



## **Congressional City Conference**

### **Key Take-Aways**

**NLC University – Fostering Small Business Development and Entrepreneurship**

**Sunday, March 12, 2017**

**9:00 a.m. – 12:00 p.m.**

**Presenters: Penny Lewandowski, Edward Lowe Foundation and David Myers, Ponca City Oklahoma Development Authority**

### **Where do Jobs Really Come From?**

Creating jobs in today's economy looks much different than it did in previous generations. Workforce shifts, the need for continuous innovation, differences in company cultures, and more have changed the way jobs are created in cities across the nation. This session will discuss many of the profound changes that present challenges to local government and outline the opportunities for forward looking cities that choose to partner with their business community to build sustainable job growth.

### **Busting Myths About How Local Economies Grow**

How does a community change a mindset? Every city has a small group of people for whom change is difficult. Dealing effectively with change management, however, is vital to growing your local economy. Successful businesses are consistently changing the way they operate and will gravitate to environments where a community's leadership plays a strong support role. This session will provide tools and context to help you and your citizens better understand how to become a community that succeeds in the new economy rather than one left behind by economic changes.

### **Creating Alliances Within the Business Community**

How does a City work with their business community? This session will provide real world examples and tips on how local government can effectively build sustainable relationships that anchor businesses within their city and enhance a company's ability to grow jobs. This is a real "how-to" guide to get started which moves beyond the traditional ribbon cutting to practical methods of building alliances with job creators in your community.