

## National Economic Forum on Early Childhood Investment: A Conference of the Partnership for America's Economic Success

March 10–11, 2010  
National Press Club  
529 14th Street NW, 13th Floor  
Washington, DC 20045

### Wednesday, March 10

- 5:30 Reception**      **Holeman Lounge and First Amendment Room**
- 6:30 Dinner**      **Ballroom**  
**Keynote**
- Speakers:*      *Lon O'Neil, CEO, Society for Human Resource Management*  
*The Honorable John Spratt, Member, U.S. House of Representatives (D-SC)*
- 8:30 Adjourn**

### Thursday, March 11

- 8:00 Registration and Breakfast (Foyer in front of Ballroom)**
- All morning sessions are in the Ballroom
- 8:45 Welcome and the Partnership Principles**  
*Speakers:*      *Rob Dugger, Managing Partner, Hanover Investment Group*  
*Sara Watson, Director, Partnership for America's Economic Success*
- 9:15 Business Voice for Early Childhood**  
**Keynote**  
*Moderator:*      *Phil Peterson, Senior Vice President, Aon Consulting*  
*Speaker:*      *The Honorable John Engler, CEO, National Association of Manufacturers*
- 9:45 Making the Business and Economic Case for Early Childhood Investments**  
**Keynote**  
*Moderator:*      *Julie Meier Wright, CEO, San Diego Regional Economic Development Council*  
  
*Speaker:*      *Michael Mandel, former Chief Economist, BusinessWeek*
- 10:15 Break**

**10:30 Plenary Panel: Protecting early childhood investments in difficult budget times**  
**Moderator:** *Lydia Logan, Co-Director, Institute for a Competitive Workforce, U.S. Chamber of Commerce*

**Speakers:** *Lloyd Lamm, Retail President, First National Bank of Pennsylvania*  
*Tom Chewing, Retired CFO, Virginia Dominion Power*  
*Ralph Stacy, Senior Vice President for Strategic Communication and Executive Director, The Partnership, Business Council of Alabama*

**11:50 Break**

**12:00 Lunch**

**Moderators:** *Marie Diaz, CEO, Pursuit of Excellence*  
*Sara Watson*

**Speakers:** *Larry Kellner, former CEO, Continental Airlines*  
*Susan Kellner, School Board Trustee, Spring Branch Independent School District, Houston, TX*

**2:00 Breakout sessions, each session held twice (2:00–3:00 and 3:15–4:15)**

- 1) **“Even Stranger Bedfellows”: Engaging Partners from New Business Industries (Public Television, Kids’ Firms, Utilities)** This limited-space 3-discussion session will enable participants to choose the “strange bedfellow” industry with which they would like to engage and talk in a small group with an industry expert about targeted messaging, “dos” and “don’ts” and how these business leaders each got involved.

**Speakers:** *Robert Shuman, CEO, Maryland Public Television*  
*Kevin Winkelman, National Sales Manager, Western Division, Playworld; Pennsylvania Early Learning Investment Commission*  
*Hal Kaplan, CEO, Kaplan Learning Center*  
*Rena Conley, President and CEO, Entergy Louisiana, LLC and Entergy Gulf States Louisiana, L.L.C.*

- 2) **“Beyond Perry”: Using Research to Respond to Skeptics** This data-driven panel will help participants better use existing research on economic benefits of early childhood investments, as well as new data, to answer tough questions.

**Speakers:** *Steven Barnett, Co-director, National Institute for Early Education Research*  
*Richard Brandon, Director, Human Services Policy Center, University of Washington, Seattle*  
*Elaine Weiss, Project Manager, Partnership for America’s Economic Success*

- 3) **“Connecting to chambers of commerce, business roundtables and others”: Engaging state and local business organizations** This limited-space session will inform participants on the “dos” and “don’ts” of engaging members of state business organizations, as well as the organizations themselves, to become champions for early childhood programs.

*Speakers:* **JD Chesloff**, Deputy Director, Massachusetts Business Roundtable and Chair, Massachusetts Board of Early Education and Care

**Rob Bradham**, Senior Vice President, Business Development/Government Affairs, Greater Richmond Chamber of Commerce

**Lisa Ventriss**, CEO, Vermont Business Roundtable

- 4) **“Early childhood or tax break?”: New data on early childhood economic development benefits and working with state economic development agencies** This data-rich session will provide participants with new numbers around the role of early childhood programs as practical tools of economic development. Examples of such uses are solicited now and will be discussed.

*Speakers:* **Julie Meier Wright**

**Tim Bartik**, W.E. Upjohn Institute

- 5) **“Science for Non-Scientists”: Communicating the importance of early childhood development to business and policy leaders** Participants will obtain tools and knowledge needed to “translate” scientific findings around early childhood—brain research and other — into accessible, useful advocacy materials.

*Speaker:* **Al Race**, Communications Director, National Center on the Developing Child, Harvard University

- 6) **“Budget smart AND right”: Using the Partnership Principles on State and Federal Resource Allocation** This intensive session will delve deep into the new Partnership Principles and discuss their potential uses to engage business leaders and help guide policy making at both the federal and state levels.

*Speakers:* **Rob Dugger**

**Amy Swanson**, Executive Director, Voices for Ohio’s Children

4:30 Call to Action (Ballroom)

4:45 Adjourn