



2015 THE MAYORS CONFERENCE
ON ENTREPRENEURSHIP
Recipes for Growth

October 6–8, 2015

Albuquerque, New Mexico

Ewing Marion
KAUFFMAN
Foundation

www.kauffman.org



Greetings,

Welcome to the third annual Mayors Conference on Entrepreneurship. This year, we are honored to partner with Mayor Richard J. Berry of Albuquerque, New Mexico, and are grateful for his city's warm hospitality.

This year's theme, "Recipes for Growth," explores ingredients that can foster entrepreneurial growth and vibrancy in your city. Albuquerque is an ideal setting for this discussion because it possesses many assets, or ingredients, that can contribute to innovation and entrepreneurship—a research university and other institutions of higher learning, federal research laboratories, a developing downtown innovation district, a network of committed and talented public- and private-sector leaders, and robust entrepreneurial support organizations. Throughout the conference, we'll discuss how ingredients like these can blend to foster entrepreneurship.

We invite you to share your experiences, embrace new ideas, and network with your peers and the policy experts present. Our hope is that you can return to your city with recipes that will enrich your community's entrepreneurial activities and spark new growth and vitality.

We're honored to have you with us. Please consider the Kauffman Foundation a continuing resource to you and your city.

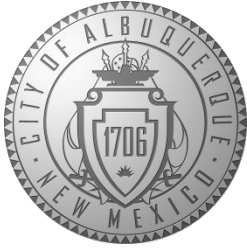
Sincerely,

Your Host Team at the Kauffman Foundation

About the Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private, nonpartisan foundation that aims to foster economic independence by advancing educational achievement and entrepreneurial success. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Missouri, and has approximately \$2 billion in assets. For more information, visit www.kauffman.org, and follow the Foundation on www.twitter.com/kauffmanfdn and www.facebook.com/kauffmanfdn.

[#mayorsconf](https://twitter.com/mayorsconf)



Office of the Mayor/ Chief Administrative Officer



October 6, 2015

Dear Conference Participants,

It is my honor to welcome you to beautiful Albuquerque, New Mexico for the annual Mayors Conference on Entrepreneurship hosted by the Ewing Marion Kauffman Foundation. There is truly no place like Albuquerque – and I am confident that you will enjoy your time spent here in the Duke City.

Albuquerque is home to a unique mix of both artistic and high-tech entrepreneurs – with a billion dollar annual arts economy and the most PhDs per capita in the entire nation – and everything in between. Here you will find artisans, farmers, brewers, bakers, and salsa makers – walking side by side with scientists, engineers, coders, and software developers. We are a city of entrepreneurs, and I am pleased to host mayors from across the country who are promoting a culture of entrepreneurship in their own hometowns.

While you are here, I hope you make some time to enjoy our city. Whether you take the aerial tramway up to the peak of the Sandia Mountains, witness a Balloon Fiesta “Mass Ascension”, visit the historic Old Town district, or tour local breweries to sample some of our award-winning local beers, I know you will find Albuquerque to be a diverse, unique, and enchanting city.

I look forward to joining you at this conference!

Best regards,

Richard J. Berry
Mayor

Conference Agenda

Tuesday, October 6

- 5:15 PM **Transportation to Balloon Fiesta Museum**
- 5:45 PM **Reception and Dinner**
Hosted by Technology Venture Corporation
Location: Balloon Fiesta Museum
- 8:00 PM **Transportation to Hyatt Hotel**

Wednesday, October 7

- 8:00 AM **Breakfast**
Location: Albuquerque Convention Center, San Miguel Room
- 8:30 AM **Welcome**
Mayor Richard J. Berry, City of Albuquerque
- 8:45 AM **Session 1: Entrepreneurial Cities**
Dane Stangler, vice president, Research & Policy, Ewing Marion Kauffman Foundation
- 9:15 AM **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:
George Hofheimer, chief knowledge officer, Filene Research Institute
Scott Maloney, CEO/cofounder, BowTie
K.C. Brechnitz, senior managing director, Ernst & Young Capital Advisory, LLC
- 10:30 AM **Q&A with Session 1 and 2 Panelists**
- 10:45 AM **Morning Digest and Dialogue**
- 11:15 AM **Break**

- 11:30 AM **Session 3: If You Build It, Will They Come?**
Moderator: Mayor Miro Weinberger, City of Burlington
Panelists:
 Neil Kleiman, director, NYU Wagner Innovation Labs
 Josh Drucker, assistant professor, University of Illinois Chicago, Department of
 Urban Planning and Policy
 Stacy Mitchell, co-director, The Institute for Local Self-Reliance
- 12:30 PM **A Lunch Conversation with Phil Auerswald:
 What Do Trees and Recipes Have to Do With Entrepreneurship?**
 Philip Auerswald, associate professor, George Mason University
Moderator: Rachel Carlton, senior program officer, Entrepreneurship,
 Ewing Marion Kauffman Foundation
- 1:30 PM **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
- 2:45 PM **Q&A with Session 3 and 4 Panelists**
- 3:00 PM **Break**
- 3:15 PM **Afternoon Digest and Dialogue**
- 3:45 PM **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
 Tony Tolentino, vice president, Blackstone Charitable Foundation
 Jonathan Robinson, senior program officer, Entrepreneurship, Ewing Marion Kauffman Foundation
- 4:45 PM **End of Day 1**
- 6:00 PM **Reception**
Location: Hotel Andaluz
- 6:45 PM **Dinner**
Location: Hotel Andaluz

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Thursday, October 8

- 8:15 AM **Breakfast**
Location: Albuquerque Convention Center, San Miguel Room
- 8:45 AM **Session 6: How to Measure Your Ecosystem**
Moderator: Mayor Madeline Rogero, City of Knoxville
Panelists:
Rhett Morris, director, Endeavor Insight
Ted Zoller, director, Center for Entrepreneurial Studies at the University of North Carolina
Kenan-Flagler School of Business
Dane Stangler, vice president, Research and Policy, Ewing Marion Kauffman Foundation
- 9:45 AM **Morning Digest and Dialogue**
- 10:15 AM **Session 7: Recipes for Growth City Challenge**
Mayors will compete for a \$25,000 grant from the Kauffman Foundation to support a city initiative to help foster entrepreneurship.
- 11:30 AM **Transportation to the Old Rail Yards**
- 11:45 AM **Lunch**
- 12:15 PM **Keynote Speaker**
James Fallows, National Correspondent, *The Atlantic*
- 1:15 PM **Announcement of the Recipes for Growth City Challenge Winner**
- 1:45 PM **End of Conference**

Excursion Agenda

Thursday, October 8 – Morning

5:00 AM **Transportation to Mayor Berry's Breakfast from Hyatt**

5:30 AM **Mayor Richard Berry's Breakfast at Balloon Fiesta**

Location: Balloon Fiesta Museum

Join Mayor Berry and select invited officials from around the state for an early breakfast hosted by Mayor Richard J. Berry, and enjoy the world famous Balloon Ascension. Hundreds of balloons rise into the desert skies at dawn.

7:00 AM **Transportation to Hyatt**

Thursday, October 8 – Afternoon

1:45 PM **Old Rail Yards Event**

Stay and visit with local entrepreneurs and conference attendees.

3:00 PM **Transportation to Hyatt**

Thursday, October 8 – Evening

5:15 PM **Transportation to Balloon Fiesta Museum from Hyatt**

6:00 PM **Massive Balloon Glow**

Location: Balloon Fiesta Museum

Have you ever seen hundreds of balloons glowing in the night sky at once? This is the Albuquerque Balloon Fiesta at its finest. Be a guest of Mayor Berry at the World's Premier Balloon Event. Fireworks follow at 8:00 p.m.

8:30 PM **Transportation to Hyatt**

Friday, October 9

Transport will drop you at the train station to ride the Rail Runner train straight into the artists' lair, Santa Fe! This quick trip provides a brief tour of Santa Fe, followed by a fabulous lunch. Transportation will return you to Albuquerque in time for an afternoon flight, or choose to stay on in Santa Fe for the weekend.

6:45 AM **Transportation to ABQ Rail Station**

7:19 AM **New Mexico Rail Runner to Santa Fe Railyard Station**

9:15 AM **Welcome to the Railyard**

9:30 AM **Driving Tour of Santa Fe**

10:00 AM **Santa Fe Historic Downtown Walking Tour**

11:30 AM **Lunch**

1:00 PM **Transportation to Albuquerque via Santa Fe Valet Shuttle**

2:15 PM **Arrive in Albuquerque**

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Participants

EVAN ABSHER
Program Officer
Ewing Marion Kauffman Foundation

FARAD ALI
President and CEO
The Institute (NCIMED)

ANGELA ARCHULETA
CEO
Delicious Sip

PHILIP AUERSWALD
Professor
George Mason University

GREGORY BALLARD
Mayor
City of Indianapolis, IN

WILLIAM BELL
Mayor
City of Durham, NC

DAN BERGLUND
President and CEO
SSTI

VIRG BERNERO
Mayor
City of Lansing, MI

RICHARD BERRY
Mayor
City of Albuquerque, NM

CHRISTI BRANSCOM
Deputy to the Mayor/COO
City of Knoxville, TN

K.C. BRECHNITZ
Senior Managing Director
Ernst & Young Capital Advisory

CRAIG BUERSTATTE
Program Manager, Office of Innovation
& Entrepreneurship
U.S. Dept. of Commerce

ANN CAMPBELL
Mayor
City of Ames, IA

TORY CAMPBELL
Sr. Business Development Officer
Portland Development Commission

RACHEL CARLTON
Senior Program Officer
Ewing Marion Kauffman Foundation

MIKE CHAMBERLAIN
Mayor
City of Belvidere, IL

DIANA COLANGELO
Economic Development Specialist
City of Burlington Community &
Economic Development Office

JOHN CURTIS
Mayor
Provo City Corporation, UT

KATHLEEN DEVAULT
Director of Strategic Partnerships
City of Orlando, Office of Mayor
Buddy Dyer

SARA DREW
Mayor
City of Stow, OH

JOSHUA DRUCKER
Assistant Professor
University of Illinois at Chicago

JAMES FALLOWS
National Correspondent
The Atlantic

EMILY FETSCH
Research Assistant
Ewing Marion Kauffman Foundation

YOLANDA FINTSCHENKO
Principal
Common SciSense

ZANE FISCHER
Entrepreneurship Advisor

JOHN FREISINGER
President and CEO
Technology Ventures Corporation

BRIAN FRYE
Council Member, District 5
City of Wichita, KS

ERICK GARCIA LUNA
Senior Policy Aide - Economic
Development
City of Minneapolis, MN

JEREMY GOLDBERG
Director of Civic Innovation
Civic Consulting USA

JAVIER GONZALES
Mayor
City of Santa Fe, NM

JASON GRILL
Consultant, Kauffman Foundation
JGrill Media

KRIS GULICK
City Council Member
City of Cedar Rapids, IA

TONI HARP
Mayor
City of New Haven, CT

BILL HARRISON
Mayor
City of Fremont, CA

BETSY HODGES
Mayor
City of Minneapolis, MN

GEORGE HOFHEIMER
Chief Knowledge Officer
Filene Research Institute

CHRISTOPHER JAMES
Associate Administrator
U.S. Small Business Administration

JILL JOHNSON
CEO
Institute for Entrepreneurial Leadership

ELIZABETH KAUTZ
Mayor
City of Burnsville, MN

RICHARD KAYSEN
Mayor
City of Cheyenne, WY

LESLIE KENAGY
Manager - Conference Center
Ewing Marion Kauffman Foundation

NEIL KLEIMAN
Professor
New York University

MARK KLEINSCHMIDT
Mayor
Town of Chapel Hill, NC

METTE KRAMER
Executive Assistant
Ewing Marion Kauffman Foundation

RICHARD KRISEMAN
Mayor
City of St. Petersburg, FL

DON LANE
Mayor
City of Santa Cruz, CA

JOHN LEE
Mayor
City of North Las Vegas, NV

TONY LENO
Manager, Event Recruitment and Management
City of St. Petersburg, FL

CEIL LEVATINO
City Councillor, District 6
City of Las Cruces, NM

SIGNE LINDELL
City Councillor, District 1
City of Santa Fe, NM

REBECCA LOVELL
Director of Entrepreneurship & Industry
City of Seattle, WA

PAUL MAJOR
President and CEO
Telluride Foundation

SCOTT MALONEY
CEO and Cofounder
BowTie

JOHN MARCHAND
Mayor
City of Livermore, CA

JAN MARX
Mayor
City of San Luis Obispo, CA

SARAH JANE MAXTED
Executive Director, MIT Regional
Entrepreneurship Acceleration Program

AMISHA MILLER
Senior Program Officer, Programmatic
Research
Ewing Marion Kauffman Foundation

STACY MITCHELL
Co-Director
Institute for Local Self-Reliance

GILBERT MONTANO
Chief of Staff
City of Albuquerque, NM

MITZI MONTOYA
Dean
Oregon State University

RHETT MORRIS
Director
Endeavor Insight

YASUYUKI MOTOYAMA
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JENIFER NELSON
Director of Data and Innovation
Salt Lake County Mayor's Office, UT

MATTHEW NEMERSON
Economic Development Administrator
City of New Haven, CT

KATE NOBLE
Economic and Community
Development
City of Santa Fe, NM

GARY OPPEDAHL
Director, Economic Development
City of Albuquerque, NM

ZACKARY QUINTERO
Economic Development Specialist
City of Santa Fe, NM

ALANA RAMO
Director of Strategic Partnerships
Global Entrepreneurship Network

TIM REED
Mayor
City of Brookings, SD

RANDY RHOADS
Mayor
City of Lee's Summit, MO

JONATHAN ROBINSON
Senior Program Officer
Ewing Marion Kauffman Foundation

DAVID ROBINSON
J. Rex Fuqua Professor of International
Management
Duke University

MADELINE ROGERO
Mayor
City of Knoxville, TN

JEFF ROMINE
Chief Economist
City and County of Denver, CO

ANDREA SCOTT
Executive Assistant
City of New Haven, CT

JOAN SIEFERT ROSE
President
Council for Entrepreneurial
Development

TED SMITH
Chief Innovation Officer
City of Louisville, KY

PAUL SOGLIN
Mayor
City of Madison, WI

DANE STANGLER
Vice President, Research & Policy
Ewing Marion Kauffman Foundation

MARK TAYLOR
Chief of Staff
Long Beach Mayor Robert Garcia, CA

KRISTIN TILLQUIST
Director of Innovation Policy
Mayor Kevin Faulconer's Office, City of
San Diego, CA

TONY TOLENTINO
Vice President
Blackstone Charitable Foundation

COLIN TOMKINS-BERGH
Research Analyst
Ewing Marion Kauffman Foundation

THEIA WASHINGTON SMITH
Executive Director
City of Atlanta's Women's
Entrepreneurship Initiative

SAM WEAVER
Council Member
City of Boulder, CO

MIRO WEINBERGER
Mayor
City of Burlington, VT

JONI WICKHAM
Chief of Staff
Office of Kansas City Mayor Sly James

STEVE WILLIAMS
Mayor
City of Huntington, WV

TED ZOLLER
Senior Fellow
Ewing Marion Kauffman Foundation

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Speaker Biographies

PHILIP AUERSWALD

Philip Auerswald leads the Global Entrepreneurship Research Network, a Kauffman Foundation initiative. He also is a professor at George Mason University, and the cofounder/coeditor of *Innovations*, a quarterly journal about entrepreneurial solutions to global challenges. Auerswald led the launch of the National Center for Entrepreneurship and Innovation, which uses the National Mall in Washington, D.C., as a platform to celebrate and support entrepreneurship and innovation. He also is involved in digital property rights and home healthcare initiatives. His most recent book is *The Coming Prosperity: How Entrepreneurs Are Transforming the Global Economy*. Auerswald has blogged and written op-eds for *Harvard Business Review*, *Forbes*, *International Herald Tribune*, and *San Francisco Chronicle*. He has been quoted in *The Washington Post*, *The Wall Street Journal*, *The Boston Globe*, and *Slate*, and has been interviewed on *CBS News Sunday*, NPR, and Fox, among other outlets. From 2010 to 2013, he advised the Clinton Global Initiative about job creation and market-based solutions.

DAN BERGLUND

Dan Berglund is president and CEO of SSTI, a non-profit organization that leads, supports, and strengthens efforts to improve state and regional economies through science, technology, and innovation. Leading the organization since its inception, Berglund has helped SSTI develop a nationwide network of more than 170 regional, local and university practitioners and policymakers. Network members conduct best-practice research about trends in tech-based economic development, encourage cooperation among state and federal programs, and assist states and communities as they build tech-based economics. Prior to joining SSTI, Berglund worked as a consultant and for the Ohio Department of Development in a variety of positions, including as acting deputy director of the Division of Technological Innovation.

RICHARD J. BERRY

The Honorable Richard J. Berry, mayor of Albuquerque, is an accomplished business entrepreneur with more than two decades of experience in New Mexico and the Southwest United States. Since his mayoral inauguration, he has worked to successfully reduce Albuquerque's crime rate to some of the lowest levels in twenty years, and has made transparency and accountability the hallmarks of the city's national reputation. Without raising taxes, Berry cut the size of local government while keeping city employees on the job, and community services intact. As mayor and in two previous terms in the Mexico State Legislature, Berry has consistently focused on providing value for taxpayers.

K.C. BRECHNITZ

K.C. Brechnitz is a senior managing director with Ernst & Young Capital Advisors, and is the global leader of the firm's capital and debt advisory practice. He provides clients with independent capital advisory services, including raising capital for growth, recapitalization, refinancing and restructuring. Brechnitz has eighteen years of experience in debt capital markets, including leveraged finance, high-yield capital markets, restructuring, loan syndications, leveraged buyouts, and complex acquisition financing. Prior to joining Ernst & Young, he served in senior roles with Banc of America Securities and Wachovia Securities.

RACHEL CARLTON

Rachel Carlton is a senior program officer for the Ewing Marion Kauffman Foundation Entrepreneurship team. Prior to joining the foundation, Carlton enjoyed a fifteen-year career supporting high-level executives, including several entrepreneurs. Most recently, she was executive assistant to the founder and served on the executive committee of Joie de Vivre Hospitality in San Francisco, where she handled media inquires and public-appearance requests for the founder, co-authored his monthly e-newsletter, managed speaking engagements, and organized special events. In earlier roles, Carlton was executive assistant to a variety of public- and private-sector leaders in San Francisco and New York City, including the founder of a broadcasting and media production company, the commissioner of the largest municipal social services agency in the United States, and the senior vice president of a Sony Corporation of America development division.

JOSHUA DRUCKER

Joshua Drucker is a faculty member in the Department of Urban Planning and Policy at the University of Illinois at Chicago. He researches economic development theory and policy, focusing on understanding regional economic transformation, and designing policies to achieve and sustain positive economic outcomes. Drucker's recent projects include investigating the emerging urban policy of innovation districts; examining agglomeration, industrial structure, entrepreneurial competition, and their relationships with economic activity; evaluating the economic impact of higher education institutions; and assisting U.S. defense communities with planning for changing military missions and other economic shocks. He is a member of the American Institute of Certified Planners.

JAMES FALLOW

James Fallow, a national correspondent for *The Atlantic*, and has written for the magazine for almost thirty years. Now based in Washington, D.C., he has reported extensively from Seattle, Berkeley, and Austin in the United States, and from locales such as Tokyo, Kuala Lumpur, Shanghai, and Beijing overseas. He currently serves as chair of U.S. Media at the University of Sydney U.S. Studies Centre. A Rhodes scholar, he previously worked as chief White House speechwriter for President Jimmy Carter, editor of *US News & World Report* and a program designer at Microsoft. Fallow is a five-time finalist and one-time winner of the National Magazine Award. He won the American Book Award for nonfiction and a New York Emmy for the documentary series, *Doing Business in China*. Founding chairman of the New America Foundation, Fallow's recent books are *China Airborne*, *Blind Into Baghdad*, and *Postcards From Tomorrow Square*.

JOHN FREISINGER

John Freisinger teaches entrepreneurship at the University of New Mexico, and is president and CEO of Technology Ventures Corporation, a non-profit organization that helps federally funded laboratories commercialize their research. Technology Ventures applies an entrepreneurial, venture capital model to accelerate adoption of laboratory research for the benefit of U.S. economic competitiveness. During its twenty-one years of operation, the organization has helped entrepreneurs raise more than \$1.3 billion in equity financing, form 125 new companies, and create more than 13,500 jobs. Freisinger previously worked in leadership roles with several venture-backed entrepreneurial companies, including as chief operating officer of Smart Systems Technologies, and vice president of Sales and Marketing for Essential Communications. His successful exits include sales to two publicly traded companies, SBS Technologies, Inc. (Nasdaq:SBSE) and ODS/Intrusion.com (Nasdaq:INTZ). Freisinger's early work was conducted in the former Soviet republics with Access Russia, a data retrieval company focused on Russian open-source information, and with Coca-Cola Refreshments Moscow.

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BETSY HODGES

The Honorable Betsy Hodges, mayor of Minneapolis, focuses on three clear goals: running the city well, growing a great city and increasing equity. Her priorities are ensuring the city works well for everyone, and that all people can contribute to—and benefit from—the growth and prosperity of Minneapolis. Hodges' initiatives include her Cradle to K Cabinet, creating a Zero Waste Minneapolis, improving police-community relations, and helping small businesses thrive. Prior to being elected mayor, Hodges served eight years on the Minneapolis City Council where she chaired the Ways and Means/Budget Committee and the Intergovernmental Relations Committee. One of her major accomplishments was leading the fight to reform a closed-pension system that benefited neither pensioners nor taxpayers. That effort helped avert a \$20 million property tax levy increase.

GEORGE HOFHEIMER

George Hofheimer is chief knowledge officer at Filene Research Institute, a consumer finance think-and-do tank. Before his career in consumer finance, he worked in Uzbekistan for such disparate organizations as the U.S. Peace Corps, Price Waterhouse, and Qora-Tepa Village School. He previously served as board president of Willy Street Coop, a \$40 million, 30,000-member grocery cooperative.

NEIL KLEIMAN

Neil Kleiman has spent twenty years building a career at the intersection of policy, philanthropy, government, and academia. He has written more than thirty policy reports, and his work has been featured in numerous media outlets, including *The New York Times*, *The Wall Street Journal* and *USA Today*. Dr. Kleiman is a clinical professor at New York University, teaching courses about government innovation, and new approaches to technology and big data. He has worked closely with the Obama administration, Bloomberg Philanthropies, Citibank and the Ford Foundation on initiatives to improve and reform local government. Before joining NYU, Dr. Kleiman developed and advanced policy as director of Policy and Research at Living Cities, a collaborative of the world's largest foundations and corporate philanthropies. In this capacity, he produced reports about environmental sustainability, home foreclosures, and public/private partnerships. In partnership with the Kennedy School at Harvard University, he helped create the Project on Municipal Innovation, one of the only U.S. forums in which mayoral advisors meet to learn about and begin implementing innovative policy reforms. Dr. Kleiman has a keen interest in improving the contribution of higher education institutions. He currently works with the National Association of Schools of Public Affairs and Administration, and with the Association of Public Policy Analysis and Management to better orient policy schools and scholars toward civic accomplishments.

PAUL MAJOR

Paul Major, president and CEO of the Telluride Foundation since its inception, leads the foundation's multi-million-dollar development, grantmaking, capacity-building and initiative efforts. His previous experience as director of Business Development for Booth Creek Ski Holdings followed ski-industry experience with the U.S. Ski Team, with which he served as vice president of Athletics, and as Alpine Olympic ski coach. He directed and managed all athletic-sport aspects of the U.S. Ski Team's 200 athletes, sixty staff, and 50,000 members. Major is a board member of Bright Futures for Early Childhood and Families, EPIC (Executive Partnering for Investment in Children), Caring for Colorado Foundation, Southwest Philanthropies Mobile Accord, Colorado Association of Funders, and the Council on Foundation's Community Foundation Committee, for which he chaired the technology task force.

SCOTT MALONEY

Scott Maloney is CEO and cofounder of Seed Worthy, an Internet tech company that provides a fast, innovative launch platform for software developers. BowTie, the venture's first product, provides static hosting with microservices that help entrepreneurs manage customers, and validate market and scale. Maloney previously was vice president of Strategy and Operations for @Pay, a mobile payment startup for which he led multiple teams and all strategic initiatives. He also served as senior operations and strategy manager for one of LivingSocial's fast-growing divisions. Earlier, he was finance lead for research and development at Human Genome Sciences, and for the emerging markets unit at Pfizer, where he provided business development and financial support for nearly \$400 million in partnership deals and international operations. Maloney is a third-generation entrepreneur who sits on the boards of several corporations, consults for U.S. Fortune 500 and startup companies, and lectures about business strategy and innovation at universities and conferences.

SARAH JANE MAXTED

Sarah Jane Maxted is an industry cluster expert and innovation ecosystem specialist with ten years of professional experience in research, business development, and project management. She has spent significant time in the energy and environmental sector, including oil and gas, power and utilities, energy efficiency, and renewable energy. Maxted has led research, analysis, and business development efforts for public and private sector entities, including for Deloitte's energy practice, and for the U.S. Department of Energy and its National Laboratories. She developed and ran the inaugural U.S. Department of Energy National Clean Energy Business Plan, helping form more than 750 startups and seventy ventures that have raised more than \$40 million in follow-on funding. Maxted serves as executive director for the Massachusetts Institute of Technology Regional Entrepreneurship Acceleration Program, which applies innovation-driven entrepreneurship to help create economic growth for specific global regions. She recently managed Harvard Business School's Institute for Strategy and Competitiveness U.S. Cluster Mapping Project, focusing on broader industry cluster growth and regional economic development. Maxted also advises and independently contracts with energy startup companies, incubators/accelerators, and prize/challenge initiatives worldwide.

STACY MITCHELL

Stacy Mitchell is codirector of the Institute for Local Self-Reliance, and leads its Community-Scaled Economy Initiative. The initiative produces indepth research, and works with a range of allies to implement public policies that curb economic consolidation and strengthen locally owned businesses. Described as "the Joan of Arc of the independent business movement" by national small business leader Betsy Burton, Mitchell has advised many cities about policy strategies to strengthen local enterprise and expand entrepreneurship. She also has led efforts to build stronger national advocacy networks among small businesses, including cofounding the Advocates for Independent Business. Mitchell is author of the acclaimed book, *Big-Box Swindle*, has produced numerous influential reports, and has written articles for a wide range of publications, including *The Wall Street Journal*, *Business Week*, and *The Nation*. She gave a provocative 2012 TEDx Talk: "Why We Can't Shop Our Way to a Better Economy."

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YASUYUKI MOTOYAMA

Yasuyuki Motoyama is a research and policy director at the Ewing Marion Kauffman Foundation. His research emphasizes regional entrepreneurship ecosystems, drivers of high-growth companies, and university-industry relations. Motoyama has written a number of peer-reviewed journal articles, including for *Technological Forecasting and Social Change*, *Economic Development Quarterly*, *Review of Policy Research*, *Technology in Society*, and the *Journal of Small Business and Entrepreneurship*. He is author of *Global Companies, Local Innovations: How Engineering Aspects of Innovation Making Require Geographical Proximity*, and a co-author of *Local and Global Networks: Immigrant Professionals in Silicon Valley*. Motoyama has presented at numerous conferences in the United States and Japan, and is the recipient of several honors and research grants. Before joining the Kauffman Foundation, Motoyama was a postdoctoral fellow with the Center for Nanotechnology in Society at the University of California, Santa Barbara, where he researched the commercialization and globalization of nanotechnology.

MITZI M. MONTOYA

Mitzi M. Montoya, the Sara Hart Kimball Dean of the College of Business at Oregon State University, provides leadership for a college that is focused on innovation and entrepreneurship, and serves more than 5,800 students. Dr. Montoya previously served as vice president and university dean of Entrepreneurship & Innovation at Arizona State University, was a professor in the Management department of the W.P. Carey School of Business at ASU, and served on the board of the W.P. Carey Center for Entrepreneurship. She also spent fifteen years at North Carolina State University, where she held the Zelnak Chair in Marketing & Innovation in the Poole College of Management. She is a former American Council on Education Fellow.

RHETT MORRIS

Rhett Morris is director of Endeavor Insight, the research and analytics arm of Endeavor. Endeavor Insight studies successful entrepreneurs, and their contributions to job creation and economic growth. Its research educates policymakers and practitioners about how to accelerate entrepreneurial success, and support the development of entrepreneurship ecosystems. Rhett's writing about entrepreneurship has been published by *TechCrunch*, *Harvard Business Review*, and *The Huffington Post*. Before working at Endeavor, he was a consultant at Bain & Company, and the confidential assistant to the mayor of Baton Rouge.

DAVID T. ROBINSON

David Robinson, a research associate at the National Bureau of Economic Research, is a professor of Finance and the J. Rex Fuqua Distinguished Professor of International Management at Duke University's Fuqua School of Business. He is among the country's leading academic experts in the fields of entrepreneurial finance, venture capital, and private equity. His work has appeared in leading academic journals of finance and economics, and has been featured in *The New York Times*, *The Wall Street Journal*, *Financial Times*, and *The Economist*. Robinson is the former vice chair of the World Economic Forum's Global Agenda Council on Finance and Capital, and is a scientific advisor to the Swedish House of Finance in Stockholm. He also advises a number of technology startups in the Research Triangle Park area of North Carolina. Before joining Duke University, Robinson was a professor of Finance and Economics at Columbia University.

JONATHAN ROBINSON

Jon Robinson is a senior program officer of Entrepreneurship programs at the Ewing Marion Kauffman Foundation. He oversees initiatives to connect founders to financial, human, intellectual, and social capital, and to expand access to entrepreneurial opportunity. Robinson leads the foundation's efforts to deliver entrepreneurship resources through community colleges, programs that support military veteran entrepreneurs, and other projects to improve local and regional entrepreneurial ecosystems. He also manages the foundation's expeditionary economics work, a research initiative focused on enabling economic growth in conflict areas. Prior to joining the Kauffman Foundation, Robinson was an account supervisor, and defense and security specialist in public affairs at Edelman New York, where he provided strategic communications counsel for nonprofit, corporate, and government clients. Previously, Robinson was a project associate with David Diebold & Associates, a boutique business consultancy headquartered in Hong Kong and Beijing. The consultancy concentrated on foreign investment in Chinese information technology, and telecom research and development. Robinson also worked as a reporter for *The New York Times* and *Financial Times*, and as an editorial assistant for the *International Herald Tribune* in Paris.

MADELINE ROGERO

The Honorable Madeline Rogero is the first woman mayor of Knoxville, Tennessee. Her career includes serving as the city's community development director, Knox County commissioner, nonprofit executive, urban and regional planner, community volunteer, and neighborhood champion. She is a former consultant to Capital One and America's Promise, and former executive director for Dolly Parton's Dollywood Foundation and for Knoxville's Promise – The Alliance for Youth. Rogero co-chairs the advisory board of the Smart Growth America Local Leaders Council, and is a member of the Advisory Board for the U.S. Conference of Mayors. She served on President Obama's State, Local, and Tribal Leaders Task Force on Climate Preparedness and Resilience, and on Tennessee Governor Bill Haslam's Task Force on Aging. Rogero is dedicated to promoting a vibrant local economy, strong neighborhoods, a high quality of life, a thriving downtown, and a greener Knoxville. She believes Knoxville's strength comes from the diversity of its people and the beauty of its natural resources.

DANE STANGLER

Dane Stangler, vice president of Research and Policy at the Ewing Marion Kauffman Foundation, serves on the foundation's senior leadership team. He leads a staff of more than twenty economic research analysts and senior scholars who are conducting or funding hundreds of studies about entrepreneurship and youth education. Charged with creating new knowledge about entrepreneurship, Stangler is the author of several research studies about what drives economic growth in an entrepreneurial economy. His reports include "Path-Dependent Startup Hubs" and "Where Will the Jobs Come From?" Stangler has written dozens of op-eds, guest columns, and blog posts for national news outlets, including *The Wall Street Journal, Inc., The Hill, Real Clear Politics, Huffington Post,* and *Forbes.com*. He frequently is quoted in print and broadcast news stories, including on CNN, Fox News, CNBC, and Bloomberg Business. With the goal of translating research into real-world implications, Stangler engages with policymakers at the national, state, and local levels. He has spoken at the U.S. Conference of Mayors annual conference and at National Governors Association events, and testified before the Joint Economic Committee of the U.S. Congress. He also presented testimony about the advantages of senior entrepreneurship before the U.S. Senate Special Committee on Aging, and the Senate Committee on Small Business and Entrepreneurship. Stangler has been a featured speaker at meetings and conferences around the world, including at the White House's annual Global Entrepreneurship Summit, the Inc. 500/5000 annual conference, the National Association of Business Economics policy summit, and the Global Entrepreneurship Congress. He was named to the Kansas City-based Ingram's Magazine 40 Under 40 list for 2015.

2015 THE MAYORS CONFERENCE ON ENTREPRENEURSHIP

Recipes for Growth

October 6–8, 2015
Albuquerque, New Mexico

TONY TOLENTINO

Tony Tolentino, a vice president for the Blackstone Charitable Foundation, manages, oversees, and is involved in the implementation of the foundation's Entrepreneurship Initiative and its portfolio. He also has worked to develop Blackstone's inaugural community service and volunteer program. Prior to joining the foundation, Tolentino distributed funding and managed programs in New York City with the Lower Manhattan Development Corporation. He oversaw and managed grants totaling more than \$242 million to twenty-five city agencies, and to community and cultural nonprofits.

MIRO WEINBERGER

The Honorable Miro Weinberger, mayor of Burlington, Vermont, has focused on restoring order to the city's finances and economy, making Burlington more affordable and livable, reducing poverty, and rebuilding trust in City Hall. He secured passage of a \$9 million fiscal stability bond, oversaw improvements to the Burlington Bike Path, and prioritized city park renovations through the Penny For Parks funding program. With his city leadership team, Weinberger created the Public Investment Action Plan, which led to voter approval for waterfront investments and increased downtown housing. He also settled the Burlington Telecom litigation, a resolution that protected taxpayers and put the city on track to resolving financial difficulties related to the municipally owned telecommunications company. Prior to being elected mayor, Weinberger served on the Burlington Airport Commission, as board president of the Turning Point Center of Chittenden County, and on the board of the ECHO Lake Aquarium and Science Center. He cofounded the Hartland Group, a Burlington-based real estate and consulting firm, which built more than 200 affordable and market-rate homes in Vermont and New Hampshire. The firm's work, which includes cleanup of environmentally contaminated sites, earned Leadership in Energy and Environmental Design certifications, as well as smart-growth and green-building awards. Weinberger previously worked with the Greyston Foundation, an award-winning community development organization in southwest Yonkers, and served a short stint as a sports writing intern for *The Boston Globe*. Early in his career, he worked with Habitat for Humanity in Georgia and Florida, and for Senator Patrick Leahy and the re-election campaign of Senator Harris Wofford in Washington, D.C.

TED DOUGLAS ZOLLER

Ted Zoller, a senior fellow at the Ewing Marion Kauffman Foundation, is engaged in the foundation's core entrepreneurship strategies. An active, practicing entrepreneur, he is director of the Center for Entrepreneurial Studies, and T.W. Lewis Clinical Associate Professor of Strategy and Entrepreneurship in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Dr. Zoller is president-elect of the United States Association for Small Business and Entrepreneurship, the largest American association of academics and practitioners dedicated exclusively to entrepreneurship. He teaches entrepreneurship courses in the master of business administration, bachelor of science in business administration, master of business administration for executives, and MBA@UNC programs at the University of North Carolina Kenan-Flagler. He also oversees teaching and outreach programs, and is the primary business school liaison to the university-wide Innovate@Carolina initiative, and to partners in the Research Triangle Park entrepreneurial community. Dr. Zoller is the founding instructor of "Launching the Venture," an enterprise-creation program that has significantly increased the number of companies launched from UNC-Chapel Hill, and he is among founders of Launch Chapel Hill, the university's innovative accelerator program. His research focuses on entrepreneurial firm performance and social networking implications of entrepreneurial dealmaking networks. He collaborates with the Blackstone Foundation to implement these networks nationally. Dr. Zoller founded CommonWeal Ventures, a global venture advisory firm, and OpenRange, a venture that facilitates recreational use of private lands. He is an active angel investor, and serves on boards or committees of numerous entrepreneurial ventures, including the Global Consortium of Entrepreneurship Centers, the Council of Entrepreneurial Development, Idea Fund Partners, Southeast TechInventures, and Rex Health Ventures.

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