



July 24 – 25, 2008  
New Orleans  
International House Hotel

FOR IMMEDIATE RELEASE

July 21, 2008

## National Urban Next Summit Seeks New Insights for Attracting and Retaining Talent

NEW ORLEANS – Talent development, attraction and retention are key strategies for any city wanting to be successful in today’s knowledge economy. The issue is especially urgent for the city of New Orleans as it continues to rebuild three years post-Katrina. But what makes a city a magnet for young adults who have a world of choices about where they live? How can a city engage this talent? And how can a city hold on to these individuals?

To help answer these and other questions, CEOs for Cities, a national network of urban leaders dedicated to creating next generation cities, and NOLA YURP, New Orleans Young Urban Rebuilding Professionals, are hosting the first-ever Urban Next Summit.

Urban Next will convene 100 emerging and established urban leaders for two days, July 24-25, to discuss strategies for growing their cities’ talent pools and putting this talent to use.

“In every city there are passionate advocates, many of whom are young, who are dedicated to improving their cities,” said Carol Coletta, President and CEO of CEOs for Cities. “How can urban leaders harness their energy and enthusiasm both to improve the quality of life and to bring more people like them to their cities? And how, on a national level, can we connect these emerging leaders to share ideas and success stories? Those are two big questions on the minds of urban leaders nationally, and we hope this conversation will shed some light on the answers.”

Conference attendees will:

- Hear from and meet a number of distinguished speakers and panelists

Presented by: CEOs for Cities and NOLA YURP Initiative

- Share and learn about innovative strategies for cities
- Participate in discussion forums to inform others on the work happening in cities
- Connect with emerging and established urban leaders from cities across the nation
- Explore New Orleans as an insider

Topics will include:

- Attraction and retention of talent
- Creating a culture of opportunity
- Advocacy for urban enthusiasts
- Idea generation surrounding current urban challenges and opportunities
- Connecting and engaging innovators in our cities

**About the presenters:**

CEOs for Cities is a cross-sector network of urban leaders from the civic, corporate, academic and philanthropic sectors exploring the future and inventing next practices for cities. Find out more at [www.ceosforcities.org](http://www.ceosforcities.org).

The mission of New Orleans Young Urban Rebuilding Professionals (NOLA YURP) is to create a support network to connect, retain and attract young professionals from diverse backgrounds for a sustainable New Orleans. Find out more at [www.nolayurp.com](http://www.nolayurp.com).

For more information, contact Bridget Marquis at [bmarquis@ceosforcities.org](mailto:bmarquis@ceosforcities.org).