
1999 Study Mission

Seattle Washington
September 15-18, 1999



IN THE BUSINESS OF GROWING BUSINESS

Introduction

The Study Mission unites local civic leaders in a trip to a leading U.S. city to learn about innovative approaches to challenges faced by leaders in other regions.



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The Visit

Civic leaders are invited to participate in a three-day program of meetings, site-tours and panel discussions with leaders in business, technology, education, and government in Seattle.

Issues range from:

- Downtown Revitalization
- Waterfront Development
- Infrastructure Improvements
- Business - Education Partnerships
- Economic Development Collaboratives



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Why Seattle?

- Landmark education reforms in its public school system/strong business and technology partnerships
- Rich in arts, cultural activities and professional sports
- Fifth-largest container port in the US and the 20th largest in the world. The Seattle-Tacoma Airport set new records for freight and passenger volume as a major international gateway.
- Leading center for advanced technology in computer software, biotechnology, electronics, medical equipment and environmental engineering.



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Goals

- Build a shared understanding among civic leaders in our region of the parallels between the Seattle of today and the Sacramento of tomorrow.
- Enrich leaders with bold ideas and new tools to preserve and enhance the health and vitality of our area.



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Team Leaders

Downtown and Waterfront Development

Tom Lee, City of Sacramento

Susan Peters, McCuen Properties LLC

Arts and Culture

Marcy Friedman

Regional Infrastructure

Gene Endicott, Hewlett-Packard Company

John Sulpizio, Port of Sacramento

Education and Technology Transfer

Jim Sweeney, Sacramento City Unified School District

Michael Reinking, Intel Corporation



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