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IMPACT SAN DIEGO AGENDA

Survey of the Regional Economy: *Sustaining a Competitive Region*

Thursday, October 15, 2009 | Gen-Probe Inc.

AGENDA

- 7:30 AM** **Continental Breakfast & Networking**

- 8:00** **Sponsor & Host Welcome Remarks**
Michael J. Watts, VP, Investor Relations & Corporate Communications
Gen-Probe Inc.

- 8:30** **Overview of the Day**
Sherrie-Lyn Thompson, VP Programs & Operations
LEAD San Diego

- 8:45** **San Diego's Economic Outlook in 2009 and Beyond**
Kelly Cunningham, Economist & Senior Fellow
National University Institute for Policy Research

- 9:40** **BREAK**

- 9:50** **San Diego's Population**
Beth Jarosz, Associate Analyst
San Diego Association of Governments (SANDAG)

- 10:50** **BREAK**

- 11:00** **Why San Diego?**
Sandra Slivka, Ph.D., Director, Southern California Biotechnology Center
Miramar College

- 11:45** **LUNCH**

- 1:00 PM** **Tourism in the Regional Economy**
Kerri Verbeke Kapich, Senior VP, Marketing & Strategic Partnerships
San Diego Convention & Visitors Bureau

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AGENDA (continued)

- 1:45** **Welcome & Congratulations to the Class of 2010!**
Bob Benson (09), Winner of the Herbert G. Klein Award for Exemplary Leadership
- 2:00** **Phil Blair (83)**, Program Chair, LEAD San Diego Board of Directors
- 2:15** **Ensuring the Nonprofit Community Remains Vibrant & Healthy**
Pat Libby, Director, Institute for Nonprofit Education & Research
University of San Diego School of Leadership and Education Sciences
- 3:00** **SPEED NETWORKING – An Interactive Activity**
- 4:00** **The Strategic Importance of Baja California to San Diego's Future Prosperity**
Richard Kiy, President & CEO
International Community Foundation
- 4:45** **Shared Learning**
- 5:00** **ADJOURN**

QUESTIONS FOR THOUGHT & DISCUSSION

1. Given San Diego's extraordinary prosperity, why is it so difficult to absorb many new labor market entrants into good paying jobs?
2. To ensure San Diego's sustained prosperity and to broaden economic opportunity for all, is it more important to focus our energies on making this a good place to live, work and do business, or should we be concentrating our efforts on building the human capital in our region, augmenting our knowledge and skills so we attract world-class companies and mobile investment capital?
3. When thinking about strengthening our regional economy, should government lead, follow or just get out of the way?

THANK YOU

**Very special acknowledgement & thanks to Jori Tulkki (09)
for her unique contributions to today's session.**