



ALLIANCE LEADERSHIP FORUM

Charlotte, North Carolina

November 14-15, 2002

Sponsored by:

Bank of America Foundation • Lee Institute • Voices and Choices
Charlotte Regional Partnership • Foundation for the Carolinas

THURSDAY, NOVEMBER 14

7:30 **WALK TO INTERNATIONAL TRADE CENTER**
200 NORTH COLLEGE STREET, 28202

Group will leave from Marriott Courtyard Hotel lobby promptly at 7:30

Directions from Hotel: Walk out 3rd Street entrance of Hotel. Turn right onto South Tryon, go three blocks, turn right on East 5th Street. Go one block. ITC is across the street on the corner of East 5th and North College Street. A security check is required in the lobby.

7:45 **CONTINENTAL BREAKFAST**

8:00 **INTRODUCTION TO THE ALLIANCE & ICE-BREAKER**

8:45 **WELCOME**

Becky Morgan, Chair, Alliance for Regional Stewardship

9:00 **CHARLOTTE CASE STUDY: A REGION IN PROGRESS**

Dr. James Woodward, Chancellor, University of North Carolina at Charlotte (keynote)
Charlotte business and civic leaders

- *Overview*—How the region has used key events (Citistates Report, Environmental Summit, Social Capital study) to reach a tipping point
- *Regional Challenges*—collaboration in a bi-state region, rural/urban disparity, maintaining quality of life amidst growth, overcoming “regional leadership fatigue”
- *Discussion*—facilitated discussion about current efforts, successes/challenges/concerns, where progress is being made and what still needs work

12:00 **LUNCH**

Southern Buffet provided in the Ballroom

1:00 **DISCUSSION WORKSHOPS**

The workshops are an opportunity to go deeper on the themes raised in the morning. In each workshop, a leading practitioner will share their real-world experiences and facilitate discussion about the experience of other regions. For more detailed description of the workshops, see tab "Peer-Led Workshops"

1:30 **Workshops: Session I**

Option A: The Relationship between the Media and the Region

Peter Ridder, Publisher, The Charlotte Observer
Jennie Buckner, Editor, The Charlotte Observer
Ed Williams, Editorial Page Editor, The Charlotte Observer
Peter Hillan, Foundation for American Communications (facilitator)

This workshop explores the role an influential media outlet plays in a community. The workshop will explain the duties of a publisher, editor and opinion page editor. It will then focus in an open discussion on critical issues in the region and how the press participates in them. There will be a you-be-the-editor segment where attendees decide what stories they would put on Page One.

Option B: Sustaining Stewardship and Overcoming Regional Leadership Fatigue

Neal Kocurek, President & CEO, St. David's Health Care System
Becky Morgan, President, Morgan Family Foundation
Doug Henton, Coordinator, Alliance for Regional Stewardship (facilitator)

This workshop provides insights on how to maintain momentum towards regional progress and overcome regional leadership fatigue. You will get practical advice from two regional stewards with more than 20 years of experience helping their regions—Austin and Silicon Valley—become globally competitive through continuous renewal. Austin has become especially effective at mentoring the next generation of leadership.

3:00 **Break**

3:15 **Workshops: Session II**

Option A: Inclusive Stewardship: When Regional and Local Leaders Share Responsibility for Place

Richard Hollingsworth, President & CEO, Gateway Cities Partnership
M. von Nkosi, Director, Mixed Income Communities Initiative, Atlanta
John Melville, Director, Collaborative Economics (facilitator)

This workshop provides a framework for thinking about inclusive stewardship, when regional and local leaders share responsibility for place—co-defining challenges, co-developing strategies, and co-implementing actions by playing complimentary roles. The Los Angeles-area example of the Gateway Cities Partnership and Atlanta's Mixed Income Communities Initiative will help illustrate the practical challenges to inclusive stewardship.

Option B: Regional Planning: Thinking and Acting Beyond Jurisdictions

*David Warm, Executive Director, Mid-America Regional Council
Owen Furuseth, Professor, University of North Carolina at Charlotte
David Soule, Senior Fellow, Center for Urban and Regional Policy (facilitator)*

Jurisdictional barriers often get in the way of effective regional planning. This workshop focuses on how Kansas City plans across two states and includes lessons from the Greater Charlotte region, which crosses counties in both North Carolina and South Carolina.

4:45 Adjourn

6:00 **COCKTAIL RECEPTION : WACHOVIA BANK BUILDING
301 SOUTH COLLEGE STREET, 40TH FLOOR**

Directions from Hotel: Take a left on East 3rd Street and right on to College Street. Entrance to the Wachovia Building is behind the clock tower at the corner of 3rd and College.

7:00 **DINNER GROUPS (ON YOUR OWN)**
See "Restaurant Guide" for choice of locations.

FRIDAY, NOVEMBER 15

7:30 **WALK TO INTERNATIONAL TRADE CENTER
200 NORTH COLLEGE STREET, 28202**
Check out of hotel, leave luggage with concierge. Group will leave at 7:45 from hotel.

8:00 **CONTINENTAL BREAKFAST**

8:30 **KEYNOTE : REGIONAL STEWARDSHIP—FROM PRACTICE TO PRINCIPLES**
George Vradenburg, Strategic Advisor, AOL/TimeWarner, Alliance Board Member

9:00 **PEER-TO-PEER EXCHANGE**
During the Forum, you will identify and choose the topics that you would most like to discuss with others. We will break out into small groups to discuss common issues and best practices. Each group will report their key insights and ideas to larger group.

9:15 **Peer-to-Peer Exchange: Session I**

10:15 Break

10:30 **Peer-to-Peer Exchange: Session II**

11:30 **SHARE RESULTS AND NEXT STEPS**

12:30 Adjourn; Box lunches provided

1:00 **TOUR OF CHARLOTTE (OPTIONAL)**
*Tour will leave from Marriott Courtyard Hotel with airport drop off at 3pm
See "Logistics Information" for a full tour description*