

# Licking County **WORKFORCE SUMMIT**

*Creating a Competitive  
Economic & Workforce  
Advantage for Our Community*

## **Focusing on... Greening the Workforce; Sustainability at Work**

**August 10, 2011 | 8:00am – 1:00pm**

*7:30-8:00*  
**Longaberger Golf Club  
One Long Drive  
Nashport, Ohio 43830**

### **Keynote Speaker: Joel Kotkin**



An internationally-recognized authority on global, economic, political and social trends, Joel Kotkin is the author of *THE NEXT HUNDRED MILLION: America in 2050*, just published in paperback by The Penguin Press. The book explores how the nation will evolve in the next four decades. It has received rave reviews from The New York Times, The Wall Street Journal, The Globe and Mail, and National Public Radio.

His previous, also critically acclaimed book, *THE CITY: A GLOBAL HISTORY*, was published in 2006 by Random House/Modern Library, with editions published in China, Spain, UK and the British Commonwealth, Japan and Korea.

Mr. Kotkin is Distinguished Presidential Fellow in Urban Futures at Chapman University in Orange, California and an Adjunct Fellow with the Legatum Institute based in London, UK. A

highly respected speaker and futurist, he consults for many leading economic development organizations, private companies, regions and cities. He also serves as executive editor of the website <http://www.newgeography.com/>. Described by the New York Times as America's "uber-geographer," for over three decades Mr. Kotkin has been one of the nation's most prolific and widely-published journalists. He currently writes the weekly "New Geographer" column for Forbes.com.

Mr. Kotkin lectures widely in the United States and worldwide, and is sought-after as a speaker by major business and financial organizations. In 2010 he won the Gene Burd Award for best urban reporting. For the next two years, he will also serve as a guest lecturer at Singapore's Civil Service College.

### **Breakout sessions include:**

**Our Futures**

**China Panel**

**Core Curriculum**

**Batelle with Kids**

**Partners in Prosperity: Expanding Educational & Career Opportunities**

**Partners in Access, Retention and Community Engagement**

\*Each breakout session topic will be presented twice, allowing participants to attend two sessions of their choice.

### **Registration Required**

Continental breakfast & lunch included. \$20.00 per person registration fee.

Checks payable to: Licking County Chamber of Commerce

#### **Event Sponsors:**

**BCAC, COTC / OSU-N, C-TEC, LCESC, Licking County Chamber of Commerce / Workenomics, Ohio DOD, Opportunity Links / Licking County DJFS**

# Licking County WORKFORCE SUMMIT

*Creating a Competitive  
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Advantage for Our Community*

**September 16, 2010**  
8:00am – 1:00pm  
COTC  
Pataskala Campus

## Exhibitors

**8:00am-1:00pm**

Visit exhibits from the following organizations for more information:

Brown Supply Company

Central Ohio Technical College

Columbus Green Building Forum

C-TEC

Licking County Manufacturer's Council

ODOD – Energy Office

Opportunity Links

State Industrial Products

U.S.D.A

Workenomics

## Focusing On...

**Greening the Workforce; Sustainability at Work**

Registration & Continental Breakfast 8:00am

### Room 110

Welcome & Keynote Presentation 8:30am-9:15am

### Room 110

#### Welcome & Opening Remarks

- Steve Butcher – Mayor of Pataskala
- Dr. Bonnie L. Coe – President, COTC

#### Keynote Presentation

- Chester Jourdan, Jr. – Director, MORPC

Breakout Sessions 9:30am-10:15am

Room numbers are listed below. Each session is offered three times.

10:30am-11:15am

11:30am-12:15pm

### Room 101

- Green Manufacturing Strategies  
Presenters: Licking County Manufacturer's Council  
Moderator: Kent Trofholz

### Room 102

- Hard Hatted Women  
Presenter: Terri Burgess Sandu

### Room 103

- STEM Initiative for Licking County  
Presenter: Lisa Sharpe

### Room 120

- Columbus Green Building Forum (9:30am session only)  
Presenter: David Brehm, AIA, LEED AP

Lunch 12:15am-1:00pm

### Room 110

*Steve Butcher*

Event Sponsors: BCAC ~ COTC / OSU-N ~ C-TEC ~ LCESC ~ Licking County Chamber of Commerce ~ Workenomics ~ Ohio DOD ~ Opportunity Links / Licking County DJFS

# Keynote Presentation

Joel Kotkin  
Presidential Fellow, Chapman University

## Joel Kotkin – Keynote Speaker



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Described by the *New York Times* as America's "uber-geographer," for over three decades Mr. Kotkin has been one of the nation's most prolific and widely-published journalists. He currently writes the weekly "New Geographer" column for *Forbes.com*.

He previously wrote the monthly "Grass Roots Business" column in *The New York Times'* Sunday Business section and served as West Coast Editor for *Inc. Magazine* for five years and continues to contribute to the publication. His work also appears in *The Wall Street Journal*, *Newsweek*, *The Washington Post*, *Politico*, *Foreign Policy*, *The American*, and *The Daily Beast*.

He has also worked extensively in television, including on documentaries for both German television and Los Angeles public television. He served as Business Trends Analyst for KTTV/Fox Television in Los Angeles, where, in 1994, he won the Golden Mike Award for Best Business Reporting on the changing dynamics of the entertainment industry.

Mr. Kotkin is also the author of *THE NEW GEOGRAPHY*, How the Digital Revolution is Reshaping the American Landscape (Random House, 2000); and *TRIBES: How Race, Religion and Identity Determine Success In the New Global Economy*, (Random House, 1993) which traces the connection between ethnicity and business success — how in-group loyalties are becoming the driving force in the new global economy.

*TRIBES* has been published in Chinese, Japanese, Arabic and German. He co-authored *THE THIRD CENTURY — America's Resurgence in the Asian Era*, (Crown, 1988). This title was translated into Japanese and Chinese, with a special English edition published for the Pacific Rim. His first book, *CALIFORNIA, INC.* (Crown, 1982) dealt with California's links to the emergent powers of the Pacific Rim. Kotkin's novel, *THE VALLEY*, was published in 1983 by Bantam Books.

Over the past decade, Mr. Kotkin has completed studies focusing on several major cities, including a worldwide Legatum study focusing on London, Mumbai and Mexico City; as well as other studies of New York, Los Angeles, Houston and St. Louis, among others.

In association with the Planning Center and the La Jolla Institute, in 2006 he completed a year-long study on the future of suburban development. He is currently working on a "new map of the world" for the Legatum Institute in London, UK.

Mr. Kotkin lectures widely in the United States and worldwide, and is sought-after as a speaker by major business and financial organizations. In 2010 he won the Gene Burd Award for best urban reporting. For the next two years, he will also serve as a guest lecturer at Singapore's Civil Service College.

Mr. Kotkin attended the University of California, Berkeley. A native New Yorker, he has lived in California since 1971. Mr. Kotkin lives in the Valley Village area of Los Angeles with his wife and two daughters.

Source URL: <http://joelkotkin.com/content/004-biography>

## Building Ohio's Workplace Future

Presentation to Licking County,  
Ohio  
August 10, 2011

by Joel Kotkin, Presidential Fellow,  
Chapman University



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## Trends to Watch in the Future



- Strong demographic edge of US
- Key role of basics: commodities, energy and manufacturing
- Population shifts in USA
- The biggest issue: The Class Divide
- Goal: develop best policies to promote upward mobility

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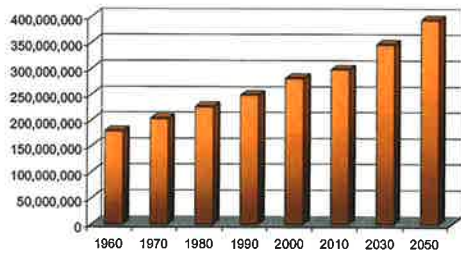
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## More People to Come: US Population Growth 1960-2050



Source: Bureau of the Census, CensusScope

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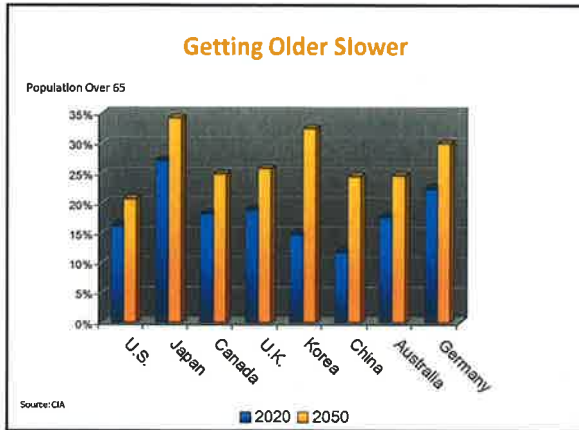
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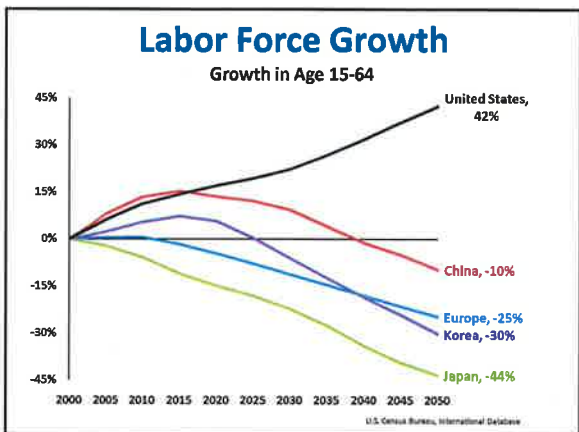
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In a post-industrial age, stuff still matters...

U.S. Census Bureau, International Database

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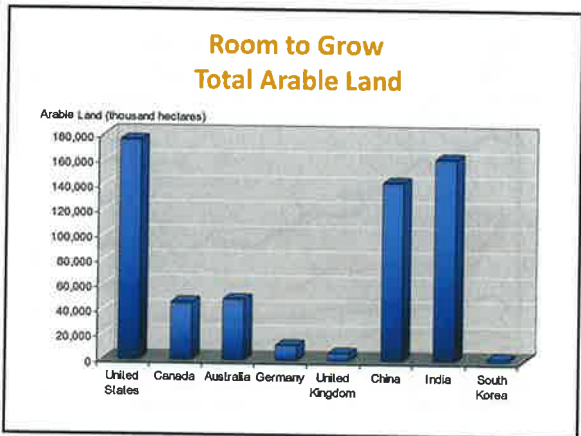
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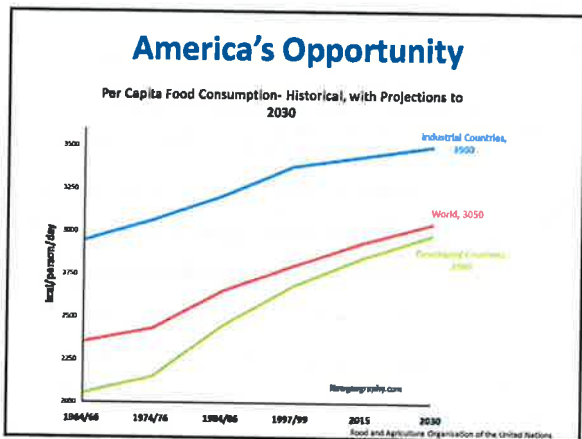
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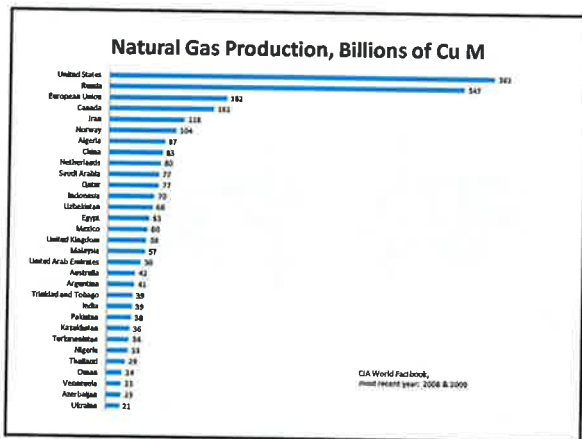
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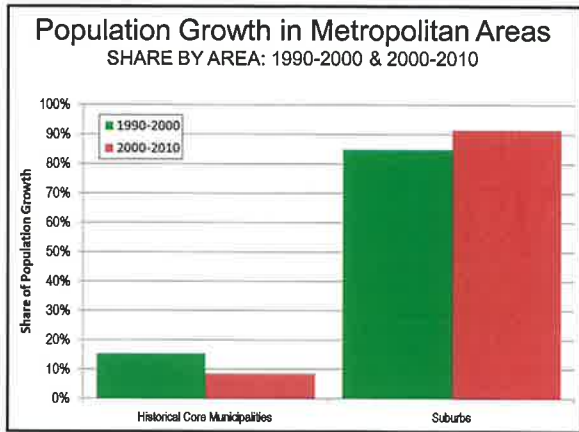
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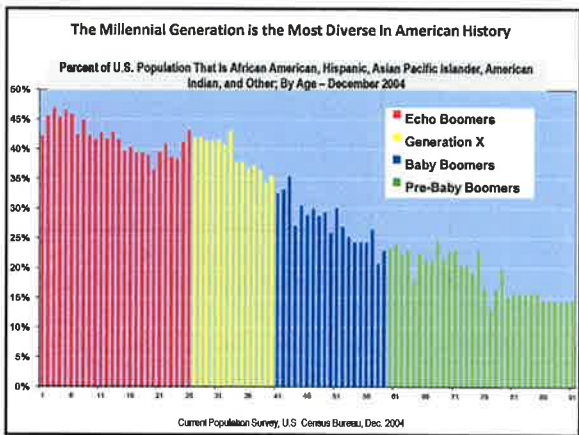
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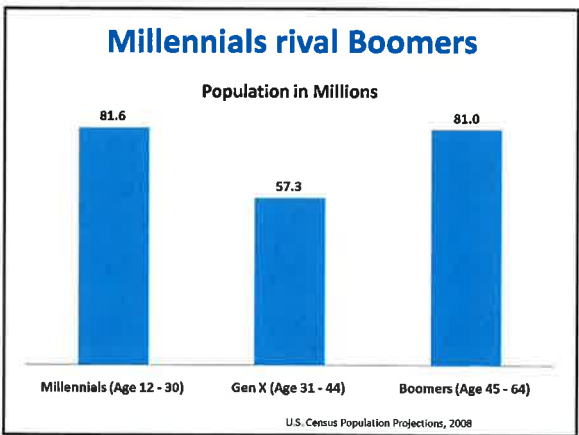
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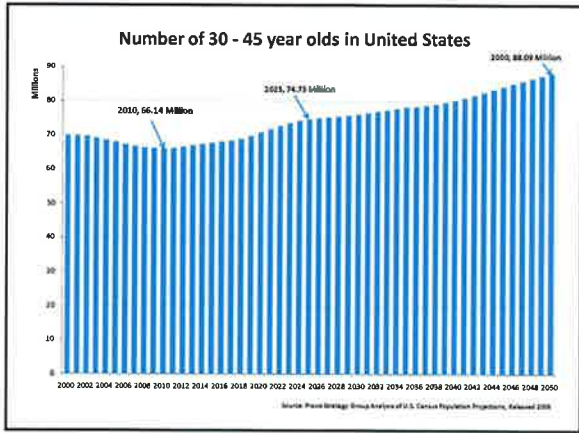
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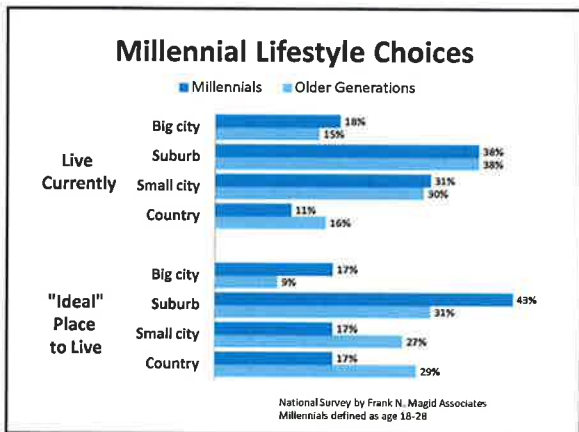
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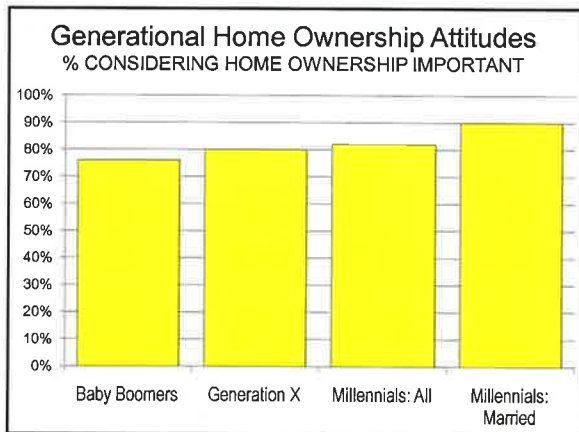
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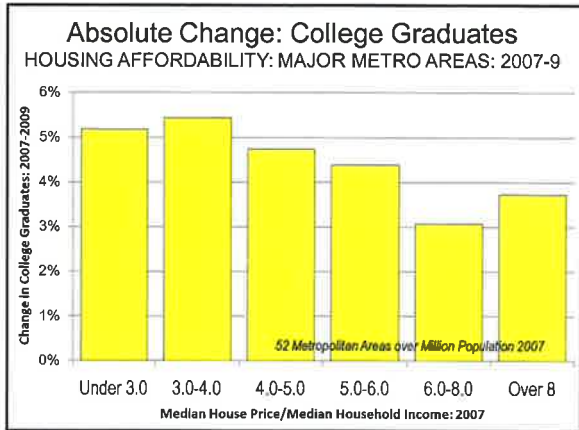
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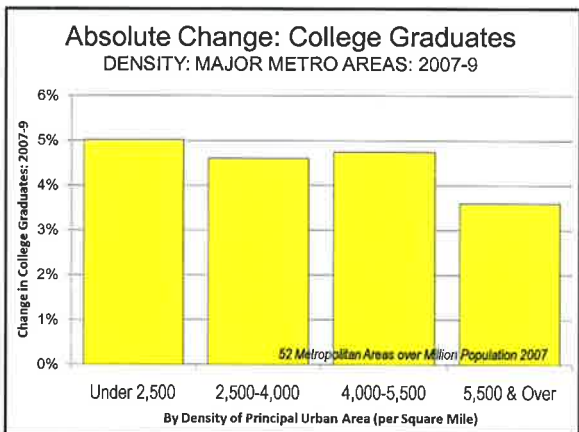
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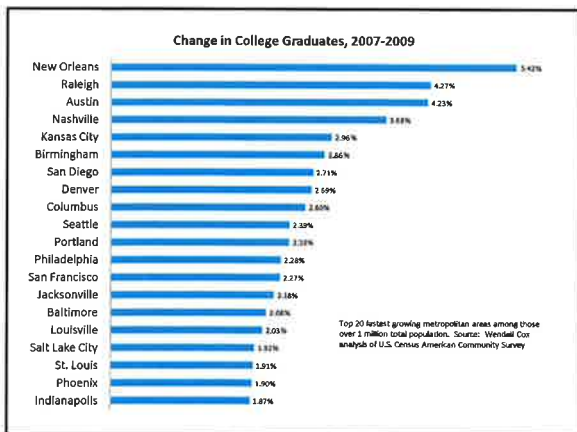
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### The Biggest Challenge: The Issue of Class



- Growth of poorly educated newcomers and youngsters poses a unique problem, particularly among immigrants in advanced cities
- Low labor rates and persistent underemployment can guarantee the rise of an underclass
- Economic development needs to focus on upward mobility — not “luring” the middle class, but creating one”

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### Beyond elitism: Jane Jacobs on the proper role of an urban economy



“A metropolitan economy, if it is working well, is constantly transforming many poor people into middle class people...greenhorns into competent citizens...Cities don’t lure the middle class, they create it“



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### Why Class is Back



Globalization and immigration: winners and losers  
Technology and Urbanization  
Tyranny of “rising expectations”  
Inequality on rise almost everywhere  
How do we address the problem?

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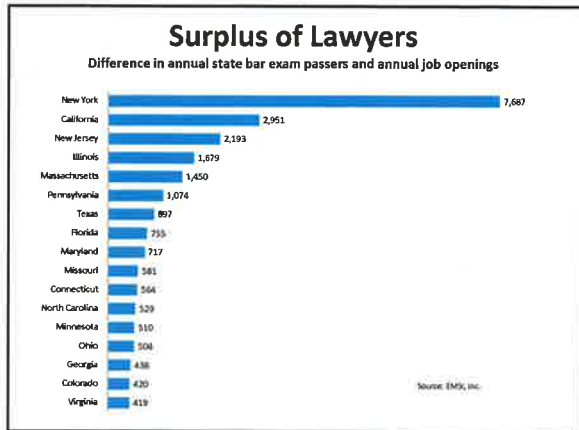
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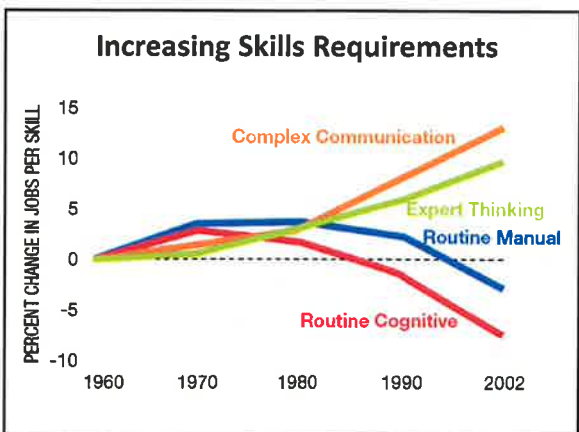
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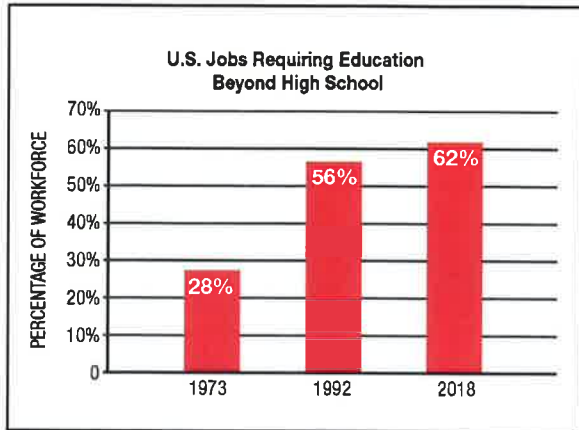
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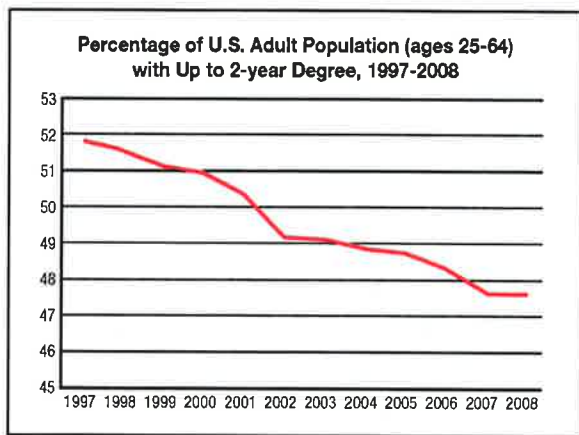
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### America Needs A Better Plan for Investing In People

<b>Higher Education:</b> \$22 billion in federal funds for 50 million jobs	<b>Workforce Training:</b> \$3.5 billion in federal funds for 70 million jobs
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Source: National Skills Coalition

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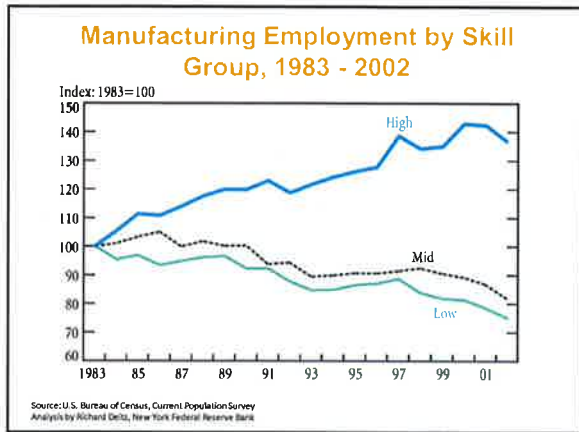
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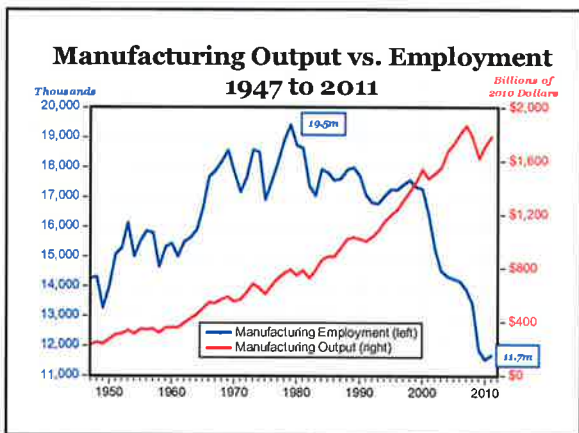
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### Lessons for Licking County Job Training

- Sell the notion that demographics are America's strategic edge --- if we focus on the young generation
- Class, not race, is the key issue
- New generation needs entrepreneurial and practical skills training ---not everyone can be a brain surgeon or (thank God!) an attorney
- Upward mobility requires a broader definition of skilled workers

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**JOELKOTKIN.COM**

A vivid snapshot of America in 2050 focusing on the evolution of the more intimate units of American society—families, towns, neighborhoods, industries.

It is upon the success or failure of these communities that the American future rests.

How the Addition of One Hundred Million Strangers by 2050 Will Transform the Way We Live, Work, and Play

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**Questions and Comment**



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