

Kentucky and the New Economy

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

KENTUCKY

LONG-TERM POLICY RESEARCH CENTER
111 St. James Court
Frankfort, KY 40601-8486
www.kitprc.net

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The seventh annual conference of

KENTUCKY

LONG-TERM POLICY RESEARCH CENTER

Presented in conjunction with

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with financial support from Fidelity Investments, Ashland Inc., and Delta Airlines

KENTUCKY AND THE NEW ECONOMY CHALLENGES FOR THE NEXT CENTURY

NOVEMBER 13-14, 2000
NORTHERN KENTUCKY CONVENTION CENTER

Challenges for the Next Century

The seventh annual conference of

KENTUCKY

LONG-TERM POLICY RESEARCH CENTER

REGISTER NOW!

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
TELEPHONE _____ FAX _____
E-MAIL _____
WEB SITE _____

CHOOSE ONE OF THE FOLLOWING:

- ___ Registration faxed or postmarked by November 3, 2000 (\$45)
___ Registration after November 3, 2000 (\$55)
___ Student Registration (\$10)
___ Group Rate (Each 5th attendee is free when registration is submitted with copies of 4 other paid registrations.)

I PLAN TO ATTEND

- ___ Monday and Tuesday, November 13 and 14, 2000
___ Monday, November 13, 2000 only
___ Tuesday, November 14, 2000 only

HELP US PLAN Which sessions do you prefer?

Monday, November 13, 2:15-3:15 pm.

- ___ *Government's Role in the New Economy*
___ *Transitioning from "Bricks and Mortar" to "Clicks and Mortar"*

Monday, November 13, 3:30-4:30 p.m.

- ___ *Educating New Economy Citizens*
___ *Bridging the Digital Divide*

Tuesday, November 14, 1:45-3:30 p.m.

- ___ *What does the aging population portend for the future?*
___ *What are the trends in postsecondary education in Kentucky?*
___ *How can Kentucky create an entrepreneurial economy?*

STATE EMPLOYEES

MARS Agency # _____
Interaccount Contact Person _____
Telephone _____
E-Mail _____

ANY SPECIAL NEEDS? (Dietary or Other)

Just make a copy or copies of this form and mail or fax the completed form with or followed by a check or money order made payable to Kentucky Long-Term Policy Research Center, to the Center at:

111 St. James Court
Frankfort, KY 40601-8486
Fax: 502-564-1412 or 800-383-1412

... or register online at: www.kltprc.net/conference2000.htm

CANCELLATIONS, REFUNDS OR SUBSTITUTIONS. Cancellations after November 3, 2000, will not be refundable. Substitutions are welcome. "No shows" will be charged the full registration fee.

MONDAY, NOVEMBER 13, 2000

REGISTRATION 11:30 a.m.-1:00 p.m.

KEYNOTE ADDRESS 1:00-2:00 p.m.

Chuck Martin. Online publisher, lecturer, marketer and chairman and CEO of Net Future Institute, a US think tank focusing on the future of the Internet and e-commerce, Martin is widely regarded as a New Economy visionary and a pioneer in the interactive marketplace. His *New York Times* bestseller, *The Digital Estate*, provided a strategic guide for doing business on the Web. His latest book is *Net Future*.



BREAK 2:00-2:15 p.m.

CONCURRENT SESSIONS 2:15-3:15 p.m.

1. Government's Role in the New Economy How do we define and leverage government's role in the digital age?

Moderator: Craig Greenberg, CEO, General Counsel, iVisionary Ventures
Panelists: John Y. Brown III, Secretary of State; George Seitz, Chief Technology Officer, City of Louisville; Aldona Valicenti, Chief Information Officer, State of Kentucky

2. Transitioning from "Bricks and Mortar" to "Clicks and Mortar" How do we encourage more Kentucky businesses to embrace New Economy tools?

Moderator: Jim Gray, James N. Gray Company
Panelists: Bill Carey, Executive Vice President, Fidelity Investments; Kristy Folkwein, Director, Information Technology Solutions, Ashland; Larry Jones, Professor, Department of Agriculture, University of Kentucky

BREAK 3:15-3:30 p.m.

CONCURRENT SESSIONS 3:30-4:30 p.m.

1. Educating New Economy Citizens As Information Age tools become more accessible, how do we create new learning opportunities?

Moderator: Rep. Jon Draud, Kentucky General Assembly
Panelists: Vicki Fields, District Technical Coordinator, Kenton County Schools; Mary Beth Susman, CEO, Kentucky Commonwealth Virtual University; Craig True, State Board of Education; William Wilson, Deputy Executive Director for Education and Outreach, KET

2. Bridging the Digital Divide How do we close the gap between the information "haves" and "have-nots"?

Moderator: Ernest Yanarella, Professor, Department of Political Science, University of Kentucky
Panelists: Johnathan Holfield, Vice President for Electronic Commerce, Cincinnati Chamber of Commerce; Jim Nelson, Kentucky Department of Libraries and Archives; Benjamin Richmond, President & CEO, Louisville Urban League; Doug Robinson, Governor's Office for Technology

TUESDAY, NOVEMBER 14, 2000

REGISTRATION 7:45-8:45 a.m.

WELCOME 8:45-9:00 a.m.

Dan Hall, Chair, Kentucky Long-Term Policy Research Center Board of Directors

THE HELLARD AWARD 9:00-9:30 a.m.

The Fourth Annual Vic Hellard Jr. Award for Service in the Interest of the Commonwealth's Future and in memory of the former Legislative Research Commission Director is presented.

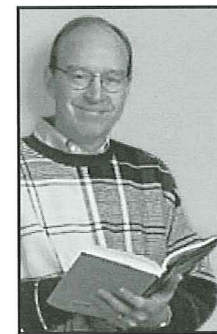
PRESENTATION 9:30-10:15 a.m.

The Forces of the Future Center staff outline the economic and social trends, forces, and changes that are likely to influence Kentucky in the early years of the next century.

BREAK 10:15-10:30 a.m.

PANEL DISCUSSION 10:30 a.m.- Noon

Is Kentucky making progress? *Kentucky Tonight* host Bill Goodman leads a panel of distinguished Kentuckians through a series of questions about Kentucky's future. The panel will consider whether Kentucky is making progress, standing still, or losing ground on issues that are vitally important to our long-term future. Specifically, the panel will focus on a citizen vision crafted in 1994 as part of the Visioning Kentucky's Future Project and 26 long-term goals aimed at its realization—how we can attain them and where we most need to focus our energies and resources.



Moderator: Bill Goodman, host of KET's *Kentucky Tonight*
Panelists: Walter Baker, attorney, former member of the Kentucky Supreme Court and the General Assembly; Betty Bayé, *Courier-Journal* columnist, writer and civic activist; John Berry, Jr., attorney, counsel for burley tobacco farmers, and former member of the Kentucky General Assembly; Paul Chellgren, Chairman and CEO, Ashland Inc.; Martha Layne Collins, former Governor of Kentucky, Scholar in Residence at Georgetown College; Gordon Davies, President, Council on Postsecondary Education; Wendell Ford, former Governor and U.S. Senator; Nancy Jo Kemper, Executive Director, Kentucky Council of Churches; Kris Kimel, President, Kentucky Science and Technology Corporation; James Klotter, State Historian; Sylvia Lovely, Executive Director, Kentucky League of Cities; Gerald Smith, Professor and Director, African-American Studies and Research, University of Kentucky; and Jane Stephenson, founder & former director of Berea's New Opportunity School for Women in Berea and civic leader.

LUNCH AND SPEAKER 12:15-1:30 p.m.

Dr. C. Eugene Steuerle. Louisville native Dr. C. Eugene Steuerle is a Senior Fellow with the highly respected Urban Institute based in Washington, D.C., where he has conducted extensive research on budget and tax

policy, Social Security, charitable sector issues, health care, and welfare reform. Dr. Steuerle is the author of a weekly column, "Economic Perspective" for *Tax Notes* magazine, eight books, more than 125 reports and articles, 500 columns, and 45 congressional testimonies or reports. He chairs the Technical Panel advising Social Security on its methods and assumptions for fiscal projections. Prior to joining the Urban Institute, he served with the Reagan administration. He will discuss the future of Social Security and explore some of the ways that state governments and the nonprofit sector may be affected.



CONCURRENT SESSIONS 1:45-3:30 p.m.

1. What does the aging of Kentucky's population portend for the future? An analysis of the Kentucky Retirement Survey, a 2000 statewide survey to Kentuckians 45 and older that assesses the financial preparedness, health status, and retirement plans of current and upcoming retirees.

Moderator: Graham D. Rowles, Professor, Associate Director for Behavioral Sciences, Sanders-Brown Center on Aging, University of Kentucky

Panelists: Thomas Ford, Professor Emeritus of Sociology, University of Kentucky; John Watkins, Director of Graduate Studies, Gerontology and Associate Professor of Geography, University of Kentucky; Rep. Susan Westrom, Kentucky General Assembly; Sen. Jack Westwood, Kentucky General Assembly

2. What are the trends affecting postsecondary education in Kentucky and how can we improve our education status? This panel will present and discuss results from the Center's multifaceted project on the future of postsecondary education in Kentucky, which includes:

- a cost-benefit analysis of the many public returns to investment in postsecondary education
- a survey of Kentucky high school students about time management, attitudes, postsecondary decisionmaking and planning, and other issues
- a comparative case study of high schools with widely varying postsecondary experiences
- an examination of teacher transcripts to determine if teacher "quality" affects student performance.

Moderator: Stephen Clements, Assistant Professor, Department of Educational Policy Studies and Evaluation, University of Kentucky

Panelists: Melissa Evans-Andris, Professor, Department of Sociology, University of Louisville; Edward W. "Skip" Kifer, Professor, Department of Educational Policy, University of Kentucky; Sue Moore, Executive Vice President, Council on Postsecondary Education

3. How can Kentucky create an entrepreneurial economy? The Kentucky Science and Technology Corporation discusses the Kentucky Science and Technology Strategy and the factors needed to cultivate a thriving entrepreneurial economy here.

Moderator: Joanne Lang, Vice President, Kentucky Science and Technology Corporation

Panelists: James C. Seiffert, Attorney at Law, Stites and Harbison; Randall S. Stevens, President, ArchVision