

Conference Agenda

Wednesday, November 30

- 5:45 PM **Reception**
Location: St. Petersburg Museum of History
- 7:15 PM **Dinner**
Welcome Remarks: Mayor Rick Kriseman, City of St. Petersburg
Location: Duncan McClellan

Thursday, December 1

- 7:45 AM **Breakfast**
- 8:15 AM **Mayor's Welcome**
Mayor Rick Kriseman, City of St. Petersburg
- 8:30 AM **On the Inside: The Startup Experience**
Led by Professor Ethan Mollick, Wharton School of Business
- 10:00 AM **Case Study: Montana**
Yas Motoyama, director, Research & Policy, Ewing Marion Kauffman Foundation
- 10:15 AM **Session 1: Inclusive Engagement in Your Ecosystem**
Moderator: Mayor Sly James, City of Kansas City
Speakers:
Tory Campbell, senior business development coordinator, Portland Development Commission
Kathleen Warner, executive vice president and managing director, New York City Economic
Development Corporation Center for Economic Transformation
Lorenzo Thione, cofounder, StartOut
- 11:00 AM **Session 1 Breakouts: Connecting to the Entrepreneurial Ecosystem**
- 12:00 PM **Lunch**
- 12:10 PM **Lessons Learned from Session 1**
- 12:25 PM **Case Study: St. Louis**
Ken Harrington, president, The Bayberry Group

- 12:40 PM **Engaging Your Ecosystem after the Conference**
Moderators: Evan Absher, program officer, Ewing Marion Kauffman Foundation, and Jason Grill, founder, JGrill Media
Speakers:
 Mayor Elizabeth Kautz, City of Burnsville
 Mayor Madeline Rogero, City of Knoxville
 Mayor Paul Soglin, City of Madison
 Mayor Mark Stodola, City of Little Rock
 Councilman Kris Gulick, City of Cedar Rapids
- 1:40 PM **Session 2: Firm Diversity: Vibrant Ecosystems Contain a Diversity of Firms**
Moderator: Vice Mayor Annie Campbell Washington, City of Oakland
Speakers:
 Gary Cunningham, president and CEO, Metropolitan Economic Development Association
 Sarah Lyon Hill, economic development specialist, Virginia Tech Office of Economic Development
 Catherine Fazio, managing director, Laboratory for Innovation Science and Policy at the MIT Innovation Lab
- 2:25 PM **Session 2 Breakouts: Mapping Support for Diverse Firms**
- 3:20 PM **Lessons Learned from Session 2**
- 3:35 PM **One Year Later: Results from the Recipes for Growth City Challenge**
Moderator: Jason Wiens, policy director, Ewing Marion Kauffman Foundation
Speakers:
 Grace Simrall, chief of Civic Innovation, Louisville Metro Government
 Jonathan Sexton, entrepreneur in residence, Knoxville Entrepreneur Center
 Jim Biggs, executive director, Knoxville Entrepreneur Center
- 4:10 PM **End of Day 1**
- 7:00 PM **Dinner**
Location: Salvador Dali Museum
- 7:15 PM **Keynote Speech**
 Administrator Maria Contreras-Sweet, U.S. Small Business Administration
- 8:00 PM **Dessert Reception**
Location: Salvador Dali Museum

2016 THE MAYORS CONFERENCE ON ENTREPRENEURSHIP

Diversifying Entrepreneurial Opportunity

December 1–2, 2016
St. Petersburg, Florida

Friday, December 2

- 6:30 AM **Breakfast Cruise in Tampa Bay**
Location: Vinoy Bay
- 8:15 AM **Light Continental Breakfast**
Location: Vinoy Ballroom
- 9:00 AM **Case Study: Ecosystem Update**
Phil Auerswald, associate professor of public policy, George Mason University
- 9:10 AM **Session 3: There's No Silver Bullet: Pursue a Diversity of Policies**
Moderator: Stephen Goldsmith, professor, Harvard Kennedy School
Speakers:
Nigel Jacob, cofounder, New Urban Mechanics
Ross Baird, CEO, Village Capital
Julia Lane, professor, NYU CUSP / Census Bureau
- 9:55 AM **Session 3: Policy Matchmaking**
Location: Fred's Cellar
- 12:00 PM **Lunch**
- 12:05 PM **Case Study: Austin**
Elsie Echevarri-Carroll, University of Texas–Austin
- 12:15 PM **Fireside Chat with Komal Ahmad, founder and CEO, Copia**
- 1:00 PM **Charge!**
Victor Hwang, vice president, Entrepreneurship, Ewing Marion Kauffman Foundation
- 1:10 PM **Conference Concludes**