



**FOR IMMEDIATE RELEASE**  
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***Coverage Request***  
**IEDC's Leadership Summit**

*Innovation and Competitiveness: Unlocking Your Region's Future*

**WASHINGTON, DC (January 18, 2011)** – The International Economic Council (IEDC) will hold its annual Leadership Summit January 23- 25, 2011, at the Westin San Diego in San Diego, CA. The 2011 Leadership Summit offers leaders of the economic development profession a chance to join together to analyze, review and discuss the trends impacting their profession.

Summit attendees will learn how innovations in products, processes, services and technologies are changing the practices of the economic development profession. Former NBA star Bill Walton will be keynoting the Leadership Luncheon. Walton will explore how characteristics of teamwork, perseverance, hard work, and a positive attitude can be employed to create personal growth and professional success in economic development.

Feature keynote speakers include:

- Curtis R. Carlson, PhD, President & CEO, SRI International, Menlo Park, CA
- Donald Casey, Chief Executive Officer & Board Member, West Wireless Health Institute, La Jolla, CA
- Luis M. Cruz, President, SoCal Region, Verizon Wireless  
Duane Roth, CEO, CONNECT, La Jolla, CA
- Eric J. Topol, MD, Director, Scripps Translational Science Institute, Chief Academic Officer, Scripps Health, The Gary and Mary West Endowed Chair of Innovation Medicine, Professor of Translational Genomics, the Scripps Research Institute, La Jolla, CA
- Mary Linden Walshok, PhD, Associate Vice Chancellor, Dean of UC San Diego Extension, University of California, San Diego, La Jolla, CA
- Bill Walton, Former NBA star, Executive Chairman, CONNECT SD Sport Innovators, La Jolla, CA
- Julie Meier Wright, President & CEO, San Diego Regional Economic Development Corporation, San Diego, CA

Participants at the Leadership Summit will explore the conference theme through seminars such as:

- Riding the Waves of the Economic Storm
- Being Competitive in the Global Marketplace
- Impacts of the Digital World
- Growing Local Capital Pools
- Negotiating Deals in Today's Economy

The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking.

To attend, please download our **Media Free Registration Form** and fax it back to (202) 223-4745 with attention to Earnestine Jones.

Conference Website: <http://www.iedconline.org/LeadershipSummit/index.html>

Program Outline: <http://www.iedconline.org/LeadershipSummit/Program.html>

About IEDC: [http://www.iedconline.org/?p=About\\_IEDC](http://www.iedconline.org/?p=About_IEDC)

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