

Conference Speakers and Topics

Keynote Speakers

➔ **G. Edmond Clark** – *President and Chief Executive Officer, FedEx Trade Networks, Inc.* • UNITED STATES



As President and CEO of FedEx Trade Networks, Inc., a subsidiary of FedEx Corporation based in Memphis, Tenn., Ed Clark is responsible for the leadership and strategic direction of the company. Mr. Clark has been with FedEx for 24 years and has headed FedEx Trade Networks since its formation in 2000. At its inception, Mr. Clark's vision and leadership led to combining several of the finest regional customs brokerage and international freight forwarding firms in the United States and Canada, many with histories going back more than a century, to form FedEx Trade Networks. He has led the company as it has grown in size, enlarged its service offerings, and expanded its global network.

TOPIC: GLOBALIZATION - THE NEW REALITY

Globalization is here and there is no going back. This is the new reality. To stay ahead of the globalization wave, we need to understand the major trends creating the dynamic change we are witnessing today. In his remarks, Mr. Clark will address three topics: first, despite its opponents, globalization is transforming the face of the world; second, four macro-economic trends are currently reshaping the global economy; and finally, what FedEx is doing to support globalization and spread its benefits.

➔ **Ifor Ffowcs-Williams** – *CEO, Cluster Navigators Ltd.* • NEW ZEALAND



Ifor Ffowcs-Williams has been instrumental in introducing the relevance of clustering as a cornerstone for economic development across Europe, North America, Africa, the Caribbean and Australia. His international clients include key players such as the World Bank, United Nations Industrial Development Organization, and Commonwealth Secretariat.

TOPIC: INDUSTRY CLUSTER DEVELOPMENT – RED LIGHTS & GREEN LIGHTS

In less than half a decade, industry cluster development has become a common focus for economic development agencies around the world. As a cluster development expert, Mr. Ffowcs-Williams will demonstrate how a thriving cluster of like minded firms fosters innovation; why cluster strategies form the foundation of the modern economy by allowing private and public partnerships to prioritize development agendas; and best practices and cautionary warnings of this new form of economic engagement.

➔ **Jayson Myers** – *Senior Vice President and Chief Economist, Canadian Manufacturers & Exporters (CME)* • CANADA



Dr. Jayson Myers is a well-known economic commentator and president of his own economics consulting firm. Widely published in the fields of Canadian and international economics, and technological and industrial change, he has been recognized by consulting firm Watson Wyatt as the most accurate economic forecaster in Canada. He sits on special advisory councils to the Minister of International Trade, the Minister of Industry, and the Bank of Canada.

TOPIC: THE FUTURE OF INDUSTRY IN A GLOBAL MARKET

There is a revolution occurring worldwide in the business of manufacturing, and even more changes are to come as businesses respond to the globalization of industrial markets, production systems, supply networks, and competition. Learn from a leading economist about the new paradigm that is emerging as a solution to global challenges. Dr. Myers will discuss the key drivers of change that are working across international markets and what industry is doing to address them.

➔ **Robert Porter Lynch** – *CEO, The Warren Company* • UNITED STATES



In the 1970s, Robert Porter Lynch designed and implemented private-public partnerships for urban commercial and neighborhood revitalization programs, resulting in new business investments and hundreds of historic restorations of low income neighborhood homes in declining inner cities. In 1980 he became a Development Banker, founding a Certified Development Company that resulted in over \$20 million in small business loans in the first 18 months, as well as a state program to use \$10 million in public sector pension funds to underwrite small business loans. As an entrepreneur, Mr. Lynch has developed, owned, and operated several commercial real estate projects including apartments, offices, marina, and retail.

TOPIC: COLLABORATIVE INNOVATION NETWORKS

In a rapidly changing, fast moving world, the most sustainable source of competitive advantage is the ability to innovate collaboratively. Companies that want to be the most successful in today's world must turn their value chains – from supplier to customer – into powerful innovation engines by forming value networks that enable new ideas, products, and solutions to be brought rapidly into the marketplace. Mr. Lynch will demonstrate how small and medium sized companies can generate new revenues, profits, and strong long-term competitive advantages.

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➔ **James Gollub** – Senior Vice President of Global Economic Development Practice, ICF International • UNITED STATES



For the past 30 years, James Gollub has served national, state, and local governments, business leadership groups, technology institutions, industry associations, and corporations in developing innovative, collaborative solutions to technology-based economic competitiveness needs and product and marketing challenges. As an “economic therapist,” Gollub works with his clients to provide the analytical insights into the structure of innovation and competitiveness challenges, and to enable behavioral changes in the marketplace of businesses and institutions needed to achieve a high performing economy. Mr. Gollub has authored or co-authored more than 270 consulting reports, many of which have been published by the federal government and regional leadership groups.

TOPIC: COLLABORATIVE SOLUTIONS TO BUILD HIGH PERFORMING REGIONS

To build prosperity, reduce disparity, increase sustainability, strengthen agility and succeed in the global economy, economic regions and their public and private leaders must collaborate. Mr. Gollub will share the four rules to achieving a high performance region: focusing on regions rather than jurisdictions; building competitive clusters to drive regional performance; creating regional advantages to enable high performance; and building collaborative cultures.

➔ **Peter Kenyon** – Founder, Bank of I.D.E.A.S. • AUSTRALIA



Peter Kenyon is known as a social entrepreneur and community enthusiast in more than 35 countries. Over the last decade, he has worked with more than 600 communities seeking to facilitate fresh and creative ways that stimulate community and economic renewal. Motivated by the desire to create healthy, inclusive, sustainable and enterprising communities, Mr. Kenyon became convinced that success requires communities to build from the inside out, and for their residents to invest themselves, ideas, assets and resources in the process. Subsequently, he created the Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies) in 1990.

TOPIC: FOSTERING ENTREPRENEURSHIP AND INNOVATION DOWN UNDER

What key attributes describe communities that have defied conventional logic to succeed through leadership, entrepreneurial spirit, innovation, and a bottom-up approach to community development? Mr. Kenyon will explain how a focus on resources, capacities, and aspirations of a community is more important in fostering growth than a focus on needs, problems, and deficiencies. Learn about the Australian experience as respective approaches to build community prosperity are revealed.

➔ **Don Lenihan** – CEO, Crossing Boundaries National Council • CANADA



Crossing Boundaries National Council is a non-profit national forum whose mission is to help Canadian governments understand and prepare for the Information Age by fostering debate and action on the special challenges it poses for them. As Council CEO, Dr. Don Lenihan is responsible for development of the Council and overseeing its initiatives. Over the last decade, Dr. Lenihan has also developed, organized, directed and contributed to dozens of national research projects involving senior public servants, academics, elected officials, journalists and members of the private sector from across the country. He is the author of numerous articles and studies on public policy and public administration, and the co-author of Canada: Reclaiming the Middle Ground, a book on Canadian federalism published by the Institute for Research on Public Policy.

TOPIC: BREAK ON THROUGH – COMMUNITIES IN THE NEW ECONOMY

As the world’s economy changes, communities have an opportunity to capitalize on its new prospects. Learn why the new economy is a global frontier that is opening up to innovative, entrepreneurial individuals, and communities who want to be a part of it; why leadership is regarded as the most important resource for any community; and how communities can take ownership of their own processes, make decisions, and take actions on relevant issues to determine their destiny.

➔ **Rebecca Ryan** – Founder, Next Generation Consulting • UNITED STATES



Rebecca Ryan is a much sought-after keynote speaker, author, and expert on retaining young talent. Her company, Next Generation Consulting, works with dozens of communities each year to create environments conducive to the needs of young professionals as a means to engage, retain, and attract the next generation of community leaders.

TOPIC: BRAIN DRAIN – HOW TO ATTRACT AND RETAIN THE NEXT GENERATION OF TALENT

Learn why brain drain happens in your community and what other communities are doing to poach your talent. Ms. Ryan will discuss the key attributes that make a community or region an attractive place to live and work, and how your community can design a clear, authentic strategy to become a true talent magnet.