Winning Strategies for Job Creation & Business Attraction

By Jennifer Burnett [1]
Friday, April 15, 2011 at 02:06 PM

CSG Growth and Prosperity: Virtual Summit of the States 2.0 [2]

Winning Strategies for Job Creation & Business Attraction
April 12, 2011

States pursue new business as a course of action ... it is part of their job. But how states do so and which models work best is open to debate. Oftentimes the default position is to throw money at the opportunity in the hope that your state is chosen over the competition. Increasingly, however, this thinking is coming under attack, and in times of immense fiscal turmoil in state budgets, state leaders are rethinking their economic development strategies. Learn about various options being explored by states to effectively pursue new business prospects, sustain existing businesses, promote job growth and how to foster emerging opportunities from within.


Speakers

Greg LeRoy, executive director, Good Jobs First

Recognized as a thought leader on state and local economic development subsidies, Greg LeRoy directs Good Jobs First [5], a national resource center promoting accountability in economic development and smart growth for working families. Good Jobs First is recognized as the arbiter of how well, or poorly, states disclose economic development deals online; it also tracks and promotes reforms such as job quality standards, clawbacks and location efficiency. In addition to articles, book chapters, and testimony, LeRoy has trained for meetings of the International Economic Development Council, National Conference of State Legislatures, Local Government Commission/New Partners for Smart Growth, the National League of Cities’ Leadership Training Institute and state-based associations of public officials.

Robert Tannenwald, senior fellow, Center on Budget and Policy Priorities

Prior to joining the Center on Budget and Policy Priorities [6] in 2010, Robert Tannenwald served as a vice president of the Federal Reserve Bank of Boston, where he worked for 28 years, and director of the bank’s New England Public Policy Center, which he founded in 2005. From 1975 through 1978, he was an analyst in taxation and fiscal policy for the Library of Congress’ Congressional Research
Service. Tannenwald has published extensively on state and local taxation over the course of his 35-year career. A widely respected authority on a range of public finance issues ranging from unemployment insurance to tax competitiveness, Tannenwald has served as an expert witness before scores of public hearings. He has also served as research director or member of five different tax study commissions in three New England states. In 2007, he was elected president of the National Tax Association.

Manuel Mencia, senior vice president/chief operating officer, Enterprise Florida

Manuel (Manny) A. Mencia, is senior vice president and chief operating officer of the International Trade and Business Development unit of Enterprise Florida Inc., a not-for-profit government business partnership established to guide the development of Florida’s economy. Mencia joined Enterprise Florida in 1996. Prior to that he served as vice president of World Marketing at The Beacon Council and served in various executive positions at the Florida Department of Commerce. He also serves on the board of directors of the Florida Export Finance Corporation, World Trade Center-Miami, Florida Trade Partners Alliance, Southeast U.S.-Japan and the Florida District Export Council. Mencia obtained a bachelor of science degree from Florida International University in education and a bachelor of arts degree from St. Thomas University in political science.

Resources:

- Virtual Capitol Ideas: Business Incentives Not a Stimulus for State Economies [7]
- Virtual Capitol Ideas: Education, Labor Costs Play Role in Creating Jobs [8]
- Virtual Capitol Ideas: States Consider New Ways to Create Jobs [9]
- States Shift Gears to Create Jobs [10]
- States mull privatizing business recruitment, job creation efforts [11]
- Follow the money: Databases help track use, effectiveness of states’ tax subsidy programs [12]

Tags:

CSG Growth and Prosperity: Virtual Summit of the States 2.0 [13]

CSG Products & Services
- Capitol Ideas Shop »
- Capitol Ideas Magazine »
- CSG eAcademy »
- Henry Toll Fellowship Program »
- National Center for Interstate Compacts »
- Shared State Legislation »
- The Book of the States »

CSG Initiatives
- Focus on Federalism »
- Overseas Voting »
- State Pathways to Prosperity »
- Contacts
- Employment Opportunities »
- Press Room »
- Privacy Policy »
- Sign Up for Our Newsletter »

CSG Offices
- East »
- Midwest »
- South »
- West »
- Washington D.C. »
- Justice Center »

CSG Partners
- Affiliate Organizations »
- Associates Program »