

2015 THE MAYORS CONFERENCE
ON ENTREPRENEURSHIP
Recipes for Growth

October 7, 2015
Albuquerque, New Mexico

Welcome

Mayor Richard J. Berry
City of Albuquerque

Session 1: Entrepreneurial Cities

Dane Stangler

Vice President, Research & Policy
Ewing Marion Kauffman Foundation

Session 2:
The Most
Common
Complaint:
Understanding the
Access to Capital
Problem, or
Does It Even
Exist?

Moderator:

Mayor Betsy Hodges

City of Minneapolis

Panelists:

K.C. Brechnitz senior managing
director, Ernst & Young Capital Advisory,
LLC

George Hofheimer Chief Knowledge
Officer, Filene Research Institute

Scott Maloney CEO/cofounder,
BowTie

Q&A with Session 1 and Session 2 Panelists

Digest and Dialogue

- What is the greatest entrepreneurial asset in your city, and how do you use it?
- How does your city encourage entrepreneurs to connect with local resources?
- How do you encourage growing startup businesses to stay in your city?

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Break

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Session 3: If You Build It, Will They Come?

Moderator:

Mayor Miro Weinberger
City of Burlington

Panelists:

Josh Drucker Assistant
Professor, University of Illinois
Chicago, Department of
Urban Planning and Policy

Neil Kleiman Director, NYU
Wagner Innovation Labs

Stacy Mitchell Co-director, The
Institute for Local Self-Reliance

A Lunch Conversation with
Phil Auerswald :

What Do Trees
and Recipes Have
to Do With
Entrepreneurship?

Moderator:

Rachel Carlton

Senior Program Officer,
Entrepreneurship, Ewing Marion
Kauffman Foundation

Speaker:

Philip Auerswald

Associate Professor,
George Mason University

Session 4: Identifying and Leveraging Innovation and Entrepreneurial Assets

Moderator:

John Freisinger President and CEO,
Technology Ventures Corporation

Panelists:

Sarah Jane Maxted Executive
Director, MIT Regional Entrepreneurship
Acceleration Program

Mitzi Montoya Dean, Oregon State
University College of Business

Yas Motoyama Director, Research &
Policy, Ewing Marion Kauffman
Foundation

Session 4 Scenario

“My city is the fourth largest in the state, with a population of about 250,000. It has one big industry that is responsible for most of the economic growth of the city. Due to the influence of the industry, it has generated philanthropic efforts, but often not with a local focus. There is one public university in the city, which mainly attracts students from within the state and the nearby region. In recent years, the university has enrolled more foreign students. It is not a research hub, but it does generate local talent.”

“My city has been working to develop an urban core, but Millennials are still leaving for a better quality, vibrant city experience.”

“According to the data I’ve seen from the Kauffman Foundation, my city lags behind some other cities in the state in terms of new business creation. How can I leverage the assets in my city to create a strong and vibrant entrepreneurial ecosystem? Are there other potential assets I’ve overlooked?”

Q&A with
Session 3 and Session 4
Panelists

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Digest and Dialogue

- What does City Hall do to assist entrepreneurs as they start businesses? Are there permitting or licensing processes specific to small, new businesses?
- What does a good “recipe” for entrepreneurial growth look like in your city?
- Is philanthropy involved in your city’s entrepreneurial ecosystem?

Session 5: The Role of Philanthropy in Entrepreneurial Ecosystems

Moderator:

Mayor Richard J. Berry

City of Albuquerque

Panelists:

Paul Major President and CEO,
Telluride Foundation

Jonathan Robinson Senior
Program Officer, Entrepreneurship,
Ewing Marion Kauffman Foundation

Tony Tolentino Vice President,
Blackstone Charitable Foundation

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Session 6: How to Measure Your Ecosystem

Moderator:

Mayor Madeline Rogero

City of Knoxville

Panelists:

Rhett Morris Director, Endeavor
Insight

Dane Stangler Vice President,
Research & Policy, Ewing Marion
Kauffman Foundation

Ted Zoller Director, Center for
Entrepreneurial Studies at the
University of North Carolina
Kenan-Flagler School of Business

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Digest and Dialogue

- How do you envision an increase in entrepreneurial activity will affect or improve your city?
- How do you encourage innovation and entrepreneurship to improve city services, and create an environment conducive to new business creation?
- What actions will you take when you return home, based on what you learned at the Mayors Conference?
- Who else from your city would be most interested in receiving information from this conference?

Session 7: Recipes for Growth City Challenge

Judges:

Scott Maloney

CEO/cofounder,
BowTie

Sarah Jane Maxted

Executive Director,
MIT Regional Entrepreneurship
Acceleration Program

Rhett Morris

Director,
Endeavor Insight

Town of Chapel Hill, North Carolina

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City of Durham, North Carolina

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City of Knoxville, Tennessee

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City of Santa Cruz, California

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