

A G E N D A

Kentucky and the New Economy

Presented by Kentucky Leaders for the New Century
with financial support from Fidelity Investments, Ashland Inc., and Delta Airlines.

Monday, November 13, 2000

11:30 a.m.—12:45 p.m. **REGISTRATION** RiverCenter Lobby

12:45 p.m.—1:00 p.m. **WELCOME** Ballrooms D & E
Kentucky Leaders for the New Century and Co-Chairs for Monday's event, Kevin Canafax with Fidelity Investments and Anne Maxfield with Roth Partnership Architects.

1:00 p.m. – 2:00 p.m. **KEYNOTE** Ballrooms D & E
CHUCK MARTIN, a highly regarded online publisher, lecturer, marketer and author, is chairman and CEO of Net Future Institute, a U.S.-based think tank focusing on the future of the Internet and e-commerce. His latest book is titled *Net Future: The 7 Cyber Trends that Will Drive Your Business, Create New Wealth and Define Your Future*. A pioneering leader in the interactive marketplace, Martin has the far-reaching vision that is essential for success in the new networked economy. In his *New York Times* bestseller, *The Digital Estate*, Martin provided a leading strategic guide to operating a business on the Internet. In the book, Martin explains that the Net is a totally new environment, not simply a place to extend your existing business. He outlines 20 key concepts and business themes.

2:00 – 2:30 p.m. **BREAK**

2:30 - 3:30 p.m. **CONCURRENT SESSIONS**

GOVERNMENT'S ROLE IN THE NEW ECONOMY

What are the opportunities and obstacles to increasing government's role in the digital age? Rooms 1 & 2

Panelists:

Moderator: Craig Greenberg, Chief Operating Officer and General Counsel, iVisionary Ventures
John Y. Brown III, Secretary of State, Kentucky
Michael B. Gritton, Director, Louisville Office of Strategic Planning
Aldona Valicenti, Chief Information Officer, Kentucky State Government

TRANSITIONING FROM "BRICKS AND MORTAR" TO "CLICKS AND MORTAR"

How do we encourage more Kentucky businesses to embrace e-commerce, the Web, and other Information Age tools? Rooms 4 & 5

Panelists:

Moderator: Jim Gray, James N. Gray Company
Kristy Folkwein, Director, Information Technology Solutions, Ashland, Inc.
Dr. Larry Jones, University of Kentucky Department of Agriculture
Larry Vignola, Vice President, Fidelity Investments

3:30 - 4:00 p.m. **BREAK**

4:00 - 5:00 p.m. **CONCURRENT SESSIONS**

EDUCATING NEW ECONOMY CITIZENS

As the tools of the Information Age become more affordable and more widely available, how can we create new learning opportunities? **Rooms 1 & 2**

Panelists:

Moderator: Rep. Jon Draud, Kentucky General Assembly
Vicki Fields, District Technical Coordinator, Kenton County Schools
Myk Garn, Chief Academic Officer, Kentucky Commonwealth Virtual University
Craig True, Kentucky Board of Education
William Wilson, Deputy Executive Director for Education and Outreach, KET

THE DIGITAL DIVIDE

How do we bridge the divide between the "information haves," who tend to be younger, better educated, wealthier, and white, and the "information have-nots," who tend to be black, older, and have less education and income? **Rooms 4 & 5**

Panelists:

Moderator: Dr. Ernest Yanarella, Department of Political Science, University of Kentucky
Johnathan Holifield, Vice President for Electronic Commerce, Cincinnati Chamber of Commerce
Jim Nelson, Kentucky Department of Libraries and Archives
Benjamin K. Richmond, CEO and President, Louisville Urban League
Douglas Robinson, Governor's Office for Technology

5:00 - 7:00 p.m. **RECEPTION** **Madison Lobby**

Sponsored by the New Economy Transition Team of the Northern Kentucky Chamber of Commerce, the reception will showcase many of the exciting companies and organizations of the area that are embracing the New Economy.

7:45 - 9:00 p.m. **KET's "KENTUCKY TONIGHT"** **Ballrooms D & E**

KET broadcasts "Kentucky Tonight" live with host Bill Goodman. The topic of discussion will be "Kentucky and the New Economy." All those who will be attending the conference are encouraged to be part of the audience.

12:15 - 1:30 p.m.

LUNCH AND SPEAKER

Ballroom C

DR. C. EUGENE STEUERLE, a senior fellow at the Urban Institute in Washington, D.C., and chair of the Technical Panel advising Social Security on its methods and assumptions, addresses the question of how financial, political, economic, and demographic forces may affect future federal budgets, federal-state relations, and an array of spending programs. Dr. Steuerle will discuss the future of Social Security and explore ways that state governments and the nonprofit sector may be affected as the federal government finds it increasingly difficult to initiate and sustain a variety of spending programs.

1:45 – 3:30 p.m.

CONCURRENT SESSIONS

WHAT DOES THE AGING OF KENTUCKY'S POPULATION PORTEND FOR THE FUTURE? Room 3

This session will present an analysis of survey responses from the *Kentucky Retirement Survey*, which was sent to 2,500 Kentuckians aged 45 and older. This 69-question survey was designed to gain greater insight to the financial preparedness, health status, and retirement plans of Kentucky's current and upcoming retirees.

Panelists:

Moderator: Dr. Graham Rowles, Sanders-Brown Center on Aging, University of KY
Michael T. Childress, Executive Director, Kentucky Long-Term Policy Research Center
Dr. Thomas Ford, Professor Emeritus, Department of Sociology, University of Kentucky
Lt. Governor Steve Henry, Commonwealth of Kentucky
Dr. John Watkins, Department of Geography, University of Kentucky
Rep. Susan Westrom, Kentucky General Assembly
Senator Jack Westwood, Kentucky General Assembly

WHAT IS THE FUTURE OF POSTSECONDARY EDUCATION IN KENTUCKY AND HOW CAN WE INCREASE THE NUMBER OF STUDENTS? Ballrooms D & E

This panel will present results from the Center's multifaceted project to understand the future of postsecondary education in Kentucky. There are four components to the project: 1) a cost-benefit assessment to determine what the public benefit is from the public investment in postsecondary education; 2) a 3,000 person survey sent to 16- and 17-year-old Kentucky high school students to understand their attitudes and opinions about education; 3) case studies of 4 high schools to understand more fully why some schools send a high percentage of their students to postsecondary education while others send a very low percentage; and 4) a systematic examination of teachers' transcripts to determine if teacher "quality" affects student performance.

Panelists:

Moderator: Dr. Stephen Clements, University of Kentucky
Dr. Melissa Evans-Andris, Department of Sociology, University of Louisville
Dr. Edward W. "Skip" Kifer, Department of Educational Policy, University of Kentucky
Dr. Sue Moore, Council on Postsecondary Education
Corrie Orthober, Kentucky Long-Term Policy Research Center
Michal Smith-Mello, Senior Policy Analyst, Kentucky Long-Term Policy Research Center
Amy Watts, Policy Analyst, Kentucky Long-Term Policy Research Center

HOW CAN KENTUCKY CREATE AN ENTREPRENEURIAL ECONOMY? Rooms 1 & 2

The Kentucky Science and Technology Corporation will discuss the Kentucky Science and Technology Strategy and the constellation of factors necessary to create a thriving entrepreneurial economy in the future.

Panelists:

Joanne Lang, Vice President, Kentucky Science and Technology Corporation
James C. Seiffert, Attorney at Law, Stites and Harbison
Randall S. Stevens, President, ArchVision