

Forum: Building a Creative Community for a New Creative Economy

The Role of the Arts in Attracting the "Creative Class"

This forum is made possible through the generous support of MetLife Foundation and is part of the Arts & Business Council of Americans for the Arts' MetLife Foundation National Arts Forum Series.

Presented by Durham Arts Council, in partnership with the Greater Durham Chamber of Commerce, the City of Durham Office of Economic and Workforce Development, with site support from McKinney, one of the world's top creative agencies, located at the American Tobacco Campus in Durham, NC.

Recruiting and developing key talent is the cornerstone to a successful business. Some research indicates that as the "creative class" continues to grow and migrate towards "creative centers", businesses are following suit. Durham has seen this effect from both sides, as evidenced by the #1 ranking Creative Index score in a Richard Florida group study and the subsequent #7 ranking in the 2007 Forbes "Best Places for Business & Careers" list. Highlighting these accomplishments, the forum's panelists will address the role arts and culture play in attracting and retaining key talent for local businesses.

This forum brings together corporate, "super creative class", and arts interest areas in the exploration of the role and value of the arts and creativity in workforce development. This 2 hour forum is designed for business leaders, human resource practitioners, creative industry leaders, developers, artists, arts administrators, and others interested in building a creative workforce for the future. Attendees will each receive a resource book of recent research on arts in workforce development and new ideas for utilizing the arts in workforce recruitment.

Panelists

Marc Goldring- Associate Principal of WolfBrown, top arts/economics consulting firm
Brad Brinegar - CEO, McKinney, a top national creative agency
Nancy Buirski - CEO, Founder & Artistic Director, international Full Frame Film Festival
Kimerly Rorschach - Mary D.B.T. & James H. Semans Director, Nasher Museum of Art at Duke University
V. Dianne Pledger - President & CEO, St. Joseph's Foundation & Hayti Heritage Center
Anthony Pugliese, Sr VP of Finance & Operations – American Institute of Certified Public Accountants
Dr. Andrew Rothschild, Owner/Developer, Scientific Properties

Date: Tuesday, June 26, 2007

Time: 8:00 am - 10:30 am

Registration: \$15.00 per person, includes breakfast and resource book

Location: McKinney, 318 Blackwell Street, American Tobacco Campus, Durham, NC 27701
