



THE MAYORS CONFERENCE ON ENTREPRENEURSHIP

November 20, 2013

Kauffman Foundation Conference Center

Kansas City, Missouri

Ewing Marion
KAUFFMAN
Foundation

www.kauffman.org

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About The Mayors Conference on Entrepreneurship

Hosted by the Ewing Marion Kauffman Foundation, in partnership with the office of Mayor Sly James of the City of Kansas City, Missouri, The Mayors Conference on Entrepreneurship brings together mayors and entrepreneurship experts from around the country to share insights about promoting startup activity and discuss ways to encourage higher levels of entrepreneurship in U.S. cities. The program offers education, discussion, and engagement regarding entrepreneurship policy, implementation, and sharing of ideas.

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, Mo., 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.

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Agenda

Tuesday, November 19

6:30 PM Reception and Dinner—Kauffman Center for the Performing Arts

Wednesday, November 20 (Kauffman Foundation Conference Center—Kansas City Room)

7:30 AM **Registration and Breakfast**

8:00 AM **Welcome and Opening Comments**

Mayor Sly James, Kansas City, Mo.

Tom McDonnell, President and CEO, Kauffman Foundation

8:30 AM **Overview of 1 Million Cups**

Nate Olson, specialist in Entrepreneurship, Kauffman Foundation

8:50 AM **1 Million Cups Presentations**

1 Million Cups (1MC) is a simple way to engage entrepreneurs in local communities. Each week, the 1MC program offers two local entrepreneurs an opportunity to present their startups to a diverse audience of mentors, advisors, and entrepreneurs. Entrepreneurs gain insight into possible ways they can improve their businesses, gather real-time feedback, connect with a community that truly cares about their progress, and walk away feeling like they have advanced their business.

10:00 AM Break

10:15 AM **Where the Jobs Are**

John Dearie and Courtney Geduldig, coauthors of *Where the Jobs Are*, discuss the importance of new businesses to economic growth.

11:30 AM Break

11:45 AM **Lunch with Keynote Speaker**

Dane Stangler, director of Research and Policy, Kauffman Foundation

Releasing new research on entrepreneurship at the metro level. Highlighting the resources that Mayors can import to their cities.

12:45 PM **How Cities Can Nurture Cultural Entrepreneurs**

Ann Markusen, director of the Arts Economy Initiative and the Project on Regional and Industrial Economics at the University of Minnesota's Humphrey School of Public Affairs

1:45 PM Break

- 2:00 PM **City Models – Mayors Roundtable Discussion**
Group 1:
Mayor Paul Soglin, Madison, Wisc.
Councilman Kris Gulich, Cedar Rapids, Iowa
Mayor Ardell Brede, Rochester, Minn.
Mayor Mark Stodola, Little Rock, Ark.
- Group 2:
Mayor Greg Fischer, Louisville, Ky.
Mayor Sly James, Kansas City, Mo.
Mayor Mark Holland, Kansas City, Kan.
Mayor Mike Caldwell, Ogden, Utah
Andrew Clinger, City Manager, Reno, Nev.
- Moderated by Peter deSilva, president and COO of UMB Financial Corporation and UMB Bank
- 3:50 PM **Closing Remarks**
Dane Stangler, director of Research and Policy, Kauffman Foundation
- 4:00 PM **Optional Tour of Kansas City Entrepreneurship Destinations**
Kansas City Startup Village – a community of startup founders, business owners, and entrepreneurs based in the ‘Google Fiberhood’
- Google Fiber Office Space – Google Fiber is an exciting business for Google. They are building one of the fastest networks in the United States.
- Union Station – This fully restored landmark is Kansas City’s most prominent destination for cultural and entertainment activities. Built in 1914, Union Station served as a train station until the 1980s, when it closed and the Station sat empty and neglected, escaping demolition on several occasions. In 1996, a historic bi-state initiative was passed to fund the Station’s renovation, which was completed in 1999. The Station is once again a popular destination for the surrounding community.
- 6:30 PM **Dinner for those guests who remain in Kansas City**
Jack Stack BBQ, 101 W. 22nd Street, Kansas City, Mo.

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Shuttle Schedule

Shuttle Schedule/Transportation Information:

Tuesday, November 19

6:00 PM Shuttle departs Raphael Hotel to the Kauffman Center for the Performing Arts

8:30 PM Shuttle pickup at Kauffman Center for the Performing Arts to return to Raphael Hotel

Wednesday, November 20

7:10 AM Shuttle departs Raphael Hotel to the Kauffman Foundation

4:00 PM Two shuttles: One departs for the Kansas City tour and dinner, and one departs for the airport

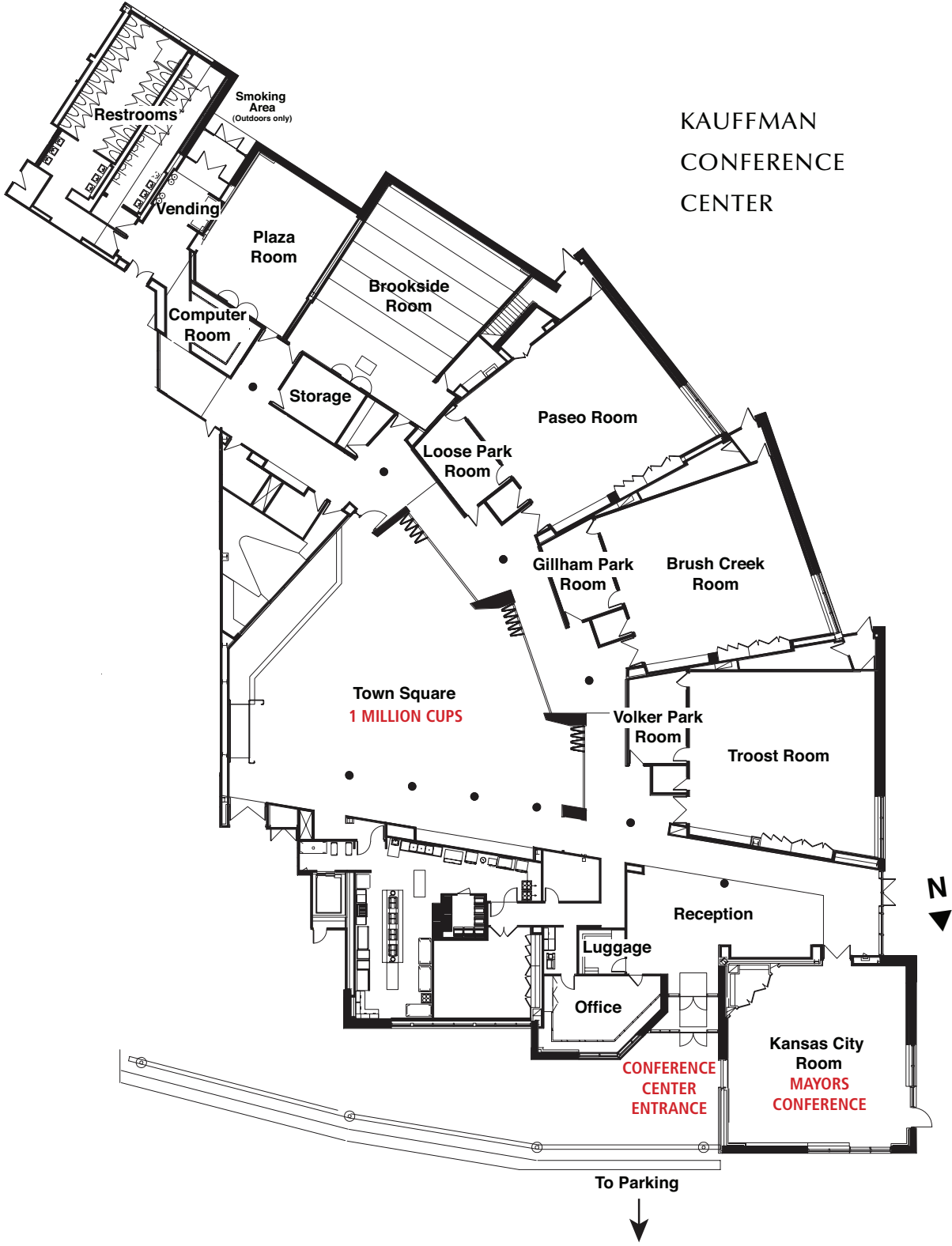
7:45 PM Shuttle departs from Jack Stack BBQ to the Raphael Hotel and Kauffman Foundation

Thursday, November 21

For the travelers departing on this day, the pickup times vary due to flight departures. Please review your itineraries and note the pickup time from the Raphael Hotel. If you do not wish to take the car service, please notify Shelley Wertz prior to the end of the business day on Wednesday, November 20.

If you deviate or cancel the car service that has been pre-arranged, you will be responsible for your own transportation.

KAUFFMAN
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Participants

SAM ARBESMAN

Senior Scholar
Ewing Marion Kauffman Foundation

BRYAN BARNETT

Mayor
City of Rochester Hills, Mich.

VIRGIL P. BERNERO

Mayor
City of Lansing, Mich.

ARDELL BREDE

Mayor
City of Rochester, Minn.

HARLAN BROWNLEE

President and CEO
ArtsKC - Regional Arts Council

MIKE CALDWELL

Mayor
City of Ogden, Utah

STUART CLASON

Director of Economic Development
City of Salt Lake City, Utah

ANDREW CLINGER

City Manager
City of Reno, Nev.

RODERICK COX

District Director
U. S. Small Business Administration, Mo.

JOHN DEARIE

Executive Vice President
The Financial Services Forum, Wash. D.C.

OSCAR DELGADO

City Council Member
City of Reno, Nev.

PETER DESILVA

President
UMB Bank

CHRIS EVANS

KCMO Mayor's Challenge Cabinet

DURIYA FAROOQUI

COO
City of Atlanta, Ga.

GREG FISCHER

Mayor
City of Louisville, Ky.

COURTNEY GEDULDIG

Vice President Global Regulatory Affairs
Standard & Poor's, Wash. D.C.

JASON GLASRUD

Consultant
JGrill Media, LLC

TAMI GREENBERG

KCMO Mayor's Challenge Cabinet

JASON GRILL

Owner/Consultant
JGrill Media, LLC

KRIS GULICK

City Council Member
City of Cedar Rapids, Iowa

MARK HOLLAND

Mayor/CEO
Unified Government of Wyandotte County, Kan.

SYLVESTER JAMES, JR.

Mayor
City of Kansas City, Mo.

ELIZABETH KAUTZ

Mayor
City of Burnsville, Minn.

KATIE KIRKPATRICK
Senior Vice President
Metro Atlanta Chamber of Commerce, Ga.

MARK KLEINSCHMIDT
Mayor
Town of Chapel Hill, N.C.

JARED KONCZAL
Senior Analyst
Ewing Marion Kauffman Foundation

ANTONIA KRAUS
Treasurer
City of Lansing, Mich.

NATHAN KURTZ
Manager, Entrepreneurship
Ewing Marion Kauffman Foundation

BARI LOVE
SVP
Metro Atlanta Chamber of Commerce, Ga.

ANN MARKUSEN
Professor
University of Minnesota,
Humphrey School of Public Affairs

EDYIE MCCALL
Business Development Administrator
City of Palm Bay, Fla.

ROBERT MCDAVID
Mayor
City of Columbia, Mo.

TOM MCDONNELL
President and CEO
Ewing Marion Kauffman Foundation

JOHN MCGURK
Chief of Staff
Kansas City Mayor's Office, Mo.

YAS MOTOYAMA
Senior Scholar
Ewing Marion Kauffman Foundation

LUKE NORRIS
KCMO Mayor's Challenge Cabinet

RANDY RHOADS
Mayor
City of Lee's Summit, Mo.

DAVID ROWE
Director of Policy
Kansas City Mayor's Office, Mo.

DOUGLAS SCARBORO
Executive Director
City of Memphis, Tenn.

HILLARY SCHIEVE
City Council Member
City of Reno, Nev.

ERIC SHYTLER
Chief of Staff
City of Sumter, S.C.

PAUL SOGLIN
Mayor
City of Madison, Wisc.

DANE STANGLER
Director of Research and Policy
Ewing Marion Kauffman Foundation

MARK STODOLA
Mayor
City of Little Rock, Ark.

MARILYN STRICKLAND
Mayor
City of Tacoma, Wash.

ROBERT STROM
Director of Research
Ewing Marion Kauffman Foundation

PAUL TYLER
Grants Director
ArtsKC - Regional Arts Council

BETH VAN DUYN
Mayor
City of Irving, Tex.

TOM WATSON
Co-Chair/Commissioner
Town of Leesburg, Va.

JONI WICKHAM
Director of Public Affairs
Kansas City Mayor's Office, Mo.

STEVE WILLIAMS
Mayor
City of Huntington, W.Va.

TED ZOLLER
Senior Fellow
Ewing Marion Kauffman Foundation

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Speaker Biographies

JOHN DEARIE

John Dearie is Executive Vice President for Policy at the Financial Services Forum. Prior to joining the Forum in 2001, he spent nine years at the Federal Reserve Bank of New York, where he held positions in the Banking Studies, Foreign Exchange, and Policy and Analysis areas. His writing has appeared in the *Wall Street Journal*, the *Financial Times*, *Politico*, *American Banker*, *Yahoo!Finance*, and China's *Caijing Magazine*. He lives with his wife and two children in Great Falls, Virginia.

COURTNEY GEDULDIG

Courtney Geduldig is Vice President of Global Regulatory Affairs at Standard & Poor's. Prior to joining S&P, she was Managing Director and Head of Federal Government Relations at the Financial Services Forum. From March 2008 to November 2011, Geduldig served as Chief Financial Counsel to Senator Bob Corker (R-TN), handling a wide range of issues including financial markets, housing, banking, taxes, manufacturing, international trade finance, and playing a key role in drafting and advising Senator Corker on the "Dodd-Frank Wall Street Reform and Consumer Protection Act." She also spent two years as the Deputy Assistant Secretary for Banking and Finance at the U.S. Treasury Department. She is a member of the Maryland State Bar.

SLY JAMES

Sly James was sworn in as Kansas City, Missouri's 54th Mayor on May 1, 2011. Born and raised in Kansas City, James grew up watching his parents work hard to take care of their family. Despite the challenges they faced, James' father, a chef, janitor, and small business owner; and his stepmother, who helped manage their business, still made sure that James and his brothers had the opportunity to go to a good school and follow their dreams.

James attended Bishop Hogan High School in Kansas City, graduating in 1969. He was the lead singer in the Amelia Earhart Memorial Flying Band, which once opened for Jefferson Airplane in Kansas City. While music remains a passion of James' to this day, in 1971 he left the band and enlisted in the United States Marine Corps during the Vietnam War. When his service ended, he returned home to Kansas City and graduated cum laude from Rockhurst College before earning his law degree, also cum laude, from the University of Minnesota in 1983.

Upon graduation, James joined Blackwell, Sanders, Matheny, Weary & Lombardi, becoming the first African-American partner in the firm's history in 1990. In February 2002, James started his own successful small business, The Sly James Firm.

ANN MARKUSEN

Ann Markusen is Director of the Arts Economy Initiative and the Project on Regional and Industrial Economics at the University of Minnesota's Humphrey School of Public Affairs, and principal of Markusen Economic Research. Markusen's creative placemaking and entrepreneurship studies include California's Arts and Cultural Ecology (The James Irvine Foundation, 2011), Creative Placemaking (National Endowment for the Arts, 2010), Native Artists: Careers, Resources, Space, Gifts (McKnight Foundation, 2009), Creative Entrepreneur Project San José (Center for Cultural Innovation, 2009), Native Artists: Careers, Resources, Space, Gifts (McKnight Foundation, 2009), Crossover: How Artists Build Careers across Commercial, Non-profit and Community Work (Hewlett, Irvine, and Leveraging Investments in Creativity, 2006), Artists' Centers (The McKnight Foundation, 2006), and The Artistic Dividend (Humphrey Institute of Public Affairs, 2003). PRIE's website: <http://www.hhh.umn.edu/projects/prie>

TOM MCDONNELL

Tom McDonnell is the president and chief executive officer of the Ewing Marion Kauffman Foundation. Previously, he was chairman of the Foundation's Board of Trustees, a role he had since 2006. He was elected to the Kauffman board in 2003. In 2012, McDonnell retired from DST Systems, Inc., which he joined in March of 1969 and served as president and CEO from 1973 to 2012. Headquartered in Kansas City, DST is a publicly traded company that employs over 11,000 associates, both domestically and internationally and is a global leader in providing information processing and computer software services and products to the financial services, communications, and healthcare industries.

NATE OLSON

Nate Olson is a specialist in Entrepreneurship at the Ewing Marion Kauffman Foundation, where his focus is building dynamic and diverse startup communities. The cofounder of 1 Million Cups, a weekly educational program designed to engage, educate, and accelerate startup communities, Olson now leads the effort to grow 1 Million Cups into a national program for the Foundation. Prior to joining the Kauffman Foundation as an intern and, then, an associate, Olson was a grant-writing intern for the Kemper Museum of Contemporary Art in Kansas City. While there, he developed a grant proposal for the funding of art therapy for Alzheimer's patients and also helped to improve the museum's system for receiving gifts electronically. Olson earned a bachelor's degree in international business with a minor in English writing from Rockhurst University. In 2010, he attended IQS University in Barcelona, Spain, and UIBE, The Beijing Center in Beijing, China.

DANE STANGLER

Dane Stangler is a director of Research & Policy at the Ewing Marion Kauffman Foundation. In this capacity, Stangler leads the Research & Policy department and serves on the senior leadership team. He also provides research and writing on a variety of subjects, including entrepreneurship and cities. He initiated and manages the Kauffman Foundation Research Series on Firm Formation and Economic Growth, and contributes to the blog, Growthology. He also represents the Foundation by speaking at meetings and conferences around the country. Stangler earned a bachelor's degree in English from Truman State University, and a JD from the University of Wisconsin-Madison.

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