

Business-Higher Education Forum

a partnership of the American Council on Education
and the National Alliance of Business

June 17, 2002

Ioanna Morfessis, Ph.D.
Greater Baltimore Alliance

Dear Ioanna:

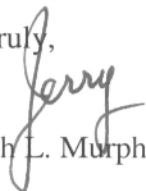
The Forum's Summer 2002 Meeting in Chapel Hill was a great success. Your participation as a speaker at the session "Regional Economic Development" was an invaluable contribution to this success and I would like to thank you for providing Forum Members with your experience and views on this critical issue.

Your thoughtful participation focused our attention on the importance of attracting and keeping the best talent as the guarantee of business success in promoting regional economic development. As with other issues with which the Forum is engaged, the nation's changing demographics require a great deal of attention. In building Baltimore's development strategy, you have paid close attention to the younger generations, in a "United States of fewer young people."

You shared your research results with us, and noted that for the two age cohorts, 15-24 and 25-34, the single most important value is diversity. As you noted "these young people are gender, color, socio-economic blind" and they want to live in communities that reflect these values. You identified the critical variable in achieving this when you responded to Randy Smith's question, "How do you get Baltimore to think long-term, in terms of generation characteristics?" You answered, "Political leadership is essential to achieving this." You have given us a lot to think about, as we continue to address the topic of development in future Forum meetings.

Thank you, Ioanna.

Yours truly,


Jeremiah L. Murphy

cc: Molly Corbett Broad
Ed Shonsey
Mark Wrighton