

## RESERVATION FORM

**Globally Competitive Community Summit  
& Global Fest: Four Corners of the World**  
October 25, 2005 · Port of Huntsville

name \_\_\_\_\_

title \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_ zip code \_\_\_\_\_

email \_\_\_\_\_

phone \_\_\_\_\_ fax \_\_\_\_\_

*Please check the event(s) you plan to attend:*

\_\_\_ **Globally Competitive Community Summit (GC<sup>2</sup>)**  
(Meeting • 1:30-5:00 p.m. • Sheraton Four Points Hotel)

\_\_\_ **Global Fest: Four Corners of the World**  
(Reception • 5:00-8:00 p.m. • International Air Cargo Center)

*There is no charge to attend either event; however,  
reservations are requested.*

Please return this form to:  
NAITA • P.O. Box 2457 • Huntsville, AL 35804  
Fax: 256.532.3704 • email: [rsvp@naita.org](mailto:rsvp@naita.org)

**Questions? Contact NAITA: 256.532.3505 or [naita@naita.org](mailto:naita@naita.org)**

## North Alabama = GC<sup>2</sup> Collaborating for Global Success

October 25, 2005 • 1:30-5:00 p.m. • Port of Huntsville



[www.naita.org/globalcommunity.htm](http://www.naita.org/globalcommunity.htm) • [naita@naita.org](mailto:naita@naita.org)



## Competitiveness & Innovation Lead to Prosperity ***Globally Competitive Community Summit***

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Collaboration for global success is critical for our region to sustain and expand its competitive edge and prosperity in today's dynamic economic environment. *The North Alabama Region: A Globally Competitive Community (GC<sup>2</sup>)* – a regional economic development initiative – is a catalyst to build and maintain a sustainable globally-competitive region. With Huntsville/Madison County as its economic core, this region extends across North Alabama and South Central Tennessee.

In May, the North Alabama International Trade Association (NAITA) and the Port of Huntsville hosted regional economic developers and community leaders as they discussed four key focus areas of a globally competitive community – Education/Workforce Development, Business Development, Civic/Cultural Relationship Development, and Infrastructure Development. Critical issues were identified that could make our region more competitive. Randall Kempner, Vice President for Regional Innovation, Council on Competitiveness, Washington, DC, stressed during his keynote address that the ultimate goal for regional cooperation and development is “prosperity.” Based on his experience in working with regions across the U.S., he recommended that the North Alabama initiative focus on incorporating technology, building talent, vigilantly protecting our quality of life, cultivating a dynamic, tolerant culture, and getting connected. Partnerships and collaboration are required for this effort to succeed.

***The Globally Competitive Community Summit*** – a follow-up to this initial discussion – will be held on **Tuesday, October 25**, followed by a reception – ***Global Fest: Four Corners of the World*** – hosted by **the Port of Huntsville**. Anyone interested in these issues and in fostering a regional economic partnership is encouraged to participate. *For further information on the Summit, please contact NAITA at 256.532.3505. For further information on Global Fest, contact the Port of Huntsville at 256.772.9395.*

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## **GC<sup>2</sup> Summit – About our Keynote Speaker** ***Doug Henton, President & Founder, Collaborative Economics***

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Doug Henton has more than 20 years experience in economic development at the national, regional, state, and local levels. Doug is nationally recognized for his work in bringing industry, government, education, research, and community leaders together around specific collaborative projects to improve **regional competitiveness**.

Doug founded Collaborative Economics in July 1993 after a decade as assistant director of SRI International's Center for Economic Competitiveness. At SRI, Doug directed major projects on the economic future of Hong Kong, the technopolis strategy in Japan, and regional development in China.

Doug and the other principals of Collaborative Economics have assisted civic leaders in more than 35 U.S. states and 10 foreign countries. They advise clients on specific steps required to create breakthroughs in thinking and action in their region and support them in taking these steps. They act as strategic advisors to help leaders spark and sustain efforts to fundamentally transform their region. For example, Collaborative Economics' work with Joint Venture: Silicon Valley Network resulted in leadership mobilization around the emerging opportunities of bio-nano-IT convergence and a framework for how to prepare for the next wave of innovation. Collaborative Economics is responsible for three core functions of the Network: being the reliable source of economic information about Silicon Valley, benchmarking progress, and facilitating new collaborative efforts.

Regions that understand the unique economic forces affecting them can improve their competitive edge. Doug's presentation will be followed by a group discussion of critical issues to ensure that **North Alabama is a Globally Competitive Community**.

***GC<sup>2</sup> Summit & Global Fest Reception sponsored by  
the Port of Huntsville and NAITA***

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