



**SOUTHERN CALIFORNIA
LEADERSHIP NETWORK**

Leadership L.A.

Leadership Southern California

**Leadership Southern California Class of 2009
Friday, Nov. 21, 2008; Pacific Design Center
Seminar 2 – Focus L.A.: The People, Places & Trends**

7:30 – 8 a.m.	Continental Breakfast and Networking
8 – 8:35 a.m.	Welcome, Announcements and Overview of the Day <i>Kevin Cottrell</i> , Executive Director, Southern California Leadership Network and Vice President Leadership Programs, L.A. Area Chamber
	Los Angeles as the ‘Capital’ of a Global Region: What do Southern California leaders need to think about? <i>Kevin Cottrell</i>
8:35 – 8:50 a.m.	Introduction to Personal Mission Activity <i>Jodi Walker and LSC 2009 Fellows</i>
8:50 – 9 a.m.	Break
9 – 9:40 a.m.	The Creative Economy and OTIS <i>Samuel Hoi</i> , President, Otis College of Art & Design
9:40 – 9:50 a.m.	Break
9:50 – 10:50 a.m.	Arts, Culture and the Creative Economy: is L.A. the Creative Capital of the World? <i>Moderated by Terence McFarland, Executive Director, LA Stage Alliance</i> <ul style="list-style-type: none">• <i>Bradley Burlingame</i>, President & CEO, West Hollywood Marketing & Visitors Bureau• <i>Winifred White Neisser</i>, Senior Vice President of Movies & Miniseries, SONY Pictures Entertainment• <i>Laura Zucker</i>, Executive Director, Los Angeles County Arts Commission
10:50 – Noon	Personal Mission Activity and Values Assessment Follow-up <i>Jodi Walker and LSC 2009 Fellows</i>
	Form groups for arts excursion
Noon – 1 p.m.	Lunch
1 – 1:20 p.m.	Travel to excursions

continued on back

- 1:20 – 2:20 p.m. **Creative Economy Excursions:**
- **Group A: Music and Nightlife:** Sunset Strip with *Todd Steadman*, Executive Director, Sunset Strip Business Association
 - **Group B: Fashion Industry & Design/Retail:** Robertson Blvd. with *Victoria Eagleson*, Director of Marketing, Avenues of Art & Design Business Improvement District; and *Ashley Lent*, Leasing and Sales Agent, Stafford Commercial Real Estate
 - **Group C: Los Angeles Art Scene:** MOCA @ PDC and Galleries on Melrose with *Kim Martindale*, Fine Art Dealers Association/ Los Angeles Art Show
 - **Group D: Interior Design Industry:** Pacific Design Center and Robertson Showrooms with *Greg Firlotte*, Marketing Director, Phyllis Morris Designs
- 2:20 – 2:40 p.m. **Travel back to Pacific Design Center**
- 2:40 – 2:50 p.m. **Break and gather thoughts for report out**
- 2:50 – 3:15 p.m. **Report out on excursions**
- 3:15 – 4 p.m. **Leadership, Politics and Ethnic Relations in the City of Dreams**
Fernando Guerra, Ph.D., Director, The Leavey Center for the Study of Los Angeles and Associate Professor of Political Science and Chicano/a Studies, Loyola Marymount University
- 4 – 4:30 p.m. **Debrief, wrap up and program close**

Special thanks to the West Hollywood Marketing & Visitors Bureau for sponsoring a portion of today's seminar.