



## Building University-Community Partnerships for a Sustainable Regional Economy

Portland State University

### AGENDA

- April 30 Portland State University, SMSU Room 328/329  
Emcee: Carol Coletta, President and CEO, CEOs for Cities
- 8:00 Coffee and Continental Breakfast
- 8:30 Welcome: President Wim Wiewel and Mayor Sam Adams
- 9:00 Introduction: Joe Cortright, President, Impresa, Inc.  
The City-University Partnership: Applying the *City Vitals* framework to creating a sustainable region
- 9:30 Comments by Mayor Adams and President Wiewel  
Audience Q&A
- 10:00 Talent: Nurturing the Creativity of the Sustainable Economy  
Panel leader: Roy Koch, Provost, Portland State University  
Zeke Smith, Chief of Staff, Portland Public Schools  
Ned Hill, Vice President for Economic Development, Cleveland State University  
Brian Murphy, President, De Anza College  
Skip Rung, President and Executive Director, Oregon Nanoscience and Microtechnologies Institute
- 11:15 Break
- 11:30 Innovation: Technology, Urban Policy, and Business Models  
Panel leader: Bob Wise, Senior Project Manager, Cogan Owens Cogan. LLC  
Tim Smith, Principal, SERA Architects  
Susan Anderson, Director, Bureau of Planning and Sustainability  
Jim Winkler, President, Winkler Development  
Kent Snyder, Board of Councilors, China-US Center for Sustainable Development
- 12:45 Lunch

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- 1:15      **Luncheon Speaker: David Sarasohn**  
Associate Editor, *The Oregonian*
- 2:00      **Distinctiveness: Ensuring Portland's Leadership Position among Sustainable Cities**  
Panel leader: Erin Flynn, Urban Development Director, Portland Development Commission  
Rob Bennet, Director, Portland + Oregon Sustainability Institute  
Brian Bosworth, President, FutureWorks  
Tyler Whisnand, Wieden+Kennedy
- 3:15      **Break**
- 3:30      **Connections: Building the Partnerships that Work**  
Panel Leader: Ned Hill, Vice President for Economic Development, Cleveland State University  
Maryann Feldman, S.K. Heninger Distinguished Professor of Public Policy, University of North Carolina at Chapel Hill  
Dana Bostrom, Director of Innovation and Industry Alliances, Portland State University  
David Maurrasse, President and CEO, Marga, Inc.  
Greg Chaille, Executive Director, Oregon Community Foundation
- 4:45      **Summary of Key Lessons: Panel Leaders**
- 5:00      **Reception and thank you by President Wiewel and Mayor Adams**

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