

## 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  
David Robinson, J. Rex Fuqua Professor of International Management, Duke University  
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, 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 & CEO, Technology Ventures Corporation  
*Panelists:*  
Sarah Jane Maxted, executive director, MIT Regional Entrepreneurship Acceleration Program  
Dan Berglund, president and CEO, SSTI  
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

**2015** THE MAYORS CONFERENCE  
**ON ENTREPRENEURSHIP**  
 Recipes for Growth

October 6–8, 2015  
 Albuquerque, New Mexico

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 support 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**