



**Economy League of Greater Philadelphia
Greater Philadelphia Leadership Exchange Agenda¹
September 24-26, 2008
W Atlanta Midtown, 188 14th Street, NE, Studio 1, Atlanta, GA 30361²**

Wednesday, September 24, 2008

- 9:30 am – 1:30 pm Participant Check-In
Outside of Studio 1
- 11:30 am – 1:00 pm Buffet Lunch Available
Outside of Studio 1
- 1:00 pm – 2:30 pm Keynote Address presented by: The Pennsylvania Horticultural Society
Welcome, Program Preview, Goals & Keynote Address
Keynote Address: Ray C. Anderson, Founder and Chairman, Interface, Inc.
- 2:30 pm – 4:00 pm **The Atlanta Way**
- Ed Baker, Publisher, Atlanta Business Chronicle
 - Milton James Little, Jr., President & CEO, United Way of Metropolitan Atlanta
 - A.J. Robinson, President, Central Atlanta Progress
 - Moderator: Sharmain Matlock-Turner, President, Greater Philadelphia Urban Affairs Coalition and Co-Chair, 2008 Leadership Exchange
- 4:00 pm – 5:30 pm Panel Discussion presented by Comcast:
Governing in Metro Atlanta
- The Hon. Roy Barnes, former Governor of Georgia
 - The Hon. Lisa Borders, President, Atlanta City Council
 - The Hon. Jack Smith, Commission Chairman, Fayette County
 - Moderator: Bret Perkins, Vice President of Government Affairs, Comcast
- 5:30 pm - 6:30 pm **Evening Break**
- 6:30 pm - 8:30 pm Norfolk Southern presents:
Greater Philadelphia Leadership Exchange Welcome Reception with Atlanta Leaders
Norfolk Southern, David R. Goode Building, 1200 Peachtree St NE, Atlanta, GA

¹ Please note that all speakers and topics are subject to change based on availability.

² All sessions take place at the W Atlanta Midtown Studio 1 unless otherwise indicated

Thursday, September 25, 2008

- 7:00 am – 8:00 am Breakfast Buffet Open
Outside of Studio 1
- 7:45 am – 9:15 am Breakfast and Program presented by the CEO Council for Growth:
Taking Action--Leadership Around Current Events in Atlanta
- P. Russell Hardin, President, The Robert W. Woodruff Foundation
 - Alicia Philipp, President, The Community Foundation of Greater Atlanta, Inc.
 - Maria Saporta, Atlanta Journal-Constitution
 - Moderator: Bill Marrazzo, President & CEO, WHYY and Co-Chair, 2008 Leadership Exchange
- 9:15 am – 10:45 am Panel Discussion presented by Trion:
Planes, Trains & Automobiles: Getting Around in Metro Atlanta
- Kevin Clark, COO, Georgia Department of Transportation
 - Brandon L. Beach, President & CEO, Greater North Fulton Chamber of Commerce
 - Arnaldo Ruiz, Assistant General Manager for Commercial Development, Hartsfield-Jackson Atlanta International Airport
 - Douglas Tollett, President, Douglas Management Company, and Vice Chair, Transit Planning Board
 - Moderator: Tom Morr, President & CEO, Select Greater Philadelphia
- 10:45 am *Meet in W Hotel Lobby to Walk to High Museum of Art*
- 11:00 am – 12:00 pm Tour presented by Ballard Spahr Andrews & Ingersoll, LLP:
High Museum of Art Exhibit: “Road to Freedom: Photographs of the Civil Rights Movement, 1956–1968.”
High Museum of Art, 1280 Peachtree Street, NE, Atlanta, Georgia 30309
- Joseph Bankoff, President & CEO, Woodruff Arts Center
- 12:00 pm *Depart High Museum of Art for W Hotel*
- 12:30 pm – 1:30 pm **Luncheon**
- **Remarks by the Honorable Shirley Franklin, Mayor of Atlanta**
- 1:30 pm – 2:00 pm **Mid-Afternoon Break**
- 2:00 pm *Board Buses for Regional Exploration on the Olympic Legacy (3 Groups)
In front of the W Hotel*

2:00 pm – 6:00 pm

Tour/program presented by Greater Philadelphia Tourism Marketing Corporation:
Group 1: International Gateway, Immigrant Attraction and Global Connections
*Tour of CNN followed by panel discussion at the Metro Atlanta Chamber of Commerce
235 Andrew Young International Blvd. NW, Atlanta, Georgia 30303*

- Hyun-Zu "Yonni" Kim, Director of Regional Development, Korean-Southeast United States Chamber of Commerce & Of Counsel, Arnall Golden Gregory LLP
- James Kimbrough, Director of Operations, Hofmann Services
- The Hon. Craig Lesser, Managing Partner, McKenna, Long & Aldridge, and former Commissioner, Georgia Department of Economic Development
- Moderator: John F. Smith, III, Partner, Reed Smith, LLP; Chair, International House and Vice Chair, Economy League of Greater Philadelphia

Tour/program presented by The Reinvestment Fund (TRF):

Group 2: Mixed-Income and Multi-Use Redevelopment in Atlanta

Tour of three redeveloped Atlanta Housing Authority sites followed by panel discussion at Atlanta Housing Authority, 230 John Wesley Dobbs Ave., Atlanta, GA 30303

- Hope Boldon, Executive Director, Integral Youth and Family Project, Inc.
- Renee Glover, CEO, Atlanta Housing Authority
- Egbert Perry, Chairman & CEO, Integral Group or Vicki Lundy Wilbon, Executive Vice President, Integral Group
- Moderator: Patricia Smith, Director, Special Initiatives, The Reinvestment Fund

Tour/program presented by the Community College of Philadelphia:

Group 3: Leveraging Higher Education for Economic Prosperity

Tour of downtown Atlanta followed by panel at Georgia State University Student University Center, 40 Courtland St, Atlanta, GA 30303-3973

- C. Michael Cassidy, President & CEO, Georgia Research Alliance
- Michael Gerber, President, Atlanta Regional Council for Higher Education
- William H. Needle, Co-Chair, The Needle & Rosenberg IP Practice of Ballard Spahr
- Carl Patton, President, Georgia State University
- Moderator: Stephen Curtis, President, Community College of Philadelphia

6:00 – 7:00 pm

Early Evening Break

7:00 pm

Gather in Lobby of W Hotel for Dine-Arounds

7:30 pm

Dine-Arounds

1. **Arts, Culture & Economic Development**-Hosted by the Kimmel Center, Inc.
South City Kitchen Midtown, 1144 Crescent Ave. NE, Atlanta

- Virginia Hepner, President, GHL, LLC and Chair, Metropolitan Atlanta Arts and Culture Coalition
- Lisa Cremin, Director, The Metropolitan Atlanta Arts Fund

2. **Attracting Research Talent, Commercializing Technology and Supporting Entrepreneurs: Georgia Research Alliance**—Hosted by Montgomery McCracken *Nan, 1350 Spring Street NW, Atlanta*
 - C. Michael Cassidy, President & CEO, Georgia Research Alliance
 - Michael Gerber, President, Atlanta Regional Council for Higher Education
3. **Economic Development and Community Revitalization**—Hosted by PECO *Ecco, 40 7th Street NE, Atlanta*
 - Emory Morsberger, CEO, Morsberger Group
4. **Minority Entrepreneurship in Metro Atlanta**—Hosted by Shoemaker Construction *Trois, 1180 Peachtree St NE # A, Atlanta*
 - Luz Urrutia, President & COO, El Banco del Nuestra Comunidad
5. **The Economic Impact of Sports**—Hosted by the Philadelphia Convention and *Visitor's Bureau, La Tavola, 992 Virginia Ave, NE, Atlanta*
 - Dan Corso, Vice President, Marketing, Atlanta Sports Council
6. **Education: Making K-12 Work in Metro Atlanta**—Hosted by Aon Consulting *La Tavola, 992 Virginia Ave, NE, Atlanta*
 - Valarie Wilson, Executive Director, Atlanta Beltline Partnership and Chair, Decatur City Board of Education
7. **An Insider's View of Metro Atlanta** – Hosted by the International Visitors Council of *Philadelphia, South City Kitchen Midtown, 1144 Crescent Ave. NE, Atlanta*
 - Charles Bedford, President, The Atlanta Council on International Relations
8. **An Insider's View of Metro Atlanta** – Hosted by PNC *Tierra, 1425 Piedmont Ave NE, Atlanta*
 - Bill Bolling, CEO, Atlanta Community Food Bank
9. **An Insider's View of Metro Atlanta**—Hosted by Urban Engineers *Ecco, 40 7th Street NE, Atlanta*
 - Andrew Feiler, President, Metro Developers, Inc. and Chair, Civic League for Regional Atlanta
10. **An Insider's View of Metro Atlanta**— Hosted by Aqua America *Ecco, 40 7th Street NE, Atlanta*
 - The Hon. Dave Williams, Mayor, Suwanee, GA

Friday, September 26, 2008

- 7:30 – 8:30 am Breakfast Buffet
Outside of Studio 1
- 8:30 – 10:00 am Panel discussion presented by DVRPC and Cozen O'Connor:
Looking Toward the Future: Planning for Metro Atlanta's Changing Demographics
- Mike Alexander, Chief of Research, Atlanta Regional Commission
 - Tad Leithead, Senior Vice President-Development, Cousins Properties
 - The Hon. Ken Steele, Mayor, Fayetteville, GA
 - Moderator: Don Shanis, Deputy Executive Director, Delaware Valley Regional Planning Commission
- 10:00 am – 11:30 am **Sustainability and Innovative Community Design for Metro Atlanta's Future**
- Brian Leary, Vice President Design & Development for Atlantic Station
 - Terri Montague, President & CEO, Atlanta Beltline Initiative
 - Steve Nygren, Managing Partner, Serenbe
 - Robert Reed, Sustainable Communities Design Director, Southface
 - Moderator: Chris Satullo, Columnist, Philadelphia Inquirer
- 11:30 am – 12:30 pm **Closing Lunch: Key Takeaways and Next Steps**
- 12:30 pm **Adjourn**

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