



GREATER PHILADELPHIA LEADERSHIP EXCHANGE 2009
GREATER PHILADELPHIA, GLOBAL CONNECTIONS & OUR REGION'S FUTURE
SEPTEMBER 10, 2009, 8:30 AM – 5:30 PM, THE HUB CIRA CENTRE, 2929 ARCH STREET, PHILADELPHIA

About the Economy League of Greater Philadelphia

The Economy League of Greater Philadelphia is an independent, nonpartisan, nonprofit organization dedicated to research and analysis of the region's resources and challenges with the goal of promoting sound public policy and increasing the region's prosperity. The Economy League was founded in 1909 around a fairly simple idea—that to be a successful, prosperous and well-run region, we need to rigorously examine Greater Philadelphia's challenges and opportunities. The Economy League serves as a civic catalyst—a place where in-depth analysis and committed regional leaders come together to develop new ideas, conceive creative strategies, and forge meaningful partnerships to make Greater Philadelphia a world class place to live, work, and play. To learn more, visit us at www.EconomyLeague.org.

About the Greater Philadelphia Leadership Exchange

The Greater Philadelphia Leadership Exchange is an initiative of the Economy League of Greater Philadelphia that aims to develop leaders of business, civic, and government organizations into visionaries dedicated to making Greater Philadelphia a world class region. It does this by building connections across sector, geography and demographics; deepening leader's understanding of challenges in their own region; and exposing them to best practices and ideas being employed by leaders in other parts of the country and the world.

Participants

In 2009, the Economy League is aiming to attract 150 business, nonprofit and government leaders to participate in the program. Participation in the Leadership Exchange is a competitive process with the goal of representing the geographic, demographic, sector, and industry diversity in the region. To be eligible to participate in the Greater Philadelphia Leadership Exchange, applicants must meet the following criteria:

- Live and/or work in the Greater Philadelphia region, which includes Kent, New Castle, and Sussex County, DE; Burlington, Camden, Gloucester, Mercer, and Salem Counties, NJ; and Berks, Bucks, Chester, Delaware, Lancaster, Montgomery, and Philadelphia Counties, PA
- Serve in a leadership role in a business (CXO, Sr. VP, Partner, Owner), nonprofit (Executive Director, Board Chair), or government (Mayor, County Commissioner, Agency Director) organization in Greater Philadelphia
- Please be aware that one of our goals is for participants in the Greater Philadelphia Leadership Exchange to reflect the diversity of our region in terms of demographics, geography, experience, and sector.

DRAFT AGENDA (As of August 18, 2009, PLEASE NOTE THAT ALL INFORMATION IS SUBJECT TO CHANGE)

- 8:30 AM** **Registration and Breakfast** *presented by the Community College of Philadelphia*
- 9:00 AM** **Welcome, Introduction & Goals**
- 9:15 AM** **World Class Greater Philadelphia?** *presented by Shire Pharmaceuticals*
- Perceptions, Rankings and Signals: 20 minute presentation, 20 minutes of Q&A
- 10:00 AM - 12:15 PM** **Facts, Trends, Realities and Hypotheses: The Future of How We Will Live, Work and Play**
The world is changing rapidly, and within that change new strategies, technologies, and ideas are emerging that will alter how we live, work, and play. Whether its leveraging social

networking for fundraising during the 2008 presidential campaign or organizing protests in Iran; developing alternative mechanisms for funding businesses or even college educations; or the fact that there's an "app" for just about anything—even since the last Leadership Exchange in September 2008 new ways of getting things done have spread around the world. Up to five presenters will each have 12 minutes (or less) to lay out the facts, trends, realities, and their hypotheses about the future of how we'll live, work, and play in 15-20 years. Following their interactive presentations, the audience will have the opportunity to do an extended Q&A, probing different ideas and trends.

The Future of "Live": [Jeremy Nowak](#), President & CEO, The Reinvestment Fund

The Future of "Work": [Charles Grantham](#), Co-Founder, The Work Design Collaborative *and* the Future of Work

The Future of "Play": [Rick Bluhm](#), Director of Experience Design, The Franklin Institute

Moderator: [Judith Tschirgi](#), Senior Executive Fellow, Economy League of Greater Philadelphia

- 12:15 – 1:15 PM** **Lunch & Speaker: The Future of Global Cities** *presented by the University of Pennsylvania*
[Saskia Sassen](#), Robert S. Lynd Professor of Sociology, Columbia University, Committee on Global Thought, Columbia University
- 1:30 PM -4:00 PM** **Alternative Futures Planning Interactive Session**
Facilitated by internationally-recognized, Conshohocken, PA based Decisions Strategies International, Inc., participants will be introduced to the concept of Alternative Futures Planning. Then they will be divided into small groups and brainstorm the trends, forces, and influences that they are seeing in their lives and industries that they believe will shape the future. The morning sessions will have laid the foundation for thinking about the future of how we will live, work, and play. Now it's our participants' turn to get their brains buzzing and ideas flowing. This session (along with others like it) will be used as input in regional alternative futures planning, a key component of [World Class Greater Philadelphia](#).
- 4:00 PM – 4:30 PM** **Reconvene and Wrap-up**
What happens next? Where do we go from here?
- 4:30 PM – 5:30 PM** **Futurists' Reception** *presented by Trion*
Take some time to debrief and connect with fellow Leadership Exchange participants at our Futurists' Reception.

Sponsorship Opportunities

Interested in becoming a sponsor of the 2009 Greater Philadelphia Leadership Exchange? The Economy League is pleased to offer sponsorship opportunities for your organization from \$15,000 to \$500. To view the details of these sponsorships, visit <http://economyleague.org/node/1217>.

Questions?

To learn more about the 2009 Greater Philadelphia Leadership Exchange, including sponsorship, please visit www.EconomyLeague.org/GPLEX, or contact Alison Gold at agold@economyleague.org or (215) 875-1000 x18.