegates must have pre-registered/hold ticket; if you want to participate in bike ride you must pre-arrange with the Bike Rack and/or Lois Moss.

Thursday - April 26

7:00am

Square

Walk or take SMILE Trolley to Allen Theatre @ Playhouse

Location: Playhouse Square - Allen Theatre, 1407 Euclid Avenue/2nd Floor

7:30-8:00am

Continental Breakfast

Location: Playhouse Square - Allen Theatre, 1407 Euclid Avenue/2nd Floor

8:00-9:45am

(and Tour)

Presentations: Arts, Sports, and Tourism as Key Economic Drivers

Location: Playhouse Square - Allen Theatre, 1407 Euclid Avenue/2nd Floor

(8 :00-8:30am)

●*Speakers: Art Falco, President - Playhouse Square Foundation, Megan L. Van Voorhis, Vice President, Community Partnership for Arts and Culture*

(8:30-9:00am)

●*Tour Guide: Tom Einhouse, VP of Facilities - Playhouse Square Foundation*

(9:15-9:45am)

●*Speaker: David Gilbert, Pres. /CEO - Positively Cleveland*

10:00 - 11:00 am

Panel: The Role of Philanthropy in Cleveland's Success

Location: Playhouse Square - Allen Theatre, 1407 Euclid Avenue/2nd Floor

●*Speaker: Brad Whitehead, President - Fund for Our Economic Future, and*

Brian Broadbent, President/CEO – Business Volunteers Unlimited

11:00am

Presentation - The Greater Cleveland RTA ... and HealthLine

Location: Playhouse Square - Allen Theatre, 1407 Euclid Avenue/2nd Floor

●*Speaker: Joseph Calabrese, GM - Greater Cleveland Regional Transit Authority*

11:30am-12:00pm **Take HealthLine Bus (reserved) to Cleveland Clinic**

●*Guide: Joseph Calabrese, GM - Greater Cleveland Regional Transit Authority*

12:00-1:00pm

Lunch

Location: Cleveland Clinic - East 93rd & Euclid

1:00-2:00pm

Presentations: The Cleveland Clinic...a model of Innovation

Location: Cleveland Clinic - East 93rd & Euclid

●*Speakers: Toby Cosgrove, President/CEO - Cleveland Clinic, and Chris Coburn, Executive Director - Cleveland Clinic Innovations*

2:15pm

University

Bus transport to Dively Building @ Case Western Reserve

Bus Company: Great Day! Tours

Location: Dively Building is located diagonally across from the Peter B. Lewis Building, at Ford and Bellflower— 11240 Bellflower Road, Cleveland OH

2:30-5:00pm

Innovative Engine

Presentations: The Power (and Promise) of Sustainability as

Location: Dively Building - Room 202 @ Case Western Reserve University

The Fowler Center for Sustainable Value

●*Speakers: Roger Sallant, Exec. Director and Beau Daane, Manager - Fowler Center for Sustainable Value*

Case Western Reserve University's Climate Action Plan/Sustainability Alliance

●*Speaker: Linda Robson, Special Projects Advisor - Fowler Center for Sustainable Value*

Cleveland Educators for Sustainability

●*Speaker: Anne Conway Juster, Co-Director - Learning Initiatives for Cleveland Educators for Sustainability*

5-minute Break

Cuyahoga River and Cuyahoga Valley Initiative

●*Speaker: Chris Alvarado, Associate Sr. Planner - Cuyahoga County Planning Commission*

The Evergreen Cooperative

●Speaker: Lillian Kuri, Program Director for Architecture, Urban Design & Sustainable Development – Cleveland Foundation

5:15-6:00pm

Ohio Third Frontier - Innovation Creating Opportunity

Location: Dively Building – Room 202 @ Case Western Reserve University

●*Speaker: Lisa Delp, Interim Executive Director, Ohio Third Frontier Commission at Ohio Department of Development*

6:15pm

Bus transport to Renaissance Cleveland Hotel

6:45pm

House of Blues

Free Time to Explore Cleveland or Non-Hosted Group Dinner @

●*Guided ‘group walk’ to House of Blues to depart Renaissance Cleveland Hotel Lobby at 6:45p; HOB address – 308 Euclid Avenue, Cleveland OH. You must be pre-registered for this event.*

Friday – April 27

8:00-9:30am

Panel: Greater Cleveland - Strengths, Opportunities & Challenges

Location: Renaissance Cleveland Hotel (Superior Room)
24 Public Square, Cleveland 44113

●*Speakers: David Abbott, Exec. Director – The George Gund Foundation, Ed FitzGerald, County Executive – Cuyahoga County, William Friedman, Pres./CEO – Cleveland-Cuyahoga Port Authority, Chris Ronayne, President – University Circle Inc., and Amir Eylon, Director – Ohio Department of Tourism*

9:45-10:15am

Debrief Session

Location: Renaissance Cleveland Hotel (Superior Room)
24 Public Square, Cleveland 44113

10:30am

Walk or Transit to Rock Hall

11:00-11:15am

Cleveland Rock and Roll Hall of Fame

Location: Cleveland Rock and Roll Hall of Fame – 1100 Rock and Roll Boulevard, Cleveland OH

●*Speaker: Terry Stewart, CEO/President – Rock and Roll Hall of Fame*

11:30am

Optional Tour of Rock ‘n Roll Hall of Fame

Note: group tickets to be distributed in advance – please register if interested in touring the Museum following welcome from Mr. Stewart.

End of Formal Program – Note: for those with ‘open time’ in the afternoon...no-host group bike ride may be arranged please contact Randy Miller and/or Lois Moss to participate in this activity which will begin at approximately 1pm.