
LEADING TO SUCCESS

Shaping a Strategy for Low- and Moderate-Income Entrepreneurs in Massachusetts

4th Annual Conference of Pioneer Institute's Center for Urban Entrepreneurship (CUE)

Wednesday, October 29, 2003 ■ 8:00 am - 12:15 pm
Federal Reserve Bank of Boston ■ 600 Atlantic Avenue, Boston

- 8:00 - 8:30 **REGISTRATION AND CONTINENTAL BREAKFAST**
- 8:30 - 8:40 **WELCOME**
Marilyn Weekes, Assistant Vice President/Community Affairs Officer, Federal Reserve Bank of Boston
- 8:40 - 9:15 **KEYNOTE: "Elements of Business Growth"**
George Gendron, former Editor-in-Chief, Inc Magazine; Entrepreneur-in-Residence, Clark University
Introduction by *Diana Davis Spencer, Director of Gifts, Shelby Cullom Davis Foundation*
- 9:15 - 10:10 **PANEL ONE: "New Paradigms for LMI Entrepreneurship Support"**
Moderated by *Stephen Adams, President/CEO, Pioneer Institute for Public Policy Research*
- ◆ "Outcome-based Strategy for State Support of LMI Businesses"
Chris Sikes, Executive Director, Western Massachusetts Enterprise Fund
DeAnna Green, Program Director, Community Business Network
 - ◆ "Small Business Strategy for the Commonwealth" - *Kathy Kottaridis, Director, Office of Small Business and Entrepreneurship, Massachusetts Department of Business and Technology*
- 10:10 - 10:25 **COFFEE BREAK**
- 10:25 - 11:20 **PANEL TWO: "Big Dogs Helping Little Fish: Corporate Role in LMI Entrepreneurship"**
Moderated by *George Donnelly, Editor, Boston Business Journal*
- ◆ "The Business Case" - *Gary Heidel, National Director, Small Business/Government Program Services, Citizens Financial Group*
 - ◆ "Corporate Philanthropy" - *Vincent McCarthy, Senior Partner, Hale and Dorr, LLP*
- 11:20 - 12:10 **ROUNDTABLE** - Wrap-up discussion among participants
- 12:10 - 12:15 **CLOSING**
- 12:15 - 1:00 **NETWORKING LUNCHEON**

Conference Overview

This half-day conference will explore the elements of statewide strategy to promote business creation and growth by low- and moderate-income (LMI) entrepreneurs.

Intended for business leaders, entrepreneurs, community development professionals, foundations, and public policy officials, the conference will consider both the business case and the public policy rationale for fostering growth-oriented LMI entrepreneurship.

Discussion will address these specific topics:

- Economic factors influencing the growth of business start-ups
- Effective allocation of public resources to support LMI businesses
- The business case for established firms to support LMI businesses
- Best strategies for LMI business development

CUE gratefully acknowledges the support of our co-sponsors—**Citizens Bank** and the **Shelby Cullom Davis Foundation**—as well as the **Federal Reserve Bank of Boston**—in organizing this conference.

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