

Grow Your Community Investment with Regional Economic Clusters

Mobilize, analyze, catalyze, and realize how economic clusters can change your region

An interactive satellite telecast with Dr. David Sampson, Assistant Secretary of Commerce for Economic Development

November 7, 2002

3:00–4:00 P.M. Eastern / 2:00–3:00 P.M. Central / 1:00–2:00 P.M. Mountain / 12:00–1:00 P.M. Pacific / 11:00 A.M.–12:00 P.M. Alaska / 10:00–11:00 A.M. Hawaii

Satellite telecast agenda:

- ◆ **Welcome and introductions:** Doris McMillon, moderator
- ◆ **Panelists:** Dr. David Sampson, *Assistant Secretary of Commerce for Economic Development*
James Gollub, *Senior Vice President, Global Economic Development Practice, ICF Consulting*
William Steiner, *Executive Director, Northwest Pennsylvania Regional Planning & Development Commission*
Donald Powers, *Executive Vice President, Greater Baton Rouge Chamber of Commerce*
Michael Skaggs, *Chief Realization Officer, Next Generation Economy, Inc.*
- ◆ **Case studies:** Rural–Northwest Pennsylvania Regional Planning & Development Commission, Oil City, Pennsylvania
Rural/Urban–Capital Region Competitive Strategy, Baton Rouge, Louisiana
Rural/Urban–Next Generation Economy, Inc., Albuquerque, New Mexico
- ◆ **Interactive Q & A and Summary**

How to participate in the satellite telecast:

Most city, state, and federal facilities as well as many universities and colleges offer satellite reception capability with satellite telecast viewing rooms. You will need to provide the facility management with the information contained in the box at right. If you have difficulty locating a viewing facility, contact us at 202-986-1032.

Viewer questions and comments will be accepted during the broadcast by toll-free phone at 800-882-8498, by toll-free fax at 877-820-6451, and by e-mail at questions@gw-solutions.com.

Broadcast connection specifications:

Test time: 2:30 to 3:00 P.M., EST; Program time: 3:00 to 4:00 P.M., EST

C-Band satellite:

AMC-01 (formerly GE 1), 103°West
Transponder: 10
Vertical polarity
Downlink frequency: 3900

KU Band satellite:

AMC-01, 103°West
Transponder: 20
Vertical polarity
Downlink frequency: 12100
Audio: 6.2/6.8

Downlink trouble phone on November 7: 202-994-8233

NARC and EDA suggest that regional councils and EDDs host a mini-economic-development-satellite-telecast for their own region and/or district. After returning the registration form, host sites will receive evaluation forms.

For more information, see our Web sites: www.narc.org and www.doc.gov/eda.



This satellite telecast is sponsored under a cooperative agreement with the Economic Development Administration, U.S. Dept. of Commerce, and the National Association of Regional Councils in fulfillment of the grant requirements for "Information Dissemination Strategy for the New Economy."

REGISTRATION FORM FOR NOV. 7 SATELLITE TELECAST: REGIONAL ECONOMIC CLUSTERS

Organization name: _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ Web site: _____

Number of viewers: _____

If you have questions call Chris Kvam at 202-986-1032 ext. 212. Return this form by fax to: 202-986-1038; or by mail to: NARC, ATTN: Chris Kvam, 1666 Connecticut Avenue, N.W., Suite 300, Washington, DC 20009. See our Web site for more information: www.narc.org.

Case Studies

Case Study One—Rural Northwest Pennsylvania Regional Planning & Development Commission

The Northwest Pennsylvania Regional Planning and Development Commission will be presenting its efforts to help the tool and die and plastics industry cluster in the region. The Commission has worked to further the industry by folding their needs into the CEDS process and have pursued two grants for the region for this development. The grants will focus on marketing initiatives for the tool and die industry and provide training to effectively market itself using Web management, Web design, advertising, and other promotional materials. The Northwest Region will show that successful cluster development is possible when organizations such as the Northwest Commission and NWIRC join with grass-roots efforts in the region.

Case Study Two—Rural/Urban Capital Region Competitive Strategy

The Capital Region Competitive Strategy (CRCS) is a public-private effort to collaboratively transform a nine-parish Louisiana region into a high-performing next generation economy. Using cluster analysis, eight clusters at different life cycles from seed to mature were identified. These clusters—once identified—were convened through a collaborative process. Stakeholders from these cluster groups worked together to compose business plans that are now presently being implemented with support from the newly formed Capital Region Partnership. The CRCS process also brought the region together to work on several cross-cutting flagship initiatives that address structural issues in the region or harness the assets of the region in an innovative manner. All these actions—focused by the leadership of the Capital Region Partnership—will improve quality of life in the region, create new jobs, and attract new industry.

Case Study Three—Rural/Urban Next Generation Economy Initiative, Inc.

Next Generation Economy, Inc.—NextGen—is creating business opportunities and high-paying jobs for the people of New Mexico through economic clusters. One of NextGen's major objectives is to understand the strengths within each of the clusters unique to central New Mexico. Evaluation of the assets throughout the clusters and comparison with national and global market trends helps NextGen identify where the greatest emerging opportunities lie. By sharing this intelligence with collaborating organizations, NextGen helps focus regional economic development efforts on actions which attract investment, create high wage jobs, train the workforce for cluster based careers, and build strong companies.

Note: The report published online at www.eda.gov by EDA is entitled, "Cluster-based Economic Development: A Key to Regional Competitiveness." This publication was written by James Gollub for EDA.