

ECONOMIC DEVELOPMENT COUNCIL OF COLLIER COUNTY  
PROJECT INNOVATION  
ECONOMY BUILDING FOR COLLIER COUNTY

HONORARY CHAIRMEN

Representative Tom Grady  
Dolph Von Arx, Chairman, Regional Business Alliance  
Chris Doyle, President and Publisher, Naples Daily News

For years, we have been aware that Collier County's economy has been perilously reliant on the vitality of real estate and tourism. Virtually all major businesses and the large majority of jobs are related, directly or indirectly, to these revenue sources. In 2008, this theory has been painfully proven. With a dramatic decline in these two sectors, profits and jobs have vanished; retail sales are suffering greatly; and plummeting real estate activity and values have impacted every citizen.

At the same time, there appears to be a dearth of innovative thinking and planning, not only locally, but throughout the nation. Government has been paralyzed by politics. Entrepreneurialism has been strangled by caution. Planning has been replaced with reacting. Initiative has been overcome by complacency, and even fear.

In this rapidly changing and increasingly tumultuous world, we must, as a community and as a nation, embrace innovation or face the consequences of no longer being competitive or relevant. We must, effective immediately, stop waiting for change to come to us, and begin to drive the change we need. Our very economic prosperity hangs in the balance.

This is, however, a mission far more easily described than accomplished. It requires those who would be leaders to look beyond their own immediate needs to the greater good. It means discarding the priorities of political and personal gain. It mandates thinking in new terms and acting in new ways.

To this end, the Economic Development Council of Collier County's Board of Directors invites community leaders to join them as they undertake this exploration into economic innovation and how we can create a prosperous and sustainable business community in Collier County.

Importantly, this will not be just another speaker series, visioning session or leadership program that espouses positive concepts then leaves them to collect dust on a shelf. Rather, it will marshal regional and national resources on subjects such as innovative people, places, and businesses, as well as economic gardening and a creative economy – and will create actionable steps on a specified path to innovation.

This is the means to change the way we think, and to rejuvenate the competitive spirit. It is our opportunity to change the culture of our community, and to take charge of our future. Given full participation and true commitment, it will have an indelible and enduring impact on the future of our community.

We ask that you join us in this urgent initiative.

*“It is a crucial moment in time, a historic tipping point, perhaps. Just as we are beginning to slack off, others are stepping on the gas. And, at some point — sooner than we might think — the curves of our decline and the world’s ascent will cross. In tomorrow’s world, even more than today’s, innovation will be the engine of progress. So unless we move to rectify this dismal situation, the United States cannot hope to remain a leader. What’s at stake is nothing less than the future prosperity and security of our nation.”* Innovation Nation

Join the Economic Development Council of Collier County Board of Directors for this exploration into the innovation economy and how we develop our own agenda that creates sustainable economy building, innovative businesses and people, which results in a globally competitive Collier County.

**COST:** \$75.00 per program or attend the entire series for only \$600.00 per person  
(includes Richard Florida event which is \$150.00)

**MODERATED BY:** Don Upton, President, Fairfield Index

**PROGRAMS:**

**AN ECONOMY BY DESIGN**

December 19, 2008

8:00 a.m. – 10:00 a.m.

Location: Naples Hilton

(this is the only one at Hilton the others are at Naples Beach Hotel and Golf Club)

**Featuring:** John Delaney, President of the University of North Florida and former Mayor of the City of Jacksonville- Confirmed

**GOVERNOR’S INNOVATION LUNCHEON**

January 8, 2009

12:00 p.m. – 1:30 p.m. Lunch

Location: Vergina’s, 700 5th Ave South

Featuring: Lt. Governor Kottkamp

Honorary Chairmen:

Representative Tom Grady

Dolph Von Arx, Chairman, Regional Business Alliance

Chris Doyle, President and Publisher, Naples Daily News

**INNOVATION BENCHMARKING**

January 15, 2009

Location: Naples Beach Hotel and Golf Club

3:00 p.m. – 3:30 p.m. Registration

3:30 p.m. – 5:30 p.m. Program

5:30 p.m. Sunset Reception

Speaker Panel: Confirmed

Dale Brill with Governor’s Office of Tourism Trade and Economic Development

Chris Hart, Workforce Florida

**PROGRAMS:**

**PREPARING FOR GLOBAL COMPETITION**

February 19, 2009

Location: Naples Beach Hotel and Golf Club

3:00 p.m. – 3:30 p.m. Registration

3:30 p.m. – 5:30 p.m. Program

5:30 p.m. Sunset Reception

Speaker Panel: (invited)

Representative Cannon

Representative Sansom

Representative Weatherford

Senator Ring

**RESEARCH, DEVELOPMENT AND COMMERCIALIZATION OF INNOVATION**

March 19, 2009

Location: Naples Beach Hotel and Golf Club

3:00 p.m. – 3:30 p.m. Registration

3:30 p.m. – 5:30 p.m. Program

5:30 p.m. Sunset Reception

Speaker Panel: (invited)

University of Central Florida – President Hitt

University of Florida – President Machen

**REGIONALISM IN THE INNOVATION ECONOMY**

April 16, 2009

Location: Naples Beach Hotel and Golf Club

3:00 p.m. – 3:30 p.m. Registration

3:30 p.m. – 5:30 p.m. Program

5:30 p.m. Sunset Reception

Speaker Panel: (invited)

Randall Kempner, Council on Competitiveness

Lee Kobb

Mark Drabenstott

**IT PAYS TO BE CREATIVE**  
Speaker: Richard Florida



**May 20, 2009**

**Location: Naples Beach Hotel and Golf Club**

5:00 p.m. – 5:30 p.m. Registration

5:30 p.m. – 6:30 p.m. Registration

6:30 p.m. – 8:00 p.m. Richard Florida

8:00 p.m. – 9:00 p.m. Book Signing /Reception

**Richard Florida is Co-Sponsored By:**

Regional Business Alliance

Urban Land Institute

United Arts Council

Richard Florida is one of the world's leading public intellectuals. *Esquire Magazine* recently named him one of the 'Best and Brightest' in America. He is author of the national and international best-selling book, *The Rise of the Creative Class*, which received the Washington Monthly's Political Book Award and was cited as a major breakthrough idea by the *Harvard Business Review*. His ideas have been featured in major ad campaigns and such as BMW and are being used globally to change the way regions, nations, and companies compete.

He is founder of the Creative Class Group, an advisory services firm, charting new trends in business and community.

Richard is a regular columnist with the *Globe and Mail* newspaper and has written articles for the *Atlantic Monthly*, the *New York Times*, the *Wall Street Journal*, the *Harvard Business Review*, the *Boston Globe* and the *Financial Times*. His new book, *Who's Your City?* has been hailed a National Best-Seller, an International Best-Seller and Amazon Book of the Month.

He is Director of the Martin Prosperity Institute and Professor of Business and Creativity at the Rotman School of Management, University of Toronto. Previously, Florida held professorships at Carnegie Mellon University, a visiting professor at Harvard and MIT, and a visiting fellow of the Brookings Institution. Florida earned his Bachelor's degree from Rutgers College and his Ph.D. from Columbia University.