



WHAT DOES YOUR  
community's  
**future?**  
LOOK LIKE ●

WHERE WILL  
YOUR COMMUNITY  
BE TWO YEARS  
FROM NOW?

TEN YEARS  
FROM NOW?

WILL IT BE GROWING  
OR DECLINING?

WILL IT BE MOVING  
FORWARD, STANDING  
STILL, OR LEFT BEHIND?

HOW WILL IT DEAL  
WITH THE DRAMATIC  
TRANSFORMATION  
AND RAPID CHANGES  
THAT ARE AFFECTING  
COMMUNITIES  
EVERYWHERE?

IT'S A  
**future**  
THAT DOESN'T HAVE  
TO BE LEFT TO CHANCE.

*Envision what you want for your community—  
high paying jobs, quality of life or a diversified economy—  
and then make it happen. Take the first step by participating  
in a high performance community strategy forum or  
action summit.*

## WHAT IS A high performance community?

A place that is fast, flexible, networked, customized and global—  
led by any group of motivated people with a common interest in building  
a competitive and livable community. It can be a town or city, a county,  
an urban neighborhood, a company or a regional or multi-community  
group. A high performance community is a place where individuals,  
companies, organizations and government agencies work together  
to create a sustainable future.

### *A high performance community...*

- Is connected to high-speed, broadband telecommunications
- Nourishes entrepreneurs
- Creates job growth from within, focusing on higher-wage technology and information industries
- Thinks globally
- Focuses on industries that build on local interests, resources and assets
- Builds networks that include key partners outside the region
- Cultivates civic institutions and regional collaboration



## WHAT IS A strategy forum?

A one-day, highly interactive strategic planning session that engages leaders from the business, public and civic sectors in developing strategies that will help your community and region not only survive, but prosper in the global economy. An online survey for development-interested people from throughout the region is conducted in advance of the session to maximize outcomes.

### *How can it help us fast track to the future?*

*In just one day, you will engage in:*

- An overview of trends and strategic concepts related to the increasingly connected global economy
- An assessment of your community's readiness to implement entrepreneurial, technology and trade-based initiatives
- Identifying your best prospects for economic development opportunities that build on your existing momentum and competitive advantages
- Retooling your development effort to implement high performance action strategies
- Prioritizing key strategies for immediate action
- Mobilizing a local or regional high performance community team



## WHAT IS AN action summit?

An action-oriented conference organized around a technology industry that has high potential in your region designed to 1) accelerate the collaboration of university researchers, business innovators and economic developers and 2) to attract partners and investors from outside the region. Action summit topics have previously included, for example, polymers and coatings, hydrogen technologies, advanced vehicles and radio frequency identification (RFID) technologies.

CEO Praxis works with local organizers to select the focus of the summit, identify goals and central issues, organize summit sessions and identify participants from the local area as well as key partners in business and government from outside the area. Our full-service summit package ensures a state-of-the-art event and includes pre-event communication with potential attendees, online registration and payment, registrant management and post-event communication with participants and speakers.

### *How can it help us fast track to the future?*

*In just one day, you can:*

- Accelerate, update or revitalize an existing economic development strategy
- Focus on science technology-based opportunities
- Discover how to connect with key partners outside the region
- Engage universities and colleges more effectively in economic development
- Formulate strategies and action steps that can be implemented immediately



## SUCCESS STORIES

### WENATCHEE, WASHINGTON

Wenatchee, Washington, is an urban hub for a large rural area. Agriculture—particularly apples—is its primary economic generator. When dramatic changes in the fruit industry in the 1990s caused a downturn in the local economy, the community embarked on a High Performance Community Strategy to move the area forward.

“This was an effort to pull a lot of groups together so that we all understood what our opportunities were for future development,” said Allison Williams, Wenatchee Executive Services Director. “Hundreds of people provided input at public meetings and the whole process was about the entire community—not just the economic aspects, but the social aspects as well. Because the plan seemed to include something for everyone, there was a lot of buy-in from the community.”

“I think the highest compliment came in an editorial, which called the High Performance Community Strategy a roadmap for the future. And it has been. It was completed in 2000, but we’re still using it.”



The Red River Valley Research Corridor (RRVRC) has been recognized as a High Performance Community by n2tec, a nationally-known authority on bringing the wealth creation process to regions that haven’t tapped into the economic benefits of high technology. The RRVRC creates new economic opportunities for North Dakota and the Upper Great Plains by unleashing the power of the Valley’s science and technology centers. Coordinated by CEO Praxis, Inc., the initiative has launched a series of action summits to bring together university researchers, business innovators and economic developers and to attract partners and investors from outside the region.

### DELORE ZIMMERMAN

Delore Zimmerman, president of CEO Praxis, leads the High Performance Community initiative, which he co-developed with Phil Burgess. The HPC initiative has now been deployed for more than 10 years in communities and regions throughout the United States. Dr. Zimmerman’s work specializes in the connections between community and enterprise development and the mobilization of territorial alliances for economic development initiatives. He has been awarded more than \$1 million from the USDA’s Small Business Innovation Research program, resulting in the development of innovative strategies, practices and tools to help economic developers and community leaders create an entrepreneurial environment and work more effectively with entrepreneurs in technology and information industries.

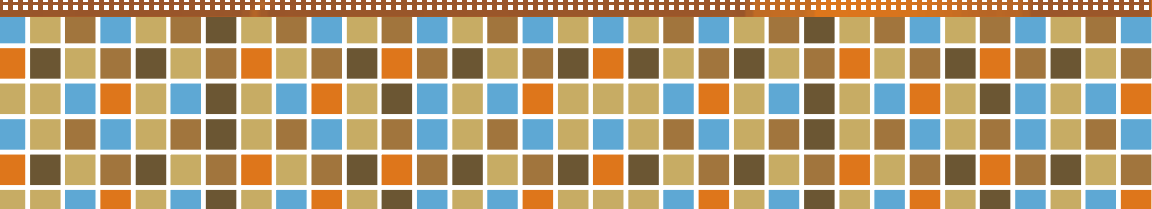
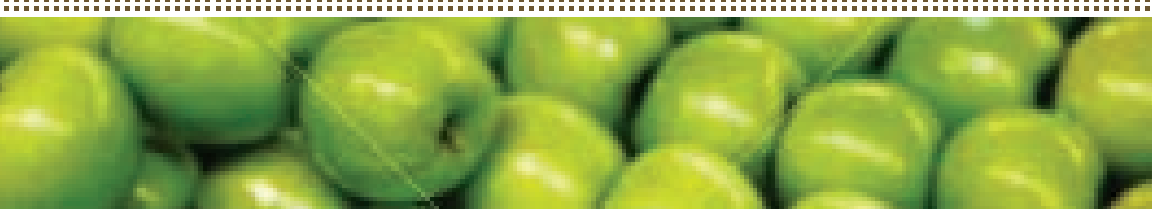
### JOEL KOTKIN

Joel Kotkin is an internationally recognized authority on global, economic, political and social trends that works with CEO Praxis on engagements related to economic development policy and strategy. Joel is the author of *The City: A Global History* and the widely acclaimed, best-selling book, *The New Geography: How the Digital Revolution is Reshaping the American Landscape*.

### THE n2tec CONNECTION

helping create technology-based development in your region

High Performance Communities can now connect with innovative technologies and expertise from the National Network for Technology Entrepreneurship and Commercialization (n2tec). CEO Praxis is a partner in n2tec, a strategic collaborative of universities, businesses and government entities aimed at raising the level of technology innovation and commercialization in the United States.





Founded in 1994 and located in Grand Forks, CEO Praxis, Inc., is a growth strategy company that is nationally recognized for working with entrepreneurs, economic development organizations and technology research groups to create enterprise opportunities in technology and information industries. Our experience is grounded in more than 20 years of research, policy and practice of economic development in “micropolitan” and urbanized rural areas.

HIGH  
performance  
community  
INITIATIVE

BUILDING COMPETITIVE AND LIVABLE COMMUNITIES

If you are ready for action, but not sure what direction to go, the high-performance community initiative will help you achieve the results you are looking for.  
To get started, contact Delore Zimmerman at CEO Praxis.

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