Entrepreneurial Pittsburgh: Building bridges to a city’s new future

How Efficient and Affordable Energy, Integrated Health Systems, Robotic Technology and Electronic Arts Technology Have Transformed Pittsburgh into a World-Class City.

March 24, 2008
Duquesne Club

March 25, 2008
Carnegie Mellon University
University Center
SYMPOSIUM 2008 SPONSORS

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Tepper School of Business at Carnegie Mellon University

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Urban Design Associates
Joseph D.C. Wilson, III
Entrepreneurial Pittsburgh: Building bridges to a city’s new future
How Efficient and Affordable Energy, Integrated Health Systems Robotic Technology and Electronic Arts Technology Have Transformed Pittsburgh into a World-Class City.

PRE – SYMPOSIUM EVENTS
Duquesne Club, 625 Sixth Avenue

Moderator: Leslie Merrill McCombs, Senior Consultant, UPMC, Government Relations
Theme: Designing a New City – Pittsburgh – for the 21st Century

IMPERATIVE PLANNING FORUM
1:30 – 3:30PM
Sponsored by Morgan Stanley

The Role of the Planner: Donald K. Carter, President, Urban Design Associates
What is the Role of the Planner in making the “new” city responsive to the informational, global economy – being a “connecting point” in transforming knowledge into commodities required by societies to improve their quality of life?

SHAPING THE FUTURE OF THE NEW CITY – CASE STUDIES
Strategies for Urban, Economic and Sustainable Developments:

> examine new forms of economic development and the convergence between urban design and technology
> promote the region (globally) to signal the transformation of Pittsburgh in economical, environmental and quality of lifestyle considerations
> build local skills (jobs) in the use and development of technology
> re-create under-utilized urban areas
> connect the Region socially and economically more powerfully to the Global World
> broaden opportunities for citizens to participate in globally dispersed knowledge and communication networks

Moderators: Leslie Merrill McCombs, Senior Consultant, UPMC, Government Relations
Donald K. Carter, President, Urban Design Associates

Presenters:
1. Zaragoza, Spain
   Ricardo Cavero, Director of Science and Technology, Zaragoza Spain
   Jose Carlos Arnal Losilla, Technical Advisor to the Mayor of Zaragoza

2. Doha and Education City, Qatar
   Chuck Thorpe, Dean, Qatar Campus, Carnegie Mellon

3. Osaka, Japan
   Minoru Asada, Professor, Osaka University, Japan

4. Pittsburgh, PA
   Pat Ford, Executive Director, Urban Redevelopment Authority
Responsive Panel:
1. Tom Murphy, former Mayor, Pittsburgh
2. Paul Farmer, CEO, American Planning Association

PRESS CONFERENCE 4:00 – 4:30PM
Sponsored by Carnegie Bosch Institute
(With All Media)
   Edward G. Rendell, Governor
   Luke Ravenstahl, Mayor, City of Pittsburgh
   Mark Nordenberg, Chancellor, University of Pittsburgh
   Jared Cohon, President, Carnegie Mellon University
   Minoru Asada, Professor, Osaka University, Japan
   Jose Carlos Arnal Losilla, Technical Advisor to the Mayor of Zaragoza

In Attendance:
   Dan Onorato, Allegheny County Chief Executive
   Mike Doyle, U.S. Representative
   Doug Shields, City Council President
   James Ferlo, Pennsylvania State Senator
   Minoru Asada, Professor, Osaka University, Japan
   Jose Carlos Arnal Losilla, Technical Advisor to the Mayor of Zaragoza

TELEVISION INTERVIEWS 4:30 – 5:30PM
With major speakers and participants. All TV stations and CMU TV; 11 persons listed above

VIP RECEPTION 5:30 – 7:30PM
Sponsored by Allegheny Conference for Community Development
Moderators: Lucian Caste, Founder, Cornerstones, Architect
   Michael Langley, CEO Allegheny Conference on Community Development
Speaker: Governor Edward G. Rendell

SYMPOSIUM LIVE AUCTION
Auctioneer: Governor Edward G. Rendell
Coordinator: Arthur Schwotzer, CEO Crossgates
Benefit: Cornerstones Tepper Student Scholarship Fund
PROGRAM
March 25, 2008
Carnegie Mellon University, University Center

WELCOME
8:30AM  Welcome
John Kozar, President, Cornerstones

8:30AM  Leadership
Lucian Caste, Founder, Cornerstones, Architect
The Challenge to Shape the City of the Future

8:35AM  Moderator: Don Marinelli, Professor of Drama and Arts Management, Carnegie Mellon University; Co-Director of the Entertainment Technology Center
Topic: Integration of the City Themes

OPENING PROGRAM
Sponsored by Burns & Scalo Companies

8:45AM  Keynote Speaker: Mark Nordenberg, Chancellor, University of Pittsburgh
Topic: What are the interconnected dynamics which have transformed Pittsburgh into a vital, world-class city, and what will sustain its future?

9:00AM  Luke Ravenstahl, Mayor, City of Pittsburgh
Pittsburgh – What is the vision for the future?
Topic: What are the keys to economic progress of the city, in the realm of urban progress?
Why do some cities succeed while others join the ranks of the “has beens?”
Quality of life, measured by every facet of life, becomes crucial for creative, urban order and sustainability.

9:15AM  Case Study: Zaragoza, Spain
Ricardo Cavero, Director of Science and Technology, Zaragoza Spain
Jose Carlos Arnal Losilla, Technical Advisor to the Mayor of Zaragoza
“Digital City” – World Expo 2008
Topic: What are the aspirations and similarities (and the lessons to be learned) between the growth patterns of Zaragoza and Pittsburgh?
What are the goals and strategies of Zaragoza to become a “Digital City?”

BREAK  9:45 – 10:00AM
SUCCESS STORY NO. 1 – WESTINGHOUSE
Sponsored by Builders Guild of Western Pennsylvania, Inc.
10:00AM  Introduction “Leonardo DaVinci”  
WESTINGHOUSE/TOSHIBA
Ric Perez, Senior Vice President, Nuclear Services, Westinghouse Electric Company

Topic: Why has Westinghouse remained in Pittsburgh?
What are the socio-economic dynamics and synergies which created this powerful partnership to bring about sustainable energy?
How does the enhanced use of Information Technology keep Westinghouse’s engines of innovation stoked, while benefiting both domestic and foreign economic growth?

SUCCESS STORY NO. 2 – LIFE SCIENCES RESEARCH
Sponsored by Lucian Caste, Founder of Cornerstones, Architect
10:30AM  Introduction  
BIOMEDICAL RESEARCH AND PITTSBURGH’S FUTURE
Arthur S. Levine, M.D.; Senior Vice Chancellor for the Health Sciences; Dean, School of Medicine University of Pittsburgh

Topic: The University of Pittsburgh – University of Pittsburgh Medical Center Relation: A Paradigm for Research and Fiscal Success

11:15AM  REGENERATIVE MEDICINE
Robert L. Kormos, M.D., FRCS, FAHA – U.P.M.C.; Co-Director, Artificial Heart Program and Heart Transplantation; Director, Artificial Heart Program; Medical Director, McGowan Institute for Regenerative Medicine

Topic: How Biomedical Research Impacts a Great City. Wellness, Quality of Life And Extension of Life

11:45AM  Allan Russell, Director, McGowan Institute for Regenerative Medicine, U.P.M.C.

Topic: Regenerative Medicine – As a Potential Economic Transformer for Pittsburgh

LUNCHEON
Sponsored by Innovation Works
12:15PM  Luncheon Speaker  
John Miclot, President and CEO, Respironics, Inc.

Topic: What makes a city, suddenly become a creative, innovative economic generator, which fuses the city with sustainable progress and prosperity?

SUCCESS STORY NO. 3 – ROBOTICS
Sponsored by the P. J. Dick Company
1:00PM  Introduction “The Robot”  
ROBOTICS and the CITY of the FUTURE
Minoru Asada, Professor, Osaka University, Japan

Topic: How will robotics contribute to the city and the betterment of mankind?
1:25PM Matthew Mason, Director, Robotics Institute, Carnegie Mellon University

**Topic:** The historical connections with robots, the fascination and leading technologies, and what the future holds: humanoid and intelligence – its impact on health care, quality of life, education and all facets of life.

**SUCCESS STORY NO. 4 – ENTERTAINMENT TECHNOLOGY**

Sponsored by Respironics, Inc.

1:50PM **Introductions “The Animated Figure”**

ENTERTAINMENT TECHNOLOGY: The Force that Propels the Imagination!

John Dellaverson, Producer, Lions Gate Entertainment

**Topic:** The development and use of increasingly programmable tools for education, entertainment and communication

2:15PM Jack Lew, Global University Relations Manager, Electronic Arts

**Topic:** As entertainment technology becomes faster moving, more complex, more dynamic, more distracting and more mediated by technology, what will become its goals?

**CAPSTONE PANEL**

Sponsored by IBM

2:40PM The Capstone panelists will develop the issues of what is being done by the Universities to impact change in the Pittsburgh region, bring new business to the region, and define the University’s role in the network economy.

> How do our great universities relate to production, employment and leadership on a local, regional and global basis?

> How does Pittsburgh further develop into the 21st Century as a knowledge transfer and sustainable energy city?

> What effective public policies are needed to “make it happen?”

**PANELISTS AND TOPICS**

Sponsored by Carnegie Bosch Institute

**Moderator:** F. Michael Langley, President / CEO, Allegheny Conference on Community Development

**Presenters:**

1. **Minoru Asada** – What are the economic transformers and new research applications necessary to drive the commercial applications of robotics?

2. **Arthur S. Levine M.D.** – What are the healthcare, research and start-up perspectives needed to create innovative opportunities to seed start-up companies and investment incentives?

3. **Matt Harbaugh, Chief Investment Officer, Innovation Works** – The Role of Community Investment

4. **John Dellaverson** – Film Industry in the City

5. **Lester B. Lave, University Professor, Carnegie Mellon University** – The Sustainable Environment

6. **Mark Kamlet** – The Challenge for the Universities and the City

**CLOSING**

3:40PM Lucian Caste, Founder of Cornerstones, Architect
CORNERSTONES MEMBERSHIP APPLICATION

Yes, my company (I) wants to be a Member of Cornerstones CMU:

I want to help create a meeting place and environment where leaders decision makers, key players, organizations, community leaders and all levels of government can pursue a common cause – the advancement of the Pittsburgh Region.

Name  Title

Company

Mailing Address

City  State  Zip

Daytime Phone  Fax

E-mail

- Charter/Life Membership $3,000: Designate 1 person to serve on the board of directors and up to 5 designated members
- Corporate Membership $1,000/yr: Designate up to 3 members
- Sustaining Membership $100/yr
- Public Service Membership $35/yr
- Faculty Membership $25/yr
- Non-Profit Membership $25/yr
- Student Membership N/C

Enclosed is my tax-deductible gift for $___________ made payable to CORNERSTONES-Carnegie Mellon for my membership.

Mail to: CORNERSTONES-Carnegie Mellon
Robert E. Johnston
Tepper School of Business
Donald H. Jones Center for Entrepreneurship
Carnegie Mellon University
5000 Forbes Avenue
Pittsburgh, PA 15213-3890

Please charge my gift to:  ○ MasterCard  ○ VISA  ○ Check Enclosed

Credit Card No.  Exp. Date

Signature

Note: A portion of your membership contribution may be transferred to Cornerstones Tepper School of Business Scholarship Award Fund.
SYMPOSIUM REGISTRATION

Impervious Planning Forum by invitation

Governor Edward G. Rendell VIP Reception: $75 per person

Symposium 2008: $175 per person

Both above events: $225 per person – Early Bird, by March 5, $195.00

One year special CORNERSTONES membership $50.00 with registration.


PACKAGE 2: 8 persons for $1,100 – Includes Two (2) reservations to March 24 VIP Reception at the Duquesne Club with Governor Edward G. Rendell, Speakers, Key Leaders, Innovators and Entrepreneurs and Eight (8) Reservations to March 25 Symposium 2008.

Fees Includes: Wine Reception, Continental Breakfast, Lunch and Parking

Non-Profit: $150.00 per person, both events

Government: $75.00 per person, both events

Faculty: $50.00 per person, both events

Student (Full Time): Gratis, Symposium 2008

Cornerstones members deduct 10% from your Registration Fee.

Name

Title

Company

Mailing Address

City State Zip

Daytime Phone Fax

E-mail

☐ Please make ______ reservations for the March 24th VIP Reception at the Duquesne Club. $ ________

☐ Please make ______ reservations for the March 25th Symposium 2008 at Carnegie Mellon. $ ________

Enclosed is my check made payable to CORNERSTONES – Carnegie Mellon in amount of $ ________

Mail to: CORNERSTONES – Carnegie Mellon
Robert E. Johnston
Tepper School of Business
Donald H. Jones Center for Entrepreneurship
Carnegie Mellon University
5000 Forbes Avenue
Pittsburgh, PA 15213-3890

Please charge my: ☐ MasterCard ☐ VISA ☐ Check Enclosed

Credit Card No. Exp. Date

Signature

To register by phone, fax or e-mail:

Phone: 412.268.9554 Fax: 412.268.6129 E-mail: rj@andrew.cmu.edu