Conference Agenda

Wednesday, November 30

5:45 PM  Reception
Location: St. Petersburg Museum of History

7:15 PM  Dinner
Welcome Remarks: Mayor Rick Kriseman, City of St. Petersburg
Location: Duncan McClellan

Thursday, December 1

7:45 AM  Breakfast

8:15 AM  Mayor’s Welcome
Mayor Rick Kriseman, City of St. Petersburg

8:30 AM  On the Inside: The Startup Experience
Led by Professor Ethan Mollick, Wharton School of Business

10:00 AM  Case Study: Montana
Yas Motoyama, director, Research & Policy, Ewing Marion Kauffman Foundation

10:15 AM  Session 1: Inclusive Engagement in Your Ecosystem
Moderator: Mayor Sly James, City of Kansas City
Speakers:
Tory Campbell, senior business development coordinator, Portland Development Commission
Kathleen Warner, executive vice president and managing director, New York City Economic Development Corporation Center for Economic Transformation
Lorenzo Thione, cofounder, StartOut

11:00 AM  Session 1 Breakouts: Connecting to the Entrepreneurial Ecosystem

12:00 PM  Lunch

12:10 PM  Lessons Learned from Session 1

12:25 PM  Case Study: St. Louis
Ken Harrington, president, The Bayberry Group

#mayorsconf
12:40 PM  Engaging Your Ecosystem after the Conference  
**Moderators:** Evan Absher, program officer, Ewing Marion Kauffman Foundation, and Jason Grill, founder, JGrill Media  
**Speakers:**  
Mayor Elizabeth Kautz, City of Burnsville  
Mayor Madeline Rogero, City of Knoxville  
Mayor Paul Soglin, City of Madison  
Mayor Mark Stodola, City of Little Rock  
Councilman Kris Gulick, City of Cedar Rapids  

1:40 PM  Session 2: Firm Diversity: Vibrant Ecosystems Contain a Diversity of Firms  
**Moderator:** Vice Mayor Annie Campbell Washington, City of Oakland  
**Speakers:**  
Gary Cunningham, president and CEO, Metropolitan Economic Development Association  
Sarah Lyon Hill, economic development specialist, Virginia Tech Office of Economic Development  
Catherine Fazio, managing director, Laboratory for Innovation Science and Policy at the MIT Innovation Lab  

2:25 PM  Session 2 Breakouts: Mapping Support for Diverse Firms  
3:20 PM  Lessons Learned from Session 2  

3:35 PM  One Year Later: Results from the Recipes for Growth City Challenge  
**Moderator:** Jason Wiens, policy director, Ewing Marion Kauffman Foundation  
**Speakers:**  
Grace Simrall, chief of Civic Innovation, Louisville Metro Government  
Jonathan Sexton, entrepreneur in residence, Knoxville Entrepreneur Center  
Jim Biggs, executive director, Knoxville Entrepreneur Center  

4:10 PM  End of Day 1  
7:00 PM  Dinner  
**Location:** Salvador Dali Museum  

7:15 PM  Keynote Speech  
Administrator Maria Contreras-Sweet, U.S. Small Business Administration  

8:00 PM  Dessert Reception  
**Location:** Salvador Dali Museum  

#mayorsconf
Friday, December 2

6:30 AM  Breakfast Cruise in Tampa Bay  
Location: Vinoy Bay

8:15 AM  Light Continental Breakfast  
Location: Vinoy Ballroom

9:00 AM  Case Study: Ecosystem Update  
Phil Auerswald, associate professor of public policy, George Mason University

9:10 AM  Session 3: There’s No Silver Bullet: Pursue a Diversity of Policies  
Moderator: Stephen Goldsmith, professor, Harvard Kennedy School  
Speakers:  
Nigel Jacob, cofounder, New Urban Mechanics  
Ross Baird, CEO, Village Capital  
Julia Lane, professor, NYU CUSP / Census Bureau

9:55 AM  Session 3: Policy Matchmaking  
Location: Fred’s Cellar

12:00 PM  Lunch

12:05 PM  Case Study: Austin  
Elsie Echevarri-Carroll, University of Texas–Austin

12:15 PM  Fireside Chat with Komal Ahmad, founder and CEO, Copia

1:00 PM  Charge!  
Victor Hwang, vice president, Entrepreneurship, Ewing Marion Kauffman Foundation

1:10 PM  Conference Concludes