



CCS Lexington – Agenda At A Glance

Wednesday, April 7th

12:00 – 4:00pm Pre-conference Tours

Toyota Innovation – Tour of the Georgetown, Kentucky Toyota plant

Go behind the scenes of Toyota’s largest North American production facility to learn how the Toyota way has translated into innovation and market share.

Bourbon Tour – Visit to the regions bourbon distilleries

Kentucky is bourbon country and this tour will showcase some of the region’s finest distilleries, both large and small. Don’t worry, we’re driving.

Tour of Horse Farms and the Horse Park

The horse symbolizes KY’s culture and represents a huge aspect of the regional economy. In the fall of 2010, the World Equestrian Games -- the Equestrian equivalent of the Olympics -- come to Lexington. This tour will take you to the scenic and working horse farms and the horse park, the host venue of the WEG.

12:00 – 5:00pm Young Professionals Summit @ Lexington Center

Young professionals take center stage with a half-day gathering at the Lexington Center. This event will discuss best practices in developing, attracting, and retaining young talent to a region. For more information, including agenda and

pricing, [click here](#).

5:00 – 6:00pm Happy Hour @ Lexington Center

Sponsored by Alltech, please join us for a drink after your tour and before the evening commences.

6:00 – 8:00pm

Creative Cities Summit Opens @ Lexington Center

Welcome – Peter Kageyama, founder & producer, Creative Cities Summit

Opening Remarks – Gov. Steve Beshear

Keynote: Ben Self

Co-Founder, Blue State Digital

Blue State Digital (BSD) gained world-wide attention in 2008 when then-Senator Barack Obama retained BSD to manage the online aspects of his 2008 Presidential primary campaign. The campaign utilized BSD's tools to mobilize over 3 million individual donors to contribute over \$500 million online and promote more than 200,000 offline events across the country.

Self, a Lexington native, will speak about the experience of growing a high tech firm, how to create an entrepreneurial culture and what cities need to do to attract and retain their best and brightest entrepreneurs.

Keynote: Dr. Richard Florida

Director of the [Martin Prosperity Institute](#) and Professor of Business and Creativity the Rotman School of Management, University of Toronto; author *The Rise of the Creative Class*

Richard Florida joins us at the CCS to discuss his forthcoming book, *The Great Reset*. In *The Great Reset*, Florida provides an engaging and sweeping examination of previous economic “resets,” and looks toward the future and identifies the patterns that will drive the next Great Reset and simultaneously reshape virtually every aspect of our lives—from how and where we live to how

we work to how we invest in individuals and infrastructure, and how we shape our cities and regions.

Florida presents a, positive and counterintuitive vision of our future, one that calls into question long-held beliefs about the nature of economic progress and that forces us to reassess our very way of life. He argues convincingly that it's time to turn our efforts, as individuals, as governments, as a society, to putting the necessary pieces in place for a vibrant, prosperous future.

8:00pm VIP Reception

8:00pm Dine Around Begins

The Dine Around is an opportunity for you to meet your fellow attendees and to sample some of the great restaurants have to offer. At the registration desk you will have the opportunity to sign up for dinner at various restaurants around the downtown area. There will be tables reserved at the restaurants with a designated "host" from the area who will answer questions and make connections for you. You show up, meet other delegates and pay only for your own meal!

Thursday, April 8th

7:30am Registration Opens @Lexington Center

8:30 – 8:45am - Welcome & Remarks

Mayor Jim Newberry

8:45 – 9:45am Keynote Jeremy Gutsche

Founder, TheTrendHunter.com & author of *Exploiting Chaos*

In his book, *150 Ways to Spark Innovation During Times of Change*, Gutsche notes that times of change and uncertainty can spark the greatest opportunities for innovation. Many multi-billion dollar corporations like Hewlett-Packard, Disney, and Microsoft were started during periods of economic recession. Jeremy Gutsche, North America's most sought after authority on trend hunting, shows you how to gain an edge in business by harnessing the creativity that will

help your company survive and flourish in any economic climate. With a respected understanding of exploiting what's cool and predicting future trends, Gutsche shows how to create a culture of innovation in your company, maximize the exposure of your marketing message, and think big while acting small. A fascinating and valuable talk, Gutsche details how to stimulate creativity and unlock the powerful strategies of trend-hunting to help your business thrive in these uncertain times.

9:45 – 10:30 Keynote: Tonya Surman - Developing Social Innovation
Executive Director, Centre for Social Innovation, Toronto, Canada

Tonya Surman is a globally recognized thought leader in the area of social entrepreneurship, best summed up as “making a difference while making a dollar.” She heads up The Centre for Social Innovation (CSI) in Toronto which brings together entrepreneurs of all types who share a common motivation; a desire to give something back to their community. Developing social entrepreneurs is a different approach to community and economic development yet one that is appealing to more and more communities as their success not only creates jobs and economic returns but they also better the social, cultural and environmental aspects of the community. Tonya will discuss the unique combination of physical space and community that makes CSI into a dynamic hive of activity, creativity and innovation.

10:30 – 11:00 – Break

11:00 – 12:00pm Breakout Session One

The Black Creative Class

When Richard Florida debuted the concept of the “creative class” he included all people regardless of race, belief, sexual orientations and gender. Yet each of these discrete communities face unique challenges in fully realizing their creative, innovative and therefore economic potential.

This session looks the issues and opportunities for the African-American community in developing “creative class” assets and turning a legacy of

creativity in entrepreneurs and businesses.

Featuring:

Kwende Kefentse, writer, radio host & DJ, Ottawa, Canada

Rod Gales, Producer, Director, NY, NY

Moderator, Anthony Wright, Director of Economic Development,
Lexington-Fayette County Urban Government

Media & the City

Traditional media has become obsessed with lose and negative stories.

In a world where “if it bleeds it leads,” local media has played an unwitting part in the decline of community and economic development. In response to this, new media outlets, channels and models have arisen that are actively reshaping the narratives of their communities. This session looks at those models and the technologies that are rewriting the rules and blurring the lines between citizen and journalist and creating new media stars.

Featuring Paul Schutt, CEO Issue Media Group, Detroit, MI

Sparkling Social Innovation Within Your City

Social entrepreneurs are coming up with market-based solutions to improve the world we live in. Citizens are increasingly the source of new ideas that are building healthy communities. Unusual partnerships are emerging and thriving. What is going on here?

In this session, Tonya Surman and Amy Pearl will share a variety of ways in which their respective cities — Toronto and Portland (OR) — are sparking social innovation, harnessing creativity and fostering fair, inclusive, healthy and inspired communities. From shared spaces, to inspired collaborations, citizen engagement to social enterprise, Tonya and Amy will empower you with the information you need to spur social innovation within your city.

Featuring:

Tonya Surman, Centre for Social Innovation, Toronto

Amy Pearl, Springboard Innovation, Portland

Moderator Nathan Cryder, Global Gain

Taming the Car: Reclaiming Our Cities from the Tyranny of the Transportation Department

Who is the city for? Is it for the car or is it for the citizen? If you look at most North American cities you would think that cities existed in service of our cars and not our people. Bold cities all over the world are rethinking the design and use of public space so that the needs of people are prioritized over the car. This session will illuminate how communities all over the world are becoming more pedestrian and bicycle friendly, and with astounding results.

Featuring:

Charles Landry, COMEDIA & author of *The Art of City Making*

Chris Miller, Illuminomics, Savannah, GA

Mike Lydon, Street Plans Collaborative & co-author, *The Smart Growth Manual*

Moderator, Steve Austin, Director of Legacy Center at Blue Grass Community Foundation, Lexington, KY

12:00 – 1:30pm Lunch and Keynote

Rebecca Ryan

Founder, Next Generation Consulting, author *Live First, Work Second*

Are you exporting your youngest, brightest minds to other cities? You're not alone: in the 1990's, ninety percent of America's largest cities LOST young talent. Smaller cities and rural areas suffered most. What are the causes of "brain drain" and how can your community reposition itself to attract young talent? Rebecca Ryan, author of the groundbreaking report, "Hot Jobs - Cool Communities," and *Live First, Work Second* takes you inside the minds of the next generation to evaluate your community through their lens. Specifics include:

- Why "brain drain" happens in your community;
- How YOUR community scores in the seven indexes young professionals use to evaluate "cool communities;"

- How some communities are taking a "no holds barred" approach to poaching your talent;
- How your community can design a clear, authentic strategy to attract and retain talent.

1:30 – 2:30pm Breakout Session Two

New Strategies for Economic Development

The competitive framework of global economic development has fundamentally shifted. The old tool and tactics like tax incentives and land deals are still necessary but they are insufficient by themselves to ensure competitiveness. This session explores new practices and thinking in the area of economic development. What is the “new playbook” for cities and regions competing for talent and each other in the global marketplace? Hear from these practitioners on the latest trends and tactics with an emphasis on what communities can do in tight economic times.

Featuring:

Chris Miller, Illuminomics, Savannah, GA

Lou Musante, Catalytix, Pittsburgh, PA

Jason Schupbach, Creative Economy Industry Director, MA

Innovating the Built Environment

Our built environment impacts our economic vitality, our social capital, our environment and our health yet we think of it in the most basic and functional terms. How can a better built environment, from a street or a public space, produce a better, healthier and more vibrant community?

Mike Lydon, co-author of *The Smart Growth Manual*, examines innovative approaches to making communities better through design and will share brilliant examples from all over the world.

Featuring Mike Lydon, founding Principal Street Plans Collaborative & co-author, *The Smart Growth Manual*

Growing Entrepreneurial Culture

Communities all over the world are trying grow their pool of local

entrepreneurs. Ranging from space to training to economic incentives, the tools and tactics continue to expand. But what has really worked? How does one create an entrepreneurial culture where not one but many companies spring up and everyone feels like they can have a go at their own start up. The Cleveland Foundation created the Civic Innovation Lab to fund new ideas and fire start businesses.

Featuring:

Jennifer Thomas, Executive Director, Civic Innovation Lab, Cleveland, OH
Jim Butler, City of Austin, Texas

2:30 – 3:15pm Mayors Panel

This panel featuring Mayor Jim Newberry (Lexington), Mayor Elaine Walker (Bowling Green) & Mayor Jerry Abramson (Louisville) discusses their city's respective roles in attracting and retaining talent, including specific strategies and tactics currently being employed.

3:15 – 3:45 – Break

3:45 – 5:00pm Pecha Kucha Session on Midwest Projects

“Pecha Kucha” is the Japanese word for the sound of people talking and it was first used in a presentation format in Japan by architects Astrid Klein and Mark Dytham in 2003. In this format each presenter is allowed 20 slides, each shown for 20 seconds each, automatically advancing – giving 6 minutes 40 seconds of presentation. This session will showcase a cross section of great projects from across the Midwest.

5:00pm Best of the Bluegrass – Downtown

Beer compliments of Alltech and live music from the band “The City”.

6:00pm Dine Around Begins

The Dine Around is an opportunity for you to meet your fellow attendees and to

sample some of the great restaurants have to offer. At the registration desk you will have the opportunity to sign up for dinner at various restaurants around the downtown area. There will be tables reserved at the restaurants with a designated “host” from the area who will answer questions and make connections for you. You show up, meet other delegates and pay only for your own meal!

8:00 – 11:00pm Gaming Party

Join us at Baker 360 , downtown Lexington’s premiere night spot for an evening of Guitar Hero, EA Sports, and old-school video games.
201 E Main St, Chase Bank Building, 15th Floor

Friday, April 9th

8:45 – 9:00am Welcome

Thoughts from first two days and business illustration overview

9:00 – 9:45am Keynote Charles Landry

Founder, COMEDIA & author of *The Art of City Making*

Charles Landry helps cities transform their thinking so that they look at the potential more imaginatively and can plan and act with originality. He assesses the interplay and impacts of deeper global trends and attempts to ground these in practical initiatives that cities can emulate and learn from. Drawing on his global experience, he is able to showcase global best practices and thinking in planning, place making, social and cultural development. He inspires, stimulates, challenges and facilitates transformation.

Charles is a global authority on creativity and its uses and city futures are shaped by paying attention to the culture of a place. His recent book, *The Art of City Making* has been highly acclaimed. It focuses on how cities can be more “creative for the world” so that the energies of individuals and organizations can be brought in alignment with their global responsibilities. This builds upon his

seminal work, *The Creative City: A Toolkit for Urban Innovators*, which has been reprinted 10 times.

9:45 –10:30am Panel Discussion with Rebecca Ryan & Charles Landry

These two global experts on community vitality will discuss what it takes to make dynamic communities that attract and retain talent and share examples from all over the world of new and innovative practices that your community can learn from.

10:30 – 11:00am Break

11:00 – 12:00pm Breakout Session Three

Small Towns and the Creative Rural Economy

Smaller cities, towns and rural communities have a unique dynamism that distinguishes them from the urban mega-regions that enjoy so much attention. They also face enormous challenges as their best and brightest leave and industries that have sustained them in the past are disappearing. Rather than surrendering, there are many that are figuring out how to play the talent game on their own terms and compete and win in the global economy. For everyone who loves their small town, this session is a rallying cry for new hope in these cities.

Featuring:

Kim Huston, Author *Small Town Sexy* & Economic Development Director for Bardstown, KY

Dan Taylor, Economic Development Office, Prince Edward County, Canada

Using Art to Change Cities

Most cities support traditional notions of arts and culture, the symphony, opera, ballet and museums. Beyond those traditional bastions of culture there are artists and entrepreneurs that are actively using art to change their communities for the better. Public art is more than just the statue in

front of the building and can be beautifully integrated into projects for startling results. Guerrilla art interventions, some legal, some illegal, can provoke dialog and action where before there was gridlock. And art can be used to change our very notions of fundamental things like healthcare and education to astounding results. This eclectic panel will attack this issue from their unique perspectives and is not the traditional arts and cultural conversation.

Featuring:

Justin Langlois, Broken City Lab, Windsor, Canada

Dr. Michael Karpf, Executive Vice President Health Affairs, University of Kentucky

Jim Butler, City of Austin, Texas

Fighting Back – Messages from Detroit

No city in America has been harder hit in the economic crisis than Detroit.

Some have said that Detroit is a lost cause. But not these panelists from our most troubled city. In the midst of this crisis, there are pockets of hope and resistance that refuse to let the city die and for hope to fail. Hear the battlefield stories of these community champions and the work that is going on right now in the Motor City. Detroit is in many ways the psychological epicenter of our recovery and how it goes represents how we all may fare in the 21st century. After you hear these stories you too will believe it is possible to reinvent the city.

Next Generation Female Entrepreneurs

Globally, more women than every before are starting businesses. In developing nations, it is female entrepreneurship that is leading the way to sustainability. In the developed world, women are have unprecedented levels of educational attainment and business participation yet still only make of 3% of the Fortune 500 CEOs. Eight million women owned businesses employ 23 million workers or 16% of total US jobs. Hear from our panel of entrepreneurs on how what specifically it takes to turn more women into entrepreneurs.

Featuring Adelaide Lancaster, co-founder, In Good Company Workplaces

12:00 – 1:30pm Lunch and Keynote

Bill Strickland, President & CEO, Manchester Bidwell Corp. & author

Making the Impossible Possible

Jeff Skoll, the first President of eBay once said about Strickland, “Bill is a genius, because he sees the inherent genius in everyone. Bill’s ability to inspire hope is powerful, universal, and world changing.” At 19, Bill Strickland, an African-American from Pittsburgh’s inner city, established what became Manchester-Bidwell, the now famous arts and job-training center for disadvantaged kids and adults. Strickland has created a national model for adult retraining and job placement by working directly with the major employers in the region to produce workers with industry ready skills. These jobs provide “a living wage” and offer are entry level, career pathway positions.

Strickland oversees a new 40,000 square foot production greenhouse created for agricultural training; a 70,000 square foot medical technology complex; a 350 seat music/lecture hall; library, arts studios and labs, dining and meeting rooms, state-of-the-art, award winning audio and video recording studios.

1:30 – 1:45pm Wrap Up

What’s Next?

2:00pm

Buses to Keeneland for the afternoon