



***Press Release***

*Office of Economic Development*

**FOR IMMEDIATE RELEASE**

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**CEOs for Cities President and CEO Carol Coletta to Discuss  
Elements of “The Next Generation City”**

*20<sup>th</sup> Century assumptions about cities’ development to be replaced by 21<sup>st</sup> Century  
realities and new paradigms*

SAN JOSE, CALIF. (October 2, 2008)— Carol Coletta, president and CEO, CEOs for Cities, and host and producer of the public radio show, *Smart City*, will be featured at the *2008 Great Cities Speakers Series*, 6-7 p.m., Thursday, October 9, at Le Petit Trianon Theater, 72 N. 5<sup>th</sup> Street, in Downtown San Jose. The presentation will immediately be followed by a reception. This event is free to the public. However, reservations are strongly recommended and may be made by email to [info@1stACT.org](mailto:info@1stACT.org)

Coletta’s talk titled, “The Next Generation City,” will discuss how local leaders and activist citizens can capitalize on a number of positive trends shaping cities today. In particular, Coletta will explore the importance of developing next generation cities that respond to the new realities of a knowledge economy.

According to Coletta, cities that want to thrive in this economy need to excel in developing, maximizing and retaining talent, fostering innovation and entrepreneurship and linking people with ideas to talent, capital and markets, cities to regions and regions to the global world while capitalizing on local differences to build economic opportunity.

“Much of what we thought we knew about cities is wrong. The days of cheap land, cheap labor and cheap energy are long gone, and new assumptions are at play. We now live in a world where talent is the biggest predictor of economic success, sustainability is no longer an option and people can live wherever they want. Our strategies for addressing these new realities need to catch up to this new and very different world. Leaders who accept and adapt to these changes today are positioning their cities well for the future,” said Coletta.

Based in Chicago, Coletta is president and CEO of CEOs for Cities and host and producer of the nationally syndicated public radio show *Smart City* ([www.smartcityradio.com](http://www.smartcityradio.com)). Before moving to Chicago to head CEOs for Cities, she served as president of Coletta & Company in Memphis. In addition, she was executive director of the Mayors’ Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation. Since founding *Smart City* in February, 2001, she has interviewed almost 600 international urban leaders. Among her other accomplishments, Coletta created and hosted the Memphis Manifesto Summit with Richard Florida, the first gathering of the creative class to write their call to action for cities; with economist Joe Cortright she developed a series of papers on talent, where it moves and why; she conceived and wrote the Talent Magnet Report, the first city blueprint aimed at attracting and retaining the creative class; and she

coauthored *Cultural Development in Creative Communities for Americans for the Arts*. Coletta was also a Knight Fellow in Community Building at the University of Miami School of Architecture.

Taking part in the discussion with Coletta is Kim Walesh, chief strategist, City of San Jose. Walesh oversees strategic planning, partnerships, and innovations for San Jose. She joined the City in 2003 to lead development of San Jose's first comprehensive economic strategy, and oversees implementation. Walesh leads strategic initiatives related to university collaboration, downtown regeneration, business engagement, cultural development and City identity. She assists the City's elected and executive leadership in understanding and addressing issues that affect the City's long-term success.

Produced by San Jose's Office of Cultural Affairs, 1<sup>st</sup>ACT Silicon Valley and the Commonwealth Club of California, the *Great Cities Speakers Series* engages residents, and business and civic leaders as well as those who will be directly impacted by the evolution of the *Envision San Jose General Plan 2040*—the key planning document that will guide San Jose's growth, character, and service ambitions over the next 10-30 years. This series of monthly public lectures is designed to provoke thought, discussion and imagination about the city of the future and to bring important outside perspectives to local and regional efforts on civic planning, culture, art and design. The lectures are free.

The *Great Cities Speaker Series* is also supported by the American Institute of Architects-Santa Clara Valley Chapter, the American Planning Association (APA) California Chapter - Northern Section, the Fairmont Hotel San Jose, the San Jose Repertory Theater and the San Jose State University Department of Urban and Regional Planning.

## **ABOUT THE SAN JOSE OFFICE OF CULTURAL AFFAIRS**

The Office of Cultural Affairs is part of the City's Office of Economic Development. Together, they foster cultural and economic development as related strategies for building San Jose as the creative center of Silicon Valley. The Office of Cultural Affairs coordinates services for outdoor events and festivals, offers financial support for arts and culture providers, supports arts education, and leads the development of public art works throughout the city. For more information, please visit

[www.sanjoseculture.org](http://www.sanjoseculture.org)

## **ABOUT THE CITY OF SAN JOSE**

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10<sup>th</sup> largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit [www.sanjoseca.gov](http://www.sanjoseca.gov)

## **ABOUT 1<sup>ST</sup> ACT SILICON VALLEY**

1stACT Silicon Valley is a broad network of regional civic, cultural, and business leaders working to catalyze participation and investment at the intersection of art, creativity, and technology. 1stACT strives to create an authentic sense of place in Silicon Valley that fuels community pride, broad participation, and philanthropic investment. Please visit [www.1stact.org](http://www.1stact.org)

## **ABOUT THE COMMONWEALTH CLUB OF CALIFORNIA**

The Commonwealth Club of California is the nation's oldest and largest public affairs forum, bringing together its more than 18,000 members for over 400 annual events on topics ranging across politics, culture, society and

the economy. The Club has offices in San Francisco and San Jose, with regular events in both cities, as well as programs in the East and North Bay.

Please visit, [www.commonwealthclub.org](http://www.commonwealthclub.org)

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