



sustainable sanford?

How the most competitive communities set themselves apart ... and what we can do for a brighter future.

WHEN YOU THINK about Detroit, the automobile industry comes to mind. When you hear about Pittsburgh, the image quickly shifts to steel.

But times have changed. No longer can communities build themselves around a single industry or image. Local officials must constantly reposition their communities to compete for business

Thursday, August 5 • noon
Chef Paul's Café & Catering
Sanford

and talent in what has become a highly volatile, knowledge-intensive and speed-driven economy.

James Johnson, director of the Urban Investment Strategies Center for the Frank Hawkins Kenan Institute of Private

Enterprise, says the most competitive communities are using the concept of "sustainability" as a branding tool.

In "Sustainable Sanford?" he describes characteristics of a sustainable community and presents a planning tool – a civic entrepreneurial approach to sustainability that could be used to reposition Sanford as a highly competitive and sustainable place to do business.

About the Speaker ...

James Johnson, Ph.D.

William R. Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship
Director, Urban Investment Strategies Center
The University of North Carolina at Chapel Hill

A specialist in entrepreneurship and economic development, James H. Johnson Jr. is well known for his expertise on demographic changes in the workplace and appearance in news stories on a range of related topics. He is the author or coauthor of more than 100 articles, including economic studies on the impact of minorities in the workplace and the 9/11 attacks on U.S. metropolitan communities.

Johnson received his Ph.D. from Michigan State University and is a graduate of North Carolina Central University in Durham.

MEETING REGISTRATION

Lee County Committee of 100 sustainable sanford?

August 5, 2010 • noon • Chef Paul's Café

name _____

address _____

city/state/zip _____

phone _____

e-mail _____

Luncheon Reservation

- Member \$10
- Nonmember \$15

R.S.V.P. to Jane Wesley
919.774.8439
info@lcedc.com

