



I N S T I T U T E F O R W O R K & T H E E C O N O M Y

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Workforce Economy Leadership Conference
Thursday, November 19, 1:30 p.m. – Friday, November 20, 12:30 p.m.
Palmer House Hotel
Chicago, Illinois

Innovating Our Way to Prosperity

The Midwest is a historically rich, and geographically, politically and economically diverse area that is both America's breadbasket and its industrial core. While many differences can be seen from the windshield of a car traveling the many interstates that crisscross the region, the Midwest's economy is broad and vertically integrated and transcends state and local boundaries. Agricultural mechanization triggered the rise of huge industries that defined the 20th century: automobile manufacturing, appliance and durable goods manufacturing, production machinery and equipment, financial futures markets, business law, and insurance. The legacy of over a century of growth is that the Midwest comprises the lion's share of what Richard Florida has described as the world's third richest consolidated global mega-region economy with a domestic product that was greater than \$1.6 trillion in 2000. The broader ten-state region had an aggregate 2006 gross domestic product of nearly \$2.69 trillion – approximately the size of #4 China and more than the gross domestic product of the United Kingdom for that year (World Bank).

During the last few decades, the Midwest's advantage in innovation and technology has eroded. Once the leader among all regions in the annual number of patents in the 1960s, it dropped to second. In 2006, the Midwest generated only 19 percent of U.S.-based patents (down from over 30 percent) issued by the U.S. Patent and Trade Office (USPTO). The region's share of all U.S. issued patents (including to foreign entities) declined from over 26 percent to approximately 10 percent. Only Minnesota experienced a slight increase in the annual share of patents issued by the USPTO.

University-based patents by Midwest institutions fared only slightly better. In the period prior to 1985, the region ranked second to the Northeast in university-based patents. Since 1985, the competition between the Northeast, Midwest and the Far West has been intense, with the Northeast and Midwest regions each claiming a share of approximately 20 percent in 2005. In comparison, the West's share grew to approximately 26 percent. While it is considerably below

the 29 percent share enjoyed by the Midwest prior to 1985, the region's share has held around 20 – 23 percent since that time.

Looking broadly at technology leadership and entrepreneurship, only Minnesota is ranked among the top ten nationally in technology according to the Milken Institute. The other states in the region are at or below the median. The Ewing Marion Kauffman Foundation Index of Entrepreneurial Activity for 1996 - 2007, which measures the monthly rate of business creation at the individual owner level, shows that only Iowa and Minnesota performed above the composite U.S. score (0.29 percent, or 290 entrepreneurs per 100,000 people) for the periods 1996-1998 and for 2005-2007. Kansas, Missouri and Nebraska were above or equal to the composite U.S. index for the period 1996 – 1998, but dropped below the national rate in 2005 – 2007.

The Heartland Leadership Conference addresses the challenges and opportunities for creating an entrepreneurial and innovative environment in the Midwest and the role that the workforce system may play in advancing an innovation agenda.

Agenda

Thursday, November 19, 2009

1:00 p.m. – Registration

1:30 p.m. – Welcome and Opening Remarks

Cheryl Welch, President, Great Lakes Employment and Training Association, and Executive Administrator, Fox Valley Workforce Development Board, Neenah, WI

1:45 p.m. – Plenary Presentations and Panel Discussion

Remarks and Panel Discussion Moderator:

InnovateNow: The Chicagoland Chamber of Commerce's Transformational Initiative

- Lance Pressl, President, Chicagoland Chamber of Commerce Foundation, Panel Moderator

Plenary Presentation:

Moving Beyond America's Innovation Shortfall

- Michael Mandel, BusinessWeek Economist, and Author of the Economics Unbound Blog

3:15 p.m. – Break

3:30 p.m. – Plenary Presentations and Panel Discussion (cont.)

Innovating Our Way to Prosperity

- Robert D. Atkinson, Founder and President, Information Technology and Innovation Foundation

4:45 – 5:30 – Panel Discussion

5:30 p.m. – Reception

Friday, November 20, 2009

8:30 a.m. Welcome and Opening Remarks

- Chuck Stewart, Heartland Leadership Conference Chair, and Director, Partners in Job Training and Placement, Rock Island, IL

9:00 a.m. – Panel

Matching Innovation and Entrepreneurs: Lessons from the Center for Advance Technology and Innovation

- Moderator and Remarks: C. Robert Sawyer, Regional Administrator, Economic Development Administration, U.S. Department of Commerce
- Presentation: Matthew Wagner, Executive Director, Center for Advanced Technology and Innovation
- Business partners

10:15 - Break

10:30 a.m. – Panel

Entrepreneurship Starts in the Midwest: The Ewing Marion Kauffman Foundation's Initiatives in Entrepreneurship

- Moderator and Remarks: Byron Zuidema, Regional Administrator, Employment and Training Administration, U.S. Department of Labor
- Monica Doss, Director, FastTrac Program, Ewing Marion Kauffman Foundation
- Daryl Williams, Research Director, Minority Entrepreneurship, Ewing Marion Kauffman Foundation and President and CEO of the Urban Entrepreneurship Partnership, Inc.

11:30 a.m. – Conference Discussion

The Road to Prosperity through Innovation – Discussion on How the Workforce System Leads

12:30 p.m. - Adjourn

Conference Registration, \$85:

http://theeventconn.com/event/Heartland_Leadership_Conference

Hotel Reservations:

Palmer House Hilton
17 East Monroe Street
Chicago, IL 60603
tel. 312.726.7500
Room Block: US Dept of Labor/ETA Recovery Act Summit