

Global Forum on the Culture of Innovation

Growing More Ideas per Square Foot

How Cities Can Harness Talent, Place, and Culture to Drive Innovation

September 5-6, 2012 | San Diego, California

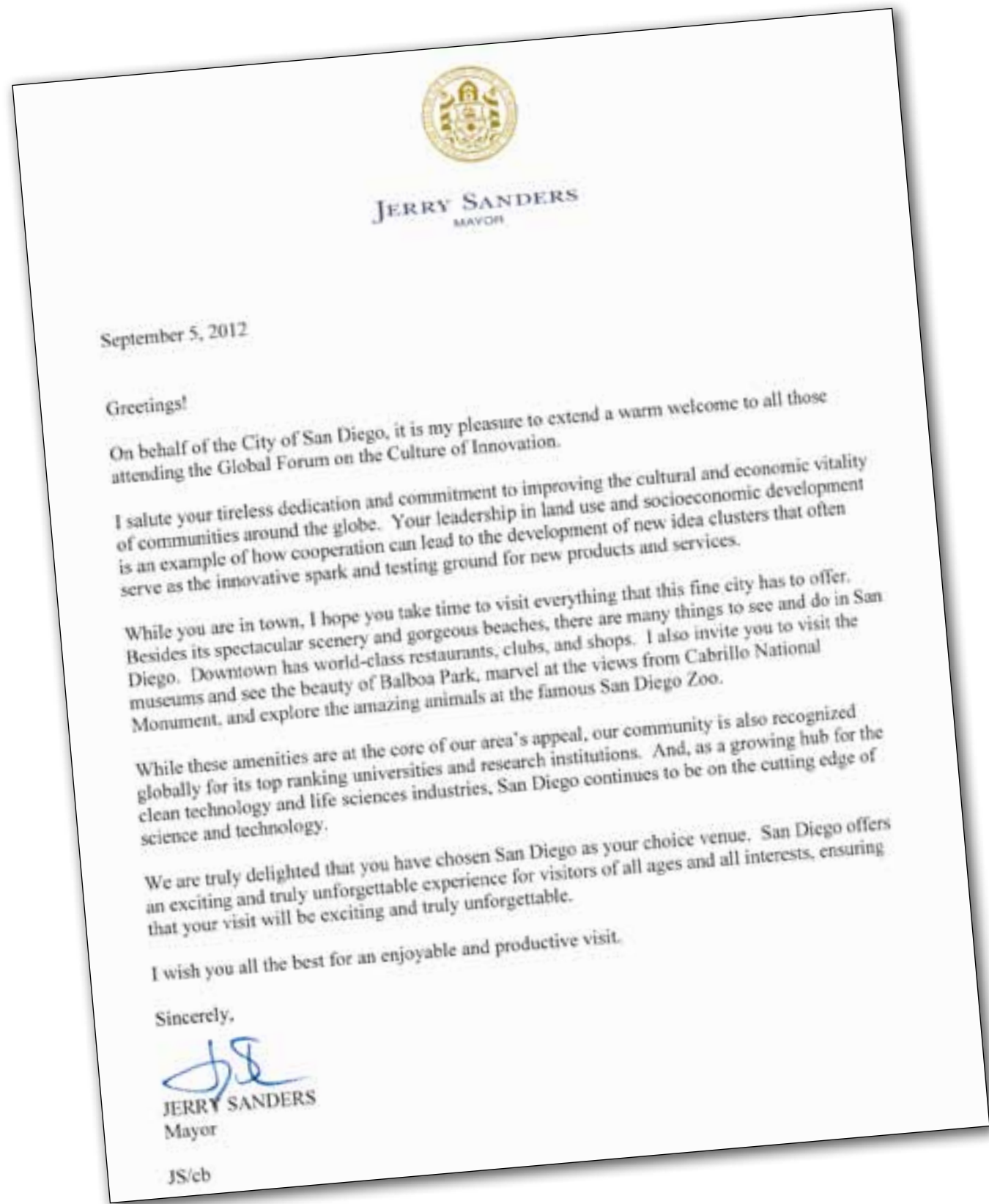
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Welcome to San Diego



Welcome to the Forum



Dear Friends,

On behalf of the Aspen Institute and the Urban Land Institute, welcome to the inaugural Global Forum on the Culture of Innovation. Over the next couple of days, we will be building upon the work of both the Aspen Institute Global Initiative on Culture and Society and the conversation begun last year at the Urban Land Institute's Powering Innovation Economies conference, organized in collaboration with IDEA and ArtPlace. .

We are delighted to have you as the first group of professionals launching this series of dialogues on the relationship between culture and innovation. Your contributions will set the tone for our future debates and activities. You are in the company of a remarkable group of business and civic leaders, policymakers, cultural entrepreneurs, philanthropists, media professionals, educators, artists, curators, designers, and technology experts. Your expertise and insights will be invaluable to our discussions on the challenges of creativity and how these challenges affect innovation in the communities and organizations where we live and work.

The Forum is designed to be a neutral platform for sharing ideas, strengthening your networks, and increasing the visibility of your work. We will use the ideas that are generated here as the seeds for a follow up gathering to be held in 2013. We hope you leave inspired by your peers, and energized to take this inspiration back to the important work you all engage in.

With our best wishes for a successful Forum,

Walter Isaacson
President and CEO
The Aspen Institute

Patrick Phillips
President and CEO
The Urban Land Institute

Program Overview

The Urban Land Institute and the Aspen Institute are pleased to present the Global Forum on the Culture of Innovation. The goal of the Forum is to illuminate the conditions and strategies conducive to building sustainable, idea-generating environments in order to drive 21st Century economic development and generate business value. In addition to stimulating panel discussions, keynote presentations, and peer-to-peer exchanges, Forum participants will have the opportunity to experience and benefit from the 4th Edition of Art San Diego, an annual fair of contemporary art that has become one of the most popular cultural events in San Diego and appropriately organized under the theme of New Art City.

Over the two days of the Forum, a dynamic group of policymakers, leaders in real estate development and technology, artists, scientists, and intellectuals from around the world will share the wealth of their experiences to inform future actions. The focus of this first edition of the Forum is to enable participants from different fields to engage with each other and to define actions to address the challenges and opportunities of creativity and innovation in land use and socioeconomic development. The Forum will identify critical issues to further inform the agenda of the World Summit on the Culture of Innovation to be organized in conjunction with the 2013 ULI Spring Meeting in May 2013 and the 100th Anniversary of Balboa Park in 2015.

The timely theme of “Growing More Ideas per Square Foot: How Cities Can Harness Talent, Place, and Culture to Drive Innovation” reflects the extent to which the Forum intends to serve as an influential platform to share the latest thinking and explore successful innovation ecologies across a variety of scales – from building, to cluster, to district, to city. The program of the Forum consists of plenary sessions, in-depth discussions in small groups, workshops, artistic and cultural events, and the showcasing of creative and innovative experiences at the intersection of technology, culture, and business.

Forum presenters and moderators represent a wide spectrum of industries, public and private sector organizations and the academia, including leading personalities in business, public policy, philanthropy, science and technology, humanities, media, academia, environment, and the arts. They will introduce topics and lead discussions in a series of plenary sessions that will enable participants to discover how a number of cities and organizations have reinvented themselves, and how the lessons learned from previous experiences can be applied to their own organizations. They will also discuss the critical role played by political will and good governance in creating an enabling environment for cooperative engagement, creativity, and entrepreneurship development. The Forum will feature exemplary organizations that have successfully capitalized on place, culture, and talent to shape their organizational culture and enhance innovation and productivity. Furthermore, participants will discuss the merit of holistic ecologies and other approaches to the sustainability of innovation, while debating what makes innovation engines thrive or die. Recognizing the power of creativity, policy, and technology in shaping innovation in a fast changing world, a panel of emerging leaders will provide tangible energy efficiency and cost-cutting strategies, and share pragmatic approaches to leveraging existing models and technologies. Finally, Forum participants will have the opportunity to meet in small groups to reflect on possible ways and means of developing innovation in diverse environments. Their deliberations will inform the design and the planning of the 2013 ULI Spring Meeting and a *World Summit on the Culture of Innovation* co-hosted with the Aspen Institute.”

Agenda

WEDNESDAY, SEPTEMBER 5

14:30 – 21:00

Registration

FORUM | BALBOA PARK | PRADO BALLROOM

16:00 - 16:30

Opening Ceremony: *Welcome & Opening Remarks*

OPENING | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Opening Remarks

Dan Van Epp, ULI Trustee and Executive Vice President and Chief Investment Officer, Newland Communities
Elliot Gerson, Executive Vice President, Policy and Public Programs, International Partners, The Aspen Institute
The Honorable Jerry Sanders, Mayor, San Diego

16:30 – 18:00

Reinventing San Diego: *The Next Chapter of an Innovation Economy Story*

PLENARY SESSION I | BALBOA PARK | PRADO BALLROOM

Introduction

David Malmuth, Partner, I.D.E.A. Partners

Presenters

Duane J. Roth, CEO, CONNECT
Captain Joseph Beel, SPAWAR
Zach Pannier, DPR Construction

Moderator

Mary Walshok, Dean, UCSD Extended Studies

Reinventing San Diego will open with a lively conversation among leaders from San Diego's most innovative clusters, each representing a market maker. This session will provide a window into San Diego's cutting-edge innovation economy.

18:00 – 19:00

Cocktail Reception

NETWORKING RECEPTION | BALBOA PARK | PRADO COURTYARD

19:00 – 19:15

Meeting of the Minds : *An Art, Technology & Innovation Interlude*

“Finding the Lost da Vinci”
CULTURAL PROGRAM | BALBOA PARK | PRADO BALLROOM

Introduction

Kelly Bennett, Arts Editor, Voice of San Diego

Presenter

Maurizio Seracini, Associate Director, Center for Interdisciplinary Science for Art, Architecture, and Archaeology, UCSD California Institute for Telecommunications and Information Technology

19:15 – 21:00

Fostering Political Will for Entrepreneurship Development: *Leadership*

DINNER & DIALOGUE | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenters

Tom Murphy, Senior Resident Fellow, Urban Land Institute

Greg Horowitz, Managing Director, T2 Venture Capital, Kauffman Fellow and co-founder of Global CONNECT

Moderator

Elliot Gerson, Executive Vice President, Policy and Public Programs, International Partners, The Aspen Institute

Without an environment that supports a business culture of entrepreneurship, an enterprise cannot thrive. Culture plays a vital role in creating enabling environments for the development of comprehensive and integrated systems of entrepreneurship. In today's globalized economy, behaviors that enhance the flow of ideas, capital, and other resources are key to ensuring the success and competitiveness of an organization and a community. This session will address critical issues affecting policymaking and management practices in the innovation economy. Panelists will explore the challenges to fostering political will, leadership, good governance, civic engagement, and networking in order to cultivate an innovative and innovation-based environment.

THURSDAY, SEPTEMBER 6

7:30 – 8:30

Networking Breakfast

BREAKFAST | BALBOA PARK | PRADO BALLROOM

8:30 - 9:30

Design Innovation

PLENARY SESSION II | BALBOA PARK | PRADO BALLROOM

Presenter

Fred Dust, Partner, IDEO

Moderator

Carol Coletta, President, ArtPlace

As a Partner at IDEO, Fred works with leaders and change agents to unlock the potential of innovation networks in business, government, and society. On *Growing More Ideas per Square Foot*, he will discuss the importance of ideas and design thinking at the local level and on the global scale. Are design-oriented business models working? Does design entrepreneurship hold the potential of propelling businesses to the next level of success and sustainable growth? In answering these questions, Fred will touch upon the role played by education, the culture of innovation, and start-up cultures for community development.

9:30 - 9:45

Meeting of the Minds: *An Art, Technology & Innovation Interlude*

"The Art of Elan"

CULTURAL PROGRAM | BALBOA PARK | PRADO BALLROOM

Introduction

Kelly Bennett, Arts Editor, Voice of San Diego

Presenter

Evan Schumacher, CEO, InstantEncore

9:45 - 10:45

Shaping Organizational Cultures: *How Workplaces and Talent Interact*

PLENARY SESSION III | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenters

Thomas Robinson, Principal, LEVER

Greg Brandeau, Former Head of Technology, Pixar and Disney Animation

Moderator

Andy Cohen, CEO, Gensler

PIXAR's success rests on the company's keen appreciation for place, culture, and exceptional talent to beat the Hollywood odds and produce an unprecedented string of blockbuster animated films. In a conversation moderated by Andy Cohen, CEO of Gensler, Thomas Robinson, Principal of LEVER and lead architect of the most recent expansion of the PIXAR headquarters, will join Greg Brandeau, Senior Technology Officer at PIXAR, to discuss the successful case study of PIXAR and the evolution of its unique organizational culture.

10:45 – 11:00

Break

11:00 – 12:15 **Building Clusters that Catalyze Growth: *Innovation Engines***

PLENARY SESSION IV | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenters

Amy Neches, Partner, TMG Partners
Honorable Chris Riley, Council Member, City of Austin
John Rosato, Principal, Seaholm, LLC
Alexa Arena, Forest City

Moderators

Elliot Stein, Urban Land Institute, San Francisco
David Knoll, Urban Land Institute, Austin

The shift from vertically integrated to networked organizations has led to the development of clusters that have enabled innovation engines to thrive. In the context of growing competitive market forces, the importance of clusters and the challenges to their further development call for a shift in the strategies used to attract talent. Businesses that wish to remain globally competitive will need to provide sustainable, walkable, diverse, culture-rich, and amenity-rich environments to attract the best talent. In cities such as Austin and San Francisco, urban development has taken place organically. Communities that wish to invest strategically in public sector projects that will spur innovation and entrepreneurship are looking to emulate the successes of Austin and San Francisco, among other cities. This panel will discuss the factors and conditions under which companies have thrived and developed vibrant innovation cultures.

12:15 - 13:30 **Working Lunch: *Special Presentation***

LUNCH | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenter

Alan Webber, Author and Entrepreneur

As a nationally-acclaimed author, Alan Webber's books, articles, columns, and talks have inspired policymakers, business executives, and entrepreneurs around the world. In his keynote address, Webber will examine the redevelopment battle that is taking place in cities around the world and discuss the new incentives for developing the urban infrastructure of the future. Focusing on the intangible factors that make up the urban environment, Webber will address some of the key elements of the imagined cities of the future.

13:30 – 14:30

Sustaining Innovation: *Holistic Ecologies*

PLENARY SESSION V | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenters

Josep Pique, CEO, 22 @ Barcelona Innovation District
Pete Garcia, Co-Founder, I.D.E.A. Partners

Moderator

David Malmuth, Co-Founder, I.D.E.A. Partners

Sustainable innovation is a key challenge that creative business and civic leaders grapple with in their quest to attract and retain talent, as well as create the necessary conditions for economic prosperity, social mobility, and a better quality of life. Unlike past urban experiments that focused on a single sector of economic growth, creative cities around the world are diversifying their approaches to the innovation economy. Many opt for building sustainable linkages between diverse resources and fields to create holistic ecologies that nurture new ideas and businesses. This panel will showcase 22@ Barcelona, a successful innovation district that supports five industry clusters and has produced thousands of new companies and jobs over the past 12 years, and the I.D.E.A. District, a “start-up” innovation district in downtown San Diego.

14:30 – 15:45

Harnessing the Power of Creativity, Policy, and Technology: *The Better Buildings Challenge*

PLENARY SESSION VI | BALBOA PARK | PRADO BALLROOM

Introduction

Alina Dumitrasc, Program Advisor, The Aspen Institute

Presenters

Erica Cochran, PhD Candidate, Carnegie Mellon University
Enes Hosgör, PhD Candidate, Carnegie Mellon University
Imran Sheikh, PhD Candidate, UC Berkeley
Logan Soya, MBA Candidate, Georgetown University

Moderator

Brad Dockser, CEO, Green Generation Solutions

What innovative solutions, policy frameworks, cultural factors, and tools can we draw from to address some of the toughest energy efficiency challenges facing commercial building owners? This session will discuss the latest energy efficiency policies and the arsenal of tools currently available to commercial developers operating in the American innovation economy. Several case studies at the intersection of policy, technology and innovation will provide not only tangible energy efficiency and cost-cutting strategies, but also pragmatic approaches to leverage existing models and technologies. Featured cases (City of Houston, Marriott Hotels, and Walter Reed Hospital) will build on recent presentations by young professionals from leading Business, PhD and Masters programs that the Department of Energy selected for its Better Buildings Challenge competition at the White House. The competition was related to President Obama's comprehensive plan to make commercial buildings in the United States 20 percent more energy efficient by 2020. The Better Buildings Challenge urges decision makers from the public and private sectors to take bold and innovative steps to achieve the sustainable development goals set by the Administration.

15:45 - 16:00

Break

16:00 – 17:15 **Developing an Innovation Economy: Small Groups Reflections**

DISCUSSION GROUPS | BALBOA PARK | PRADO BALLROOM

Introduction

Carol Coletta, President, ArtPlace

Presenters

Tom Murphy, Senior Resident Fellow, Urban Land Institute
Deborah Van Huis, Principal, Expertise on Demand

This practical exercise will enable participants to develop their own strategies for building an innovation economy. A facilitated small group (max 10 participants) discussion will allow for personal interaction between attendees and presenters, and create an opportunity to build an action plan that will inform the agenda of the 2013 World Summit on the Culture of Innovation. A moderator will be assigned to each group to lead the discussion.

17:15 – 18:00 **Taking Stock: Conclusions and Recommendations**

PLENARY SESSION VII | BALBOA PARK | PRADO BALLROOM

Presenters

Mary Lydon, Executive Director, Urban Land Institute San Diego/Tijuana
Damien Pwono, Executive Director, Global Initiative on Culture & Society, The Aspen Institute

Moderator

Carol Coletta, President, ArtPlace

- What are the key insights drawn from the Forum?
- What are the key questions that have emerged in the panel discussions?
- How do we use the knowledge we gained effectively?
- Did the Forum achieve its objectives?
- What topics can we harvest from the Forum to further explore at the 2013 World Summit on the Culture of Innovation?
- How can we reward innovation stewardship?

18:00 - 22:00 **Art San Diego 2012**

CULTURAL EVENT | BALBOA PARK ACTIVITY CENTER

Experience the 4th Edition of Art San Diego (September 6–9, 2012), an annual fair of contemporary art that has become one of the most popular cultural events in the city, attracting over 8,000 collectors, curators, museum directors, and art enthusiasts from around the world. Organized under the theme of New Art City, Art San Diego 2012 will introduce a thoughtful and multifaceted approach to the planning, design, and the curation of the fair's public realm in order to unite people and provide a unique way of experiencing the Art Fair and San Diego.

Presenters' Biographies



Alexa Arena

Forest City

Alexa Arena leads Forest City's Northern California Team as the head of the SF office. Ms. Arena was the developer on the recently completed Presidio Landmark. Presently she is working on the redevelopment of approximately 4 acres in downtown San Francisco in partnership with the landowner, the Hearst Corporation. Referred to as the 5M Project, the Project is a pioneering model for both conceptualizing and fostering communities that serve our innovation economy. It reframes real estate as a tool for the creative process and uses a series of unique techniques to instigate demand and establish place as a platform for innovation. Similarly, Ms. Arena is leading the Pier 70 project, a 50+ acre waterfront revitalization at the edge of the dogpatch neighborhood that is a public-private partnership with the Port of San Francisco. Ms. Arena has a graduate degree from Harvard Business School and the Public Policy School, and is a SPUR Board Member.



Joe Beel

SPAWAR – Commanding Officer Space and Naval Warfare Systems Center Pacific

Captain Joe Beel assumed command of Space and Naval Warfare Systems Center Pacific on 10 December 2010. He served in a Federal Executive Fellowship at the RAND Corporation in Santa Monica, California from August 1999 to August 2000. From August 2000 until September 2002, he served in USS John C. Stennis (CVN 74), including service in Operations Noble Eagle and Enduring Freedom. Captain Beel's Awards include the Meritorious Service Medal (four awards), Air Medal (individual award), Navy Commendation Medal (five awards), Navy Achievement Medal and various unit, campaign and service awards. He has also received the Sikorsky "Winged-S" Lifesaving Rescue Award, the Department of the Navy Excellence Award for Information Management and Information Technology and the California Council of Excellence California Team Excellence Bronze Award.



Greg Brandeau

Greg Brandeau served as the Chief Technology Officer for The Walt Disney Studios. In that role, he was responsible for developing and implementing the Studio's technology strategies in areas diverse as filmmaking, marketing, and distribution. Prior to that, Brandeau held the post of Senior Vice President of Technology for Pixar and Disney Animation Studios. He joined Pixar in 1996 as the Studio's director of Technology. After five successful years, during which he was promoted to Vice President, he left the studio to broaden his expertise within other areas of technology. He returned to Pixar in 2004 and was promoted to Senior Vice President in 2006. In that role, Brandeau was responsible for providing, maintaining, and continually adapting the systems and technology used in creating computer animated feature films that allowed Pixar to continually be on the cutting edge of filmmaking. Among his other career milestones, Brandeau served as chief information officer for the biotechnology startup company, Perlegen Sciences. His resume also includes a variety of senior level positions in Silicon Valley, including director of Operations at NeXT. Brandeau earned BS and MS degrees in electrical engineering from MIT. After serving in the U.S. Air Force, he continued his education at The Fuqua School of Business, Duke University, where he received an MBA.



Erica Cochran

Adjunct Assistant Professor & PhD Candidate, School of Architecture at Carnegie Mellon University

Erica Cochran is an Adjunct Assistant Professor and PhD Candidate in the School of Architecture at Carnegie Mellon University (CMU). Erica is a LEED Accredited Professional, holds a Bachelor of Architecture degree from Virginia Tech, a Master of Science in Sustainable Design from CMU, and is working towards her PhD in Building Performance & Diagnostics. Her teaching experience includes serving as an Instructor for Undergraduate and Graduate courses, and working with the Remaking Cities Institute's UDream program which provides recent graduates a deeper understanding of urban design through research projects and paid internships. Erica is a co-award winner of the 2010 Isabel Sophia Liceaga Discretionary Fund Faculty Award and the 2009 first place winner of the George W. Anderson Graduate Student Award. Erica has served as a studio critic at Pratt Institute and the University of Pittsburgh. She has worked as a Project Manager and Project Designer for firms in New York City and Connecticut. Her architectural experience includes over ten years of experience with educational, media & broadcast, residential, community, and transportation facilities. She is also an active member of several community service organizations. Erica's doctoral research investigates the impact of school building and neighborhood physical and environmental characteristics on student and teacher health and performance in dense urban environments. She is also a contributing researcher for a Sustainable Engineering textbook and serves on the research team for the Energy Efficient Buildings (EEB) Hub established in Philadelphia by the U.S. Department of Energy (DOE) as an Energy-Regional Innovation Cluster.



Andy P. Cohen, FAIA

CEO, Gensler

Andy Cohen, FAIA is one of the creators of what is acknowledged by its peers to be the largest, most respected and creative global architecture and design firms. He has built his career on an unwavering commitment to Design Excellence in every aspect of the firm's practice. In his role as CEO, Andy works to advance Gensler's multi-disciplinary practice including Architecture, Interior Design, Master and Urban Planning, Brand Strategy and Design and Strategic Consulting practices across 43 locations in 97 countries for long-standing clients like AEG, Sony Pictures Entertainment, Walt Disney Imagineering, Las Vegas Sands and many more. Andy also serves on Gensler's Board of Directors where he contributes to strategies and policies, which guide the 43 international office locations and 20 Practice Areas' long-term growth in the global marketplace. He is a registered architect in 25 states, and was named a Fellow of the American Institute of Architects in 2005.



Carol Coletta

President, ArtPlace

Carol Coletta specializes in developing cities and creative communities. She is leading ArtPlace, a new national initiative to accelerate creative placemaking across the U.S. ArtPlace is a collaboration of the nation's top foundations, leading banks, federal agencies and the National Endowment for the Arts. Prior to joining ArtPlace, Carol was president and CEO of CEOs for Cities, a national network of urban leaders building and sustaining the next generation of great American cities. For ten years, she hosted and produced a nationally syndicated public radio show, Smart City. She also served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation. Carol was a Knight Fellow in Community Building at the University of Miami School of Architecture and was named one of the world's 50 most important urban experts by a leading European think tank. She is a Senior Fellow with the Design Futures Council and completed graduate work in future studies and design. Carol is a passionate advocate for cities, and she has devoted her life to answering the question: What makes cities succeed?



Bradford Dockser

Chief Executive Officer, Green Generation Solutions, LLC

Bradford H. Dockser is the Chief Executive Officer and Co-Founder of Green Generation Solutions, LLC, which optimizes client profitability by implementing customized, enterprise-wide energy solutions. Green Generation makes every energy decision a smarter financial decision for its clients throughout the United States. During his more than two decades of real estate investing, Brad was a Principal with national real estate investment firm, MacFarlane Partners, overseeing activities of their mid-Atlantic business; Partner and Chief Operating Officer for Western Development Corporation, a leading retail and mixed-use property development firm in the DC area; and Managing Director for Starwood Capital Group's international operations, overseeing direct investments, operating joint ventures and financing activities in France, Germany and other European nations. He earlier was responsible for the firm's Asian operations, which included making property investments in Japan and Hong Kong, as well as leading the recapitalization of Sansiri Property Corporation, a publically listed property company in Thailand, for which he also served on both the executive committee and board of directors. Brad received an A.B. cum laude in Economics, as well as a Master of Business Administration, both from Harvard University. He is on the faculty of the Georgetown University Masters in Real Estate Program. He serves as a member of the Urban Land Institute (ULI), US Green Building Council, the Harvard University Asia Center Advisory Committee and the International Society of Sustainability Professionals (ISSP). He is the Chairman of the ULI Washington Sustainability Committee and a former Director of Harvard Club of DC and Ronald McDonald House Charities of Greater Washington. He also was founding Director of the Greater Washington Exploratory Committee, DC's bid committee for the 2012 Summer Olympics.



Fred Dust

Partner, IDEO

As a Partner at IDEO, Fred leads Systems at Scale, the group responsible for helping clients to answer large, systemic questions about infrastructure, from governmental shifts to behavioral change and beyond. During his tenure, he has taken Nike executives shopping, helped to guide the realization of a future-focused education center at Stanford University, and worked with patients and staff to build innovative service models for the Mayo Clinic and Kaiser Permanente. He has also collaborated with the American Red Cross to redesign its donation experience and the Transportation Security Administration to evolve airport security. Most recently, he has worked with the Bill & Melinda Gates and Rockefeller foundations, the University of Phoenix, the US Agency for International Development, the US Office of Personnel Management, and the US Social Security Administration. Fred serves on the Board of Governors at Parsons The New School and on the Advisory Board of the Aspen Institute. He lectures widely on various topics, including design methodology, future experience trends, and the potential of business on social innovation. He has taught classes at California College of the Arts and at the School of Environmental Design at the University of California, Berkeley. He holds numerous guest professor positions, including the Bruce Goff lectureship at the University of Oklahoma. Fred's writing, published by various journals, appears in several IDEO books: *Extra Spatial* (Chronicle Books, 2003) discusses the design of spaces, and *Eyes Open: New York and Eyes Open: London* (Chronicle Books, 2008) are city guides that view exceptional experiences through an urban lens.

Prior to joining IDEO, Fred was a project architect at Fernau & Hartman, where he worked on retail and corporate projects, such as the Smith & Hawken headquarters and retail prototype and Oxygen Media. He also spent eight years working in the art world with major organizations (Hotwire Productions, the San Francisco Museum of Modern Art, Galer.a de la Raza, and others) and independent artists, supervising the development of interactive art installations and assisting in the production of film video projects. Fred holds a bachelor's degree in art history from Reed College and a master's in architecture from the School of Environmental Design at UC Berkeley.



Dan Van Epp

ULI Trustee and Executive Vice President, Chief Investment Officer, Newland Communities

As Executive Vice President and Chief Investment Officer, Dan provides strategic and operational consultation to the Chairman of Newland, while also leading the company's efforts in capital markets and acquisitions. Dan brings more than three decades of experience in real estate entity management and leadership, most recently as owner of The Van Epp Companies, a Nevada company engaged in the development and ownership of high quality real estate assets. From 1995 through 2004, he was Senior Vice President of The Rouse Company and President of its affiliate, The Howard Hughes Corporation, where he was responsible for the planning, development and production of residential, retail and office projects totaling millions of square feet. While at the Hughes Corporation, he led the development of the 22,500-acre Summerlin community in Las Vegas, the country's best-selling master-planned community for a decade. He led teams that developed land for 21,000 homes, sold property valued at more than \$1 billion and developed more than two million square feet of office and retail space in Las Vegas. Dan is the recipient of numerous industry and civic awards, a three-term Trustee of the Urban Land Institute and a past chairman of the Community Development Council. He is a graduate, Cum Laude, of Virginia Tech.



Pete Garcia

Builder / Public Servant / Artist

Mr. Garcia was born in Cuba. At thirteen he arrived alone in the United States when his family's departure was denied by Castro. After graduating with High Honors from the University of Florida in Engineering, he began his career with Exxon. In 1974 he moved to San Diego to design and build industrial, commercial, and residential projects throughout the United States. Today, he is the co-developer of the I.D.E.A. District – a mixed-use development in downtown San Diego to drive Innovation by creating a Design services cluster that is supported by Education and enriched by the Arts. He has served as Vice-Chair of the State of California Commission for Economic Development, Chairman of San Diego Economic Development Foundation, Chairman of AVID, and SDSU Engineering Advisory Board. Additionally, he has written and produced motion pictures, is a published novelist, and his paintings are widely collected.



Elliot Gerson

Executive Vice President, The Aspen Institute

Elliot is responsible for the Aspen Institute's Policy Programs, its Public Programs and its relations with its international partners. The Institute's Policy Programs focus on many of the most important issues in domestic and international affairs, as well as in topics in art, culture and science. They seek to improve decision-making by providing neutral venues, nonpartisan analysis and candid dialogue among leaders. The Institute's Public Programs open the Institute's doors to a broader audience of influential citizens, and include the Aspen Ideas Festival and several more specialized forums. These occur primarily on the Institute's Aspen and Chesapeake Bay campuses, in Washington, at the Roosevelt House in New York City, and occasionally in other cities and overseas. Aspen has international partners in the Czech Republic, France, Germany, India, Italy, Japan, Romania and Spain. Elliot is a graduate of Harvard, Oxford and Yale Law School. He was a U.S. Supreme Court clerk and has had a career including the practice of law, executive positions in state and federal government and a presidential campaign, was president of two leading insurance and healthcare companies, has executive experience in two internet and technology start-ups, and has served on many non-profit boards, especially in the arts and humanities. Also, as American Secretary of the Rhodes Trust, he manages the U.S. Rhodes Scholarships



Greg Horowitz

Co-Founder, Global CONNECT

Greg Horowitz is the Managing Director of T2 Venture Capital; a seed and early stage fund focused on high impact investments in the technology and healthcare sectors. He is a serial entrepreneur, author (The Rainforest: the Secret to Building the Next Silicon Valley), lecturer, and adviser to governments, corporations, and economic development organizations around the world including the World Bank, U.S. State Department, Organization for Economic Co-Operation and Development (OECD), USAID, and The Aspen Institute. His unique expertise as an 'innovation systems architect' puts him at the intersection of new business creation, capital formation, and public policy. In addition, he is a co-founder of Global CONNECT, a think tank based at the University of California, San Diego, focusing on the development and growth of innovation economies



Enes Hosgor

PhD Candidate, Carnegie Mellon University

Enes is a technology enthusiast and a fourth year Ph.D. student in Department of Engineering and Public Policy at Carnegie Mellon University. He also works with Tepper School of Business' Electricity Industry Center as a researcher. At Carnegie Mellon, his earlier work focused on enhanced geothermal systems. He is writing his doctoral dissertation on finding cost-effective energy efficiency implementation strategies for residential building stocks using advanced statistical techniques and troves of data. He is also the founder and CEO of an early-stage start-up, EEme which builds on the same premise as his dissertation. Throughout his doctoral studies Enes also worked in the venture capital industry, specifically with Foundation Capital and New Venture Partners, and valued early-stage technology investments. Prior to Carnegie Mellon, Enes worked with Cambridge Energy Research Associates' (CERA) consulting group in Houston, TX. His clients included major oil and gas companies that benefited from his and his team's expertise in strategic planning and development of oil and gas resources. He holds a Master's in Energy Finance from the University of Texas at Austin where he was a Fulbright Scholar. Enes received his Bachelor's degree from Middle East Technical University, Turkey, in Geological Engineering and Geographic Information Systems.



David Knoll

Director, Austin District Council - ULI Austin

David Knoll is Director of the Austin District Council of the Urban Land Institute (ULI Austin). ULI Austin is dedicated to a lasting and positive impact in the community through real estate development. The organization actively supports best practices in the industry through education and advocacy. David provides professional management of all education and advocacy activities for the District Council Executive Committee, Advisory Board, Governance Committee and ULI members. His prior experience includes counsel and advice to developers and property owners throughout Central Texas on commercial development and infill strategies. David has also coordinated design professionals, managed development projects and assisted in construction implementation for a variety of clients in both the private and public sector. He is a native Spanish speaker and has lived in both Central and South America. David holds a Master in Community and Regional Planning from the University of Texas School of Architecture at Austin and is a member of the American Institute of Certified Planners (AICP) of the American Planning Association (APA). He received his bachelor degree in engineering/environmental studies from Dartmouth College.



Mary Lydon

Executive Director, ULI San Diego/Tijuana

The Urban Land Institute is a nonprofit, multi-disciplinary educational and research institute focused on developing leaders in the responsible use of land and in promoting the creation of sustainable thriving communities worldwide. There are close to 30,000 members globally and 500 in San Diego/Tijuana. Ms. Lydon has over 20 years of experience in the land use arena with specialties in community development, economic development, government relations and strategic communications. In January 2009, she was appointed by Mayor Jerry Sanders to the City of San Diego Planning Commission. The seven-member Planning Commission oversees all of the development projects, which come before the city for approval. Ms. Lydon also serves on the Steering Committee for the University of California San Diego Urban Policy and Planning Department. She holds a Bachelor of Science degree from the University of Wisconsin, Madison and an Executive Leadership Program certificate from the Harvard Kennedy School.



David Malmuth

I.D.E.A. Partners

In 2011, David and Pete Garcia formed I.D.E.A. Partners to lead the development of the I.D.E.A. District (www.ideadistrictsd.com) -- Innovation+Design+Education+Arts -- in downtown San Diego. This transformative initiative, located on 35 city blocks, aims to create a vibrant, sustainable mixed-use district that will generate over 13,000+ design and technology jobs in the next 10 years. David and Pete are also the Founding Partners of the Global Forum on the Culture of Innovation: Growing More Ideas per Square Foot. During the prior 25 years, David was the developer of a number of high-profile projects including the restoration of the New Amsterdam Theater and Disney Ice for the Walt Disney Company, and Hollywood and Highland/Kodak Theater and Paseo Colorado for TrizecHahn Development. He is a graduate of Claremont McKenna College and the Stanford Graduate School of Business.



Tom Murphy

Senior Resident Fellow, ULI/Klingbeil Family Chair for Urban Development

Tom Murphy is a senior resident fellow, ULI Canizaro/Klingbeil Family Chair for urban development. Murphy, former mayor of Pittsburgh, has extensive experience in urban revitalization—what drives investment, what ensures long-lasting commitment and the creation of public/private partnerships. In January 2006, Murphy was asked to be ULI's Gulf Coast liaison, helping to coordinate with the leadership of New Orleans and the public to advance the implementation of rebuilding recommendations made by ULI's advisory services panel in the fall of 2005. In addition, he worked with the Louisiana state leadership, as well as with leadership in hurricane-impacted areas in Mississippi, Alabama and Florida to identify areas appropriate for ULI involvement. Prior to his service as the ULI Gulf Coast liaison, Murphy served three terms as the mayor of Pittsburgh, from January 1994 through December 2005. During that time, he initiated a public-private partnership strategy that leveraged more than \$4.5 billion in economic development in Pittsburgh. Murphy led efforts to secure and oversee \$1 billion in funding for the development of two professional sports facilities, and a new convention center that is the largest certified green building in the United States. He developed strategic partnerships to transform more than 1,000 acres of blighted, abandoned industrial properties into new commercial, residential, retail and public uses; and he oversaw the development of more than 25 miles of new riverfront trails and urban green space. From 1979 through 1993, Murphy served eight terms in the Pennsylvania State General Assembly House of Representatives. Murphy served in the Peace Corps in Paraguay from 1970 through 1972. He is a 1993 graduate of the New Mayors Program offered by Harvard University's Kennedy School of Government. He holds a masters of science degree in urban studies from Hunter College, and a bachelor of science degree in biology and chemistry from John Carroll University.



Amy Neches

TMG Partners

Ms. Neches joined TMG in 2012 with over 30 years of experience in real estate and finance. She joined the Company after seventeen years with the San Francisco Redevelopment Agency, where she served as the Agency's senior real estate negotiator and manager for developments ranging from complex public-private partnerships to public facilities and retail leases. Ms. Neches served as one of the City's lead negotiators and managers for the 303-acre master planned Mission Bay redevelopment. She has completed complex mixed-use projects in the Yerba Buena district and was instrumental in the development of AT&T Ballpark and the surrounding areas. In addition to her work with the Redevelopment Agency, Ms. Neches' prior experience includes positions in real estate lending and affordable housing development in San Francisco, and six years in investment banking in New York, concentrating in mortgage and asset-backed securities. Ms. Neches holds a Bachelor's Degree in political science and a Masters Degree in Business Administration from Yale University. She is active in the Urban Land Institute as the Chair, National Public Private Partnership Council (blue flight) and as Executive Committee Member of the San Francisco District Council. She is also Vice President of the Board of Directors, Golden Gate Chapter, of Lambda Alpha International.



Zach Pannier

LEED AP BD+C ~ DPR Construction

Zach Pannier holds a Bachelors of Science in Architectural Engineering from the University of Texas's Cockrell School of Engineering specializing in Building Environmental Systems. He has been with DPR for 12 years, focusing on helping clients reduce their footprints within DPR's core markets (Life Science, Healthcare, Advanced Technology, Corporate Office and Higher Education). Zach currently serves a number of leadership roles at DPR, ranging from Preconstruction and Operations to Corporate Sustainability; all of which focus on high performance buildings, their implementation and a focus on helping clients change their mindset. Zach currently serves as President of San Diego Green Building Council and as an Industry Advisory Board Member for the University of California Berkeley Center for the Built Environment.



Josep Pique

CEO, 22@Barcelona

Josep Miquel Piqué is a Telecommunication Engineer with degrees from La Salle and UPC and an MBA from ESADE. He also holds diplomas from the Massachusetts Institute of Technology (MIT), University of California-Berkeley and Universitat Ramon Llull. He is a disciple of Professors Henry Etzkowitz (co-founder of Triple Helix), Francesc Solé Parellada (Entrepreneurship) and Jerome Engel (Clusters of Innovation). He is the President of XPCAT (Catalan Network of Science Parks), Vice-President of APTE (Spanish Network of Science Parks) and member of the Advisory Board of IASP (International Association of Science Parks). His long professional experience in university management has led him to promote and lead Postgraduate Programs, Technology Transfer Centers, University Incubators and Innovation Science and Technology Parks. He has promoted several hybrid organizations taking the partnership model of University-Industry-Public Administration. During his years at La Salle-Universitat Ramon Llull, as Director of the Innovation Park of La Salle Barcelona, he fostered the creation of technology-based companies, especially, he focused on the so-called Born Global Companies. He has published several papers in publications and congresses on Innovation Ecosystems. He has participated in several international forums in Europe (Bulgaria, Denmark, Spain, Finland, France, Italy and UK), the Americas (Brazil, Canada, Chile, Colombia, Mexico, Peru, U.S.A.) and Asia (Korea, Philippines, Singapore, Japan and China). The central line of his activity is the promotion of the Knowledge-based Economy and Society in order to consolidate 22@Barcelona as a global reference of Knowledge Cities on Smart Cities.



Damien M. Pwono

Executive Director, Global Initiative on Culture and Society, The Aspen Institute

Dr. Damien Pwono is a cultural enterprise development professional whose visionary thinking and breakthrough leadership have contributed to the development of diverse professional networks and influential arts and culture initiatives. He is the founder and executive director of the Aspen Institute Global Initiative on Culture and Society. Prior to joining the Aspen Institute, Dr. Pwono served as a program officer for cultural institutions at the Ford Foundation in New York, where he designed and managed a new funding portfolio to support not only the transformation of major arts and culture institutions in the United States and Europe, but also the strengthening of cultural enterprises in developing regions. Before working for the Ford Foundation, Dr. Pwono was a Warren Weaver fellow and subsequently a senior program advisor and program officer for the arts and humanities at the Rockefeller Foundation in New York and Nairobi. He has also served as secretary-general of the International Music Council at the United Nations Educational, Scientific and Cultural Organization in Paris and research associate at the University of Pittsburgh. Trained in music, public policy, and management, Pwono holds a PhD in ethnomusicology from the University of Pittsburgh. He is a multilingual global citizen who has visited, lived, and worked in many countries in Africa, the Americas, Asia, Europe, and the Middle East.



Chris Riley

Council Member, City of Austin

Chris Riley has been serving on the Austin City Council since 2009 and was reelected to his second term in 2011. He also serves on the boards of Capital Metro and the Capital Area Metropolitan Planning Organization (CAMPO). Prior to his election, Chris worked as an attorney, first at the Texas Supreme Court and then in private practice. During that time he became deeply involved in the community. He co-founded the Downtown Austin Neighborhood Association in 1997, and served as its president for five years. He was then appointed to Austin's Planning Commission and served on it for six years, including two years as its chair. He has also served on numerous other city boards and task forces, including the Downtown Commission (1999-2007), the Water Conservation Task Force (2006-07), and the Street Smarts Task Force (2007). Chris has also been involved with a number of local non-profits. As a board member of the Austin Parks Foundation, he helped bring the giant chess set to Wooldridge Park, where it has seen action most Saturdays for the past nine years. Chris also co-founded Austin CarShare and the Alliance for Public Transit, and served as president of the Austin History Center Association for two years. A native Austinite, Chris is a graduate of Harvard College and the University of Texas School of Law.



Thomas Robinson

Principal, LEVER

Thomas Robinson, Founder and Principal of LEVER Architecture, has designed award-winning projects for arts and creative organizations in the U.S. and Europe. LEVER's design process emphasizes understanding how our clients do their best work, and then uses this knowledge to create buildings that embody the culture of the organizations they serve. Thomas' recent work includes a new creative campus for a global entertainment company based in Los Angeles, Pixar Animation Studios' production building in San Francisco, and art student housing for Pacific Northwest College for the Arts in Portland. The LA Business Journal recently recognized LEVER with a 2011 award for the Best Tenant Improvement Project in Los Angeles for a new creative office project and campus in Glendale, California. The firm was also recognized with an AIA Honor Award that same year. Prior to founding Lever Architecture, Thomas worked in Switzerland as a senior architect for Herzog and de Meuron on the design of the New de Young Museum in San Francisco, and at Allied Works Architecture as a principal on design of the AIA National Honor Award-winning University of Michigan Museum of Art Addition. Thomas earned his Bachelor's degree with honors in Architecture from the University of California at Berkeley and his Master of Architecture with distinction from Harvard, where he was awarded the James Templeton Kelly Prize for outstanding master's thesis. Thomas serves on the Board of Trustees for the Portland Children's Museum and has also served as a juror at the University of Southern California, Harvard University, UC Berkeley and the University of Oregon.



John Rosato

Principal, Seaholm, LLC

As a Principal of Southwest Strategies Group Inc., John C Rosato has provided brokerage and development services in Austin for 30 years. He was a general partner and planning consultant for the 230,000-square-foot Penn Field, named the Best Mixed-Use Development of 2004 by the Austin Business Journal he manages real estate acquisitions and leasing for Austin Travis County Integral Care, a public agency with more than 60 commercial and residential buildings. Mr. Rosato coordinated project management for a \$9 million joint public works project for the City of Austin and Travis County. He is currently the Managing Partner for the Seaholm development. Mr. Rosato earned a Master of Science in Community and Regional Planning from the University of Texas School of Architecture. He serves as President of the Heritage Society of Austin, is the co-chair of the Landmark Commission and was the Chair of the Downtown Austin Alliance board of directors and the 6th Street Austin Association. Previously he served on the Citizens Planning Committee, the Robert Mueller Redevelopment Task Force.



Duane J. Roth

CEO, CONNECT

Duane J. Roth is Chief Executive Officer and member of the Board of CONNECT. CONNECT is the globally recognized public benefits organization fostering entrepreneurship in the San Diego region by assisting new business formation of technology and life sciences companies. CONNECT has assisted in the formation of over 3,000 companies since its inception in 1985 and these companies have secured over \$10 billion in funding. Prior to joining CONNECT, Mr. Roth founded Alliance Pharmaceutical Corp., where he served as CEO and Chairman of the Board for over twenty-five years. Prior to Alliance, he held senior management positions at Johnson & Johnson and American Home Products (now Pfizer) operating companies. He has served as a member of the Board of Directors and executive committees of the Biotechnology Industry Organization (BIO), the California Healthcare Institute (CHI) and BIOCUM (past Chair). Mr. Roth was appointed to the Independent Citizens Oversight Committee for the California Institute of Regenerative Medicine (CIRM) by the Governor in 2006 and was elected Vice Chairman in 2009. He is a member of the Board of Trustees of the Sanford-Burnham Medical Research Institute and a member of the Board of Directors of SAIC-Frederick, Inc., the contractor to the National Cancer Institute. Mr. Roth serves on a number of advisory committees and boards of the University of California, including the President's Board on Science and Innovation, the UC San Diego Sulpizio Cardiovascular Center (past Chair), the Skaggs School of Pharmacy and Pharmaceutical Sciences, the California Institute for Telecommunications and Information Technology (Calit2), the UC San Diego Health Sciences advisory board and the UC San Diego Foundation Board of Directors (past Chair). He also serves on the San Diego State University College of Business (past Chair) and the Sciences & Engineering advisory boards. Mr. Roth is a member of the Executive Board for the California State University (CSU) (CSU) Professional Science Masters Program. Mr. Roth is active in the San Diego community serving as co-Chair of the Affordable Housing Working Group, a member of the Advisory Council for Math for America, a member of the Board of UC San Diego Preuss Charter School, and co-Chair of the advisory board to the National Conflict Resolution Center. Mr. Roth earned a B.S. from Iowa Wesleyan College, where he served as a trustee.



The Hon. Jerry Sanders

Mayor, City of San Diego

When Jerry Sanders came to San Diego to attend San Diego State University, he never dreamed he'd get so many opportunities to have a positive impact on his new hometown. At age 22, Sanders joined the San Diego Police Department, fulfilling his lifelong dream of becoming a police officer. Sanders ascended the police department ranks, becoming one of the youngest police chiefs in the city's history after 20 years on the force. He expanded community-oriented policing and earned a reputation as one of the nation's most progressive and innovative law-enforcement leaders, with crime falling to a 25-year low during his time as chief. Still in place today, the community policing model has helped further reduce crime in San Diego, which last year saw homicides drop to the lowest level since 1968, and per-capita crime at its lowest since the Kennedy administration. In 1999,

Sanders retired from the police force to take on a new challenge as head of the United Way of San Diego. At the United Way, Sanders slashed the organization's costs and increased fundraising by 20 percent. Soon, civic leaders were again looking to Sanders to lead an organization out of crisis. This time, it was the city of San Diego, which was rocked by a pension-underfunding scheme that put the city's bond disclosures under Securities & Exchange Commission scrutiny and caused the city's bond rating to be suspended. The New York Times dubbed San Diego "Enron-by-the-Sea." Under pressure, the city's then-mayor resigned early in his second term. With his reputation as a successful turn-around executive and a steady leader, civic leaders urged Sanders to run for mayor. In late 2005, after winning in a special election, Mayor Sanders took office with one goal in mind: to right the city's financial ship and ensure accountability measures were put in place to prevent future financial scandals. In addition to his broad reform agenda, Sanders has placed a high priority on economic growth and job creation during his time in office. Specifically, the mayor has been a champion of the region's promising clean technology industry – including solar energy, biofuels and other environmentally friendly products. Sanders will complete his second and final term in December 2012.



Evan Schumacher

Chief Executive Officer, Instant Encore

Evan Schumacher graduated from the University of California, San Diego in 2003 with a B.S in Electrical Engineering and received his Masters in Electrical Engineering, with a focus in Computer Vision the following year. He co-founded Fortuna Classical Music, which designed and built a media player specifically for classical music audiophiles. The technology born in that project formed the foundation for InstantEncore, which he co-founded in 2007.



Maurizio Seracini

Co-Principal Investigator, CISA3

Maurizio Seracini is co-principal investigator on the IGERT-TEECH project and the Founding Director of the Center of Interdisciplinary Science for Art, Architecture and Archaeology (CISA3) in the California Institute for Telecommunications and Information Technology (Calit2). He is also an Adjunct Professor in the UCSD Jacobs School of Engineering's Structural Engineering department, and in 2008 he was appointed a National Geographic Fellow. Seracini is a pioneer in the use of multispectral imaging and other diagnostic as well as analytical technologies as applied to works of art and structures.



Imran Sheikh

Energy and Resources Group, UC Berkeley

Imran Sheikh is a PhD student and National Science Foundation Graduate Research Fellow in the Energy and Resources Group at the University of California, Berkeley. His core objective lies in creating business-led solutions to environmental problems through efficient and flexible use of natural resources. Prior to graduate school he was a consultant for three years at Rocky Mountain Institute (RMI) where he helped industrial clients make their plants more efficient through whole-systems design and compared the economics and climate impact of nuclear power, micropower, and energy efficiency. While at RMI he also led the Factor Ten Engineering (10xE) project, an engineering education initiative that aims to transform how engineers think about design. While in graduate school he has worked with the Global Energy and Sustainability team at Johnson Controls on developing a next generation of smarter building control systems. He has also held various research appointments at Lawrence Berkeley National Laboratory where he co-authored a scoping study on the integration of variable renewables (like solar and wind) by using demand response. While at the Lab, he also helped develop a national database of building performance to help engineering and financial practitioners evaluate energy efficiency opportunities. His current research interests are around understanding the decision process within firms to energy efficiency investments and using information technology to better target energy efficiency investments.



Logan Soya

Founder, Aquicore, MBA Candidate, Georgetown University

Logan is the Founder and CEO of Aquicore, an intelligent hardware and cloud analytic software solution provider, and an MBA candidate at Georgetown University and the London Business School. Logan received a BS in Physics, an MS in Systems Management from the Florida Institute of Technology and has worked in the IT and Telecom industry extensively. He led and delivered numerous complex multi-million dollar management systems for telecom infrastructures internationally. At the Harris Corporation, Logan started a research initiative to deliver a new method of highly-secure and efficient communications based on Quantum Encryption which has won over \$1m in funding and a partnership with leading scientists at Los Alamos National Labs. Logan has recently served as an associate intern with Foundation Capital, a top-tier Silicon Valley based Venture Capital firm with \$2.5bn under management, where he assessed innovative technologies and prospective startup companies for possible funding. Logan has turned his expertise and knowledge of IT and telecom practices to building automation and energy management. His startup, Aquicore, offers low-priced sub-metering technologies that use the latest in modern web and cloud technologies to allow high-resolution monitoring of major building technologies with easy anytime-anywhere management at a cost point ideal for small and medium size commercial and residential buildings.



Elliot Stein

Executive Director, ULI San Francisco

Elliot Stein is Executive Director of ULI San Francisco, the Urban Land Institute's district council serving the greater San Francisco Bay Area. He is a real estate economist with over 30 years experience in the real estate industry including leadership roles at CB Richard Ellis, Ernst & Young and KPMG Peat Marwick. Mr. Stein has devoted his career to helping public agencies, developers and corporations make informed real estate decisions that support their core missions. He has advised governmental agencies, developers and investors on economic and financial aspects of development and redevelopment. His broad base of experience also includes assisting companies and institutional organizations with needs relating to planning for expansion or contraction, site selection, and reuse of surplus properties. His expertise extends to all major property types and land uses including office, R&D, industrial, retail, hotel, residential, and mixed-use properties. Key assignments on which Mr. Stein has advised include: market and financial planning for the redevelopment of San Francisco's Transbay Terminal area for the Transbay Joint Powers Authority; the economic and financial portions of San Francisco's Northeast Waterfront Redevelopment Project Area; and the real estate portion of a master plan for the redevelopment of the 3,500-hectare (8,600-acre) Baietan Area in Guangzhou, China. Mr. Stein holds an MBA from the University of California, Los Angeles, where he focused on urban land economics and finance. He received a bachelor degree in architecture from the University of California, Berkeley.



Mary Walshok

Dean, UCSD Extended Studies

Mary Walshok, Ph.D. is associate vice chancellor for public programs and dean of Extension at the University of California San Diego. She oversees a \$35 million division that educates 55,500 enrollees annually, plus UCSD-TV and UCTV, which reach 22 million households and millions more through the web. A thought leader on aligning workforce development with regional economic growth, she is the author of Blue Collar Women, Knowledge Without Boundaries, Closing America's Job Gap and Invention and Reinvention: The Evolution of San Diego's Entrepreneurial Economy (forthcoming in Stanford University Press). She has also authored more than 100 reports and articles on the regional competencies and social dynamics essential to building knowledge-based clusters and high-wage jobs. As an industrial sociologist, she has researched various American regions for the U.S. Department of Labor, NSF, and Lilly Foundation. Walshok's research activities include having served as the Principal Investigator for the evaluation of 13 Generation I WIRED regions funded by the U.S. Department of Labor; a NSF-funded project comparing the distinctive social dynamics of three innovation regions – Philadelphia, St. Louis, and San Diego; and an assessment of efforts to sustain and grow the robust orthopedic device industry in Warsaw, Indiana for BioCrossroads. Walshok is active on numerous community and national boards and is a co-founder of CONNECT, one of the most admired innovation cluster development organizations in the world.



Alan Webber

Entrepreneur, author of Rules of Thumb, and Co-Founder, Fast Company

As one of the most widely respected and knowledgeable leaders in business journalism today, Alan Webber brings audiences unusual depth of knowledge and insight into an economy fueled by information, change and innovation. An award-winning, nationally-recognized editor, author and columnist, he launched Fast Company, the fastest growing, most successful business magazine in history and winner of two national magazine awards, one for excellence and one for design. He was named Adweek's Editor of the Year in 1999, along with co-founding editor William Taylor. Alan is coauthor of three business-related books, including most recently, his first eBook titled The Global Detective. Before founding FC, Alan was for five years the managing editor and editorial director of the Harvard Business Review. During his tenure, HBR was twice a finalist for National Magazine awards; he oversaw the journal's visual redesign and created the architecture for the journal's editorial performance that continues to this day. Alan's columns and articles have appeared in numerous national publications, including the Los Angeles Times, The New York Times, The New York Times Sunday Magazine and The Washington Post. He is a former fellow of the U.S.-Japan Leadership Program and a John J. McCloy Fellow. He has worked in the public sector as a special assistant to the U.S. Secretary of Transportation and in several capacities for the city of Portland, Oregon.

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2012 Aspen Cultural Diplomacy Forum

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October 22-24, 2012
Tokyo, Japan

The Aspen Institute and the International Christian University are pleased to announce the fifth edition of the Aspen Cultural Diplomacy Forum, to be held from October 22 to 24, 2012, in Tokyo, Japan, under the theme of “The Art of Peace-Building and Reconciliation.”

The Aspen Cultural Diplomacy Forum is a high-level convening of diverse stakeholders from the business community, the public sector, civil society, media, arts, culture, and academia to reflect on the power of cultural assets in engaging difference, promoting identities and timeless values, fostering mutual understanding, strengthening international relations, and enhancing sustainable lifestyles. The purpose of this policy dialogue and public convening is to enhance professional networking and to strengthen multi-stakeholder participation in actions that use cultural assets as an investment in creativity, socioeconomic development, relationship brokering, peace and reconciliation, and human development.

After its four previous international gatherings in France (2008), Spain (2009), the United States (2010), and Oman (2011), the Aspen Institute’s Global Initiative on Culture and Society will join forces with its strategic partners to organize the first Cultural Diplomacy Forum hosted in and focused on Asia, highlighting Japan, China, and South Korea. The Tokyo forum will convene a diverse group of about 100 policymakers, scholars, business executives, religious and cultural leaders, artists, and media professionals from around the world to discuss the cultural dimensions of international cooperation, debate policy issues related to Asia’s new global engagement, and probe opportunities for continued dialogue and cultural exchange to help deepen understanding and strengthen relations within and between Asia and other regions.

In the face of an increasingly global interconnection of diplomacy challenges and opportunities, this unique Forum answers the need for a high-level global platform that is both neutral and action-oriented, and where cultural diplomacy trends and approaches can be thoroughly analyzed and workable strategies developed. The Forum views cultural diplomacy - also known as public diplomacy or a dimension of it in a number of countries - as the development and use of media, arts, and cultural assets in mutually beneficial international political, social, economic, and educational exchanges.

2013 ULI Annual Spring Meeting



SAVE THE DATE

May 15-17, 2013
San Diego, CA

ULI’s 2013 Annual Global Spring Meeting will be organized under the theme of “INNOVATE”. In addition to business meetings and professional workshops, the program of the conference will also include a *World Summit on the Culture of Innovation* co-hosted with the Aspen Institute. The Summit will focus on the *10 Principles of an Innovation Economy – A 21st Century Economic Development Strategy for Cities and Developers*.

The Urban Land Institute and the Aspen Institute are pleased to embark on a strategic partnership to explore creative ways and means of fostering the culture of innovation for the next evolution of great cities.

Acknowledgments

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The Urban Land Institute

The Urban Land Institute is a global nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has nearly 30,000 members worldwide representing all aspects of land use and development disciplines.

www.uli.org

The Aspen Institute

The Aspen Institute mission is twofold: to foster values-based leadership, encouraging individuals to reflect on the ideals and ideas that define a good society, and to provide a neutral and balanced venue for discussing and acting on critical issues. The Aspen Institute does this primarily in four ways: seminars, young-leader fellowships around the globe, policy programs, and public conferences and events. The Institute is based in Washington, DC; Aspen, Colorado; and on the Wye River on Maryland's Eastern Shore. It also has offices in New York City and an international network of partners.

Global Initiative on Culture and Society

The Aspen Institute Global Initiative on Culture and Society was launched in May 2007 to enhance the mainstreaming of culture in policymaking, socioeconomic development, and international relations. Amidst growing recognition that cultural expression has the power to inspire solutions to societal challenges, sustain livelihoods, and create conditions necessary for social change, the Initiative seeks to build a neutral platform for reflection, network-building, leadership development, and cooperative engagement in the cultural sector. Through domestic and international convenings, the Initiative fosters leadership and raises awareness about the vital importance of *culture in international relations and sustainable development*.

www.aspeninstitute.org

