



# Worlds Apart, Futures Together.

Strategies for Creating Prosperity  
and Sharing Opportunity in Fresno

## Fresno Works *for* Better Health

### A FUTURE OF BETTER JOBS, BETTER HEALTH

On Wednesday, September 6, 2006,  
**Fresno Works for Better Health** cordially invites you to a summit on  
leveraging our community's assets to create future prosperity for all!

**Summit Location:**

Fresno Convention & Entertainment Center  
Exhibit Hall II – Downtown Fresno

**Summit Hours:**

Doors open at 8:00 am. The summit will  
begin at 9:00 am and conclude at 4:00 pm.  
Continental breakfast and lunch is included.  
The cost is \$20 per participant; students are  
free.

**Summit Highlights:**

This summit will explore economic and health  
policies that impact opportunities to create a  
shared prosperity in our community. As a  
participant, you will have the opportunity to  
engage our panelists in discussion and provide  
input during the planned action sessions.

**Summit Features:**

Several nationally known speakers will be  
present at this summit, and they include:



**Neal Peirce**, journalist and  
author of *Citistates: How  
Urban America Can Prosper in  
a Competitive World*.



**Alan Berube**, Brookings  
Institution Scholar and co-author  
of *Katrina's Window: Confronting  
Concentrated Poverty Across  
America*.



**Angela Glover Blackwell**,  
Founder of PolicyLink and  
co-author of *Searching for  
the Uncommon Common  
Ground: New Dimensions on  
Race in America*.



**Dr. Robert K. Ross**,  
President and CEO of the  
California Endowment.

For full conference information, a detailed agenda and registration form,  
please refer to the following pages.

REGISTER ON-LINE AT [WWW.FGBH.COM](http://WWW.FGBH.COM) OR COMPLETE THE  
REGISTRATION FORM AND FAX IT BACK.

**Changing People's Lives for the Better!**



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Futures Together.**  
Strategies for Creating Prosperity  
and Sharing Opportunity in Fresno

**Fresno  
Works for Better  
Health**

## Summit Agenda

**Worlds Apart, Futures Together: Creating Prosperity and Sharing Opportunity in Fresno** is a collaborative effort between Fresno Works for Better Health, Fresno Center for New Americans, Fresno West Coalition for Economic Development and One by One Leadership. This conference has been designed to be an interactive summit where participants can expect meaningful dialog reflecting on regional challenges and opportunities and to serve as a catalyst to move ideas and solutions in the Fresno region.

### DESIRED OUTCOMES:

- To explain how the region could benefit by tackling concentrated poverty;
- To explore innovative policies developed in the rest of the country that could have application in Fresno's economy, demography, and political culture; and
- To secure initial commitment to form teams that will further develop policy ideas and plan action for the future.

### SUMMIT AGENDA:

<b>8:00 A.M.</b>	<b>Doors Open / Continental Breakfast</b>
<b>9:00 A.M.</b>	<b>Welcome</b>
<b>9:15 A.M.</b>	<b>Framing the Region and its Opportunities</b>

Neal Peirce will facilitate the first conversation on: **Only as Strong as the Team: Why Inclusion Matters to Regional Success.**



**Neal Peirce**, journalist and author of *Citistates: How Urban America Can Prosper in a Competitive World*, is a foremost writer on metropolitan regions — their political and economic dynamics, their emerging national and global roles. With Curtis Johnson, he has co-authored the Peirce Reports (now called Citistates Reports) on compelling issues of metropolitan futures for leading media in more than 20 regions across the nation. Reports of recent years include *Boston Unbound*, released in May 2004, a report on the San Diego-Tijuana citistate area for *San Diego Magazine*, as well as reports on South Florida for the *Miami Herald*, *El Nuevo Herald* and the *Fort Lauderdale Sun-Sentinel*, on Kansas City for the *Kansas City Star*, and on South Texas for the *San Antonio Express-News*.

A pioneer in regionalist thinking and one of the nation's most respected voices among forward-looking business leaders and public officials, Neal has long insisted on the importance of linking efforts to grow the economy and revitalize neighborhoods.

**Alan Berube** will facilitate the second conversation on: **It Could Happen: Understanding Concentrated Poverty – and What Many American Communities are Doing to Make a Difference.**



**Alan Berube** is a Fellow at the Brookings Institution Metropolitan Policy Program. His areas of expertise include urban demographics, tax and banking policies for low-income families and communities, and comparative social policy and demographics in the US and UK. He oversees the Metro Program's Living Cities Census Series, for which he has authored several papers and edited two volumes of the Redefining Urban and Suburban America series. Alan is also the author of *Katrina's Window: Confronting Concentrated Poverty Across America*, the Brookings report that both identified Fresno as the leader in concentrated poverty amongst America's fifty largest cities – and suggested strategies that could help.

**10:30 A.M.**

**Break / Introduce yourself to your neighbor**

**10:40 A.M.**

**Charting the Course for Creating Prosperity and Opportunity in Fresno**

**Manuel Pastor** will moderate this interactive conversation between Fresno leaders and conference attendees on: **Our Experience, Assets and Strategies for Change.**



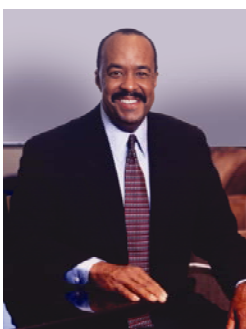
**Manuel Pastor** is Professor of Latin American and Latino Studies and Co-Director of the Center for Justice, Tolerance, and Community at the University of California, Santa Cruz. He has received fellowships from the Danforth, Guggenheim, and Kellogg foundations and grants from the Irvine Foundation, the Rockefeller Foundation, the Ford Foundation, the Hewlett Foundation, the MacArthur Foundation, and many others. In 2000, he co-authored with Peter Dreier, Eugene Grigsby, and Marta Lopez-Garza *Regions That Work: How Cities and Suburbs Can Grow Together*, a book that has become a reference for those seeking to better link community and regional development, and in January 2002 was

awarded a Civic Entrepreneur of the Year award from the California Center for Regional Leadership.

**12:00 P.M.**

**LUNCH and Keynote Speakers**

**We're Not in This Alone: Learning from Regional Innovations and Successes from Across the Country.** A discussion by Robert K. Ross, M.D. and Angela Glover Blackwell.



**Robert K. Ross, M.D.**, is president and chief executive officer for The California Endowment, a private, statewide health foundation established in 1996 to address the health needs of Californians. Prior to his appointment in September 2000, Dr. Ross served as director of the Health and Human Services Agency for the County of San Diego from 1993 to 2000. Dr. Ross has an extensive background as a clinician and public health administrator. His service includes: Commissioner, Philadelphia Department of Public Health; medical director for LINK School-Based Clinic Program, Camden, New Jersey; instructor of clinical medicine, Children's Hospital of Philadelphia; and faculty member at San Diego State University's School of Public Health.



**Angela Glover Blackwell**, former vice president of the Rockefeller Foundation, is founder and chief executive officer of PolicyLink, a national nonprofit research, communications, capacity-building, and advocacy organization. PolicyLink is committed to Lifting Up What Works®, with a mission of advancing a new generation of policies to achieve economic and social equity, based on the wisdom, voice, and experience of local leaders who are shaping successful solutions to national problems. Since its inception, in January of 1999, PolicyLink has partnered with a cross-section of stakeholders to ensure that questions of equity receive the highest priority in addressing major

policy issues, including: urban sprawl and smart growth, reinvestment in low-income communities, bridging the digital divide, eliminating racial health disparities, and developing leaders for policy change. Angela's latest book, *Searching for the Uncommon Common Ground: New Dimensions on Race in America*, was sponsored by the American Assembly and published by W.W. Norton. She will offer her national perspective on innovative efforts to bring together the concerns of business leaders and community advocates in a common agenda to generate prosperity and opportunity across regions.

**1:45 P.M.**

### **Action Sessions**

***Let's Get this Party Started: Planning Our Next Steps***

With an eye toward concrete next steps and solutions, action groups organized by issue will develop and offer policy ideas, with a few key resource people and facilitators. Issue areas will be health, education, employment, and community/housing revitalization. Titles of the sessions are:

- *Making the Connection: Jobs, Health, and Community*
- *Getting Smart: Educational Reform and Regional Prosperity*
- *Movin' On Up: Employment and Workforce Development Strategies To Link Regions and Communities*
- *Neighbor by Neighbor, Block by Block: Principles and Strategies for Community Development*

### ***Initial Guiding Questions in Each Issue Area:***

- What are the strategic opportunities in this issue area (health, education, workforce development, community revitalization) that are connected to alleviating concentrated poverty?
- Are there strategies in this area that can better tie together the fate of the region and the fate of communities?
- What would it take to realize the full potential of these possibilities?
- How can constituencies become more engaged in this work?
- Where are there points of intersection or collaboration between those in the room – and across strategies?
- What are realistic indicators that can be used to measure change?
- What are the immediate next steps we can take together?

**3:00 P.M.**

### **Report Back and Closing of Summit**

***The Road Ahead*** – a focused interactive conversation on the next steps needed to move forward and getting the commitments needed to achieve them.

**4:00 P.M.**

### **Reception immediately following summit**



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Works for Better  
Health**

Wednesday, September 6, 2006  
Fresno Convention & Entertainment  
Center  
New Exhibit Hall

Doors Open at 8:00 A.M.  
Program beings at 9:00 A.M.

Register Today! Deadline is August 31, 2006, or register online at [www.fwbh.org](http://www.fwbh.org)

Participant Information			
First Name:		Last Name	
Address:	City:	State:	Zip:
Company Name:			
Contact Number:		E-Mail:	
Action Session Selection: Indicate your 1 <sup>st</sup> and 2 <sup>nd</sup> choice			
<p>_____ <i>Making the Connection: Jobs, Health and Community</i></p> <p>_____ <i>Getting Smart: Educational Reform and Regional Prosperity</i></p> <p>_____ <i>Movin' On Up: Employment and Workforce Development Strategies to Link Regions and Communities</i></p> <p>_____ <i>Neighbor to Neighbor, Block by Block: Principles and Strategies for Community Development</i></p> <p><input type="checkbox"/> Check if you are planning to attend the reception following the summit.</p>			
Payment Options			
<p><b>Please Check One:</b>      Participant Fee: \$20.00 <input type="checkbox"/>      Student Fee: waived <input type="checkbox"/></p> <p>Payment: All checks should be made payable to One by One Leadership. This payment should be mailed with this completed form (students must complete registration form as well) to:</p> <p style="text-align: center;"><b>Fresno Works for Better Health</b> 1727 L Street Fresno, CA 93721 (Tax I.D. # 77-0178140)</p>			

**Additional Summit Information**

- Convention Center Parking Fee is \$7.00
- Participant Fee includes Continental Breakfast, Lunch and Reception
- Registration Confirmation will be mailed/e-mailed by September 5, 2006.

**Questions regarding the summit should be directed to:  
Veda Ramsay-Stamps: 559-441-9441 or [vc@theramsaygroup.com](mailto:vc@theramsaygroup.com)**

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