

Regional Economic Development in Europe and the United States:

The European Union and the American South Compared



A Workshop Organized and Sponsored by the Austrian Marshall Plan
Foundation and CenterAustria of the University of New Orleans

New Orleans, Oct. 20-21, 2013

PROGRAM

Sunday, October 20, 2013

Arrival in New Orleans

7 p.m.

Welcome Out of Town Guests

Monday, October 21, 2013

9 a.m.

EARL K. LONG LIBRARY, Room 407

Welcome and Opening Remarks

Günter Bischof

CenterAustria, University of New Orleans

Eugen Stark

Austrian Marshall Plan Foundation

Wolfgang Petritsch

Harvard University

James Earl Payne

Provost, University of New Orleans

PROGRAM

9:15 a.m. – 10:45 a.m.

EARL K. LONG LIBRARY, Room 407

Regional Economic Development Strategies in the European Union and the South

Chair: James Earl Payne

Provost, University of New Orleans

The Regional Policy of the European Union: Aims, Methods and Reform

Ronald Hall

Directorate General for Regional & Urban Policy
European Commission, Brussels

Regional Economic Development in the South since World War II

James Cobb

University of Georgia

PROGRAM

11:00 a.m. – 12:30 p.m.

EARL K. LONG LIBRARY, Room 407

The Economics of Regional Development

Chair: Walter L. Lane

University of New Orleans

Theories of Regional Development and Implications for the Housing Market

Elisabeth Springler

University of Applied Sciences bfi Vienna

Economic Development Incentives Trap and Accountability

Cynthia L. Rogers & Steve Ellis

University of Oklahoma

12:30 p.m. – 2:00 p.m.

Lunch, Chancellor's Dining Room, UC

PROGRAM

2:00 p.m. – 3:30 p.m.

EARL K. LONG LIBRARY, Room 407

Case Studies of Regional Development in the European Union and the South

Chair: Robert L. Dupont
University of New Orleans

Case Studies of Regional Development in the European Union and the Post-Katrina Era Compared: An European View

Martin Heintel
University of Vienna

The Economic Development Strategies of New Orleans and Louisiana

Michael Hecht
Greater New Orleans, Inc. Regional Economic Development

3:30 p.m. – 4:00 p.m.

Coffee Break

PROGRAM

4:00 p.m. – 5:30 p.m.

LIBERAL ARTS BUILDING, Room 234

Concluding Panel Discussion: Lessons of Regional Economic Development

Chair: Günter Bischof

University of New Orleans

Panelists:

Aimee Quirk

Office of Economic Development, City of New Orleans

Franz Rössler

Austrian Trade Commission, Chicago

Dominik Knoll

World Trade Center, New Orleans

Jodok Schäffler

Alpla Inc., Atlanta

7:00 p.m.

Dinner

BIOGRAPHICAL SKETCHES

Günter Bischof is a University Research Professor of History, the Marshall Plan Professor and Director of CenterAustria at the University of New Orleans; he served as a visiting professor at the Universities of Munich, Innsbruck, Salzburg, Vienna, LSU, Liberal Arts University in Moscow, and the Economics Universities of Vienna and Prague; he is co-editor of the series *Contemporary Austrian Studies* (22 vols), and TRANSATLANICA (7 vols). He coedited another 20 books on topics of international contemporary history (esp. World War II and the Cold War in Central Europe).

James C. Cobb is the B. Phinizy Spalding Distinguished Professor in the History of the American South at the University of Georgia. A former president of the Southern Historical Association, he is among the first to write broadly about the twentieth-century South in a global context. His most recent book, *The South and America Since World War II*, was published in 2010 by Oxford University Press.

Robert L. Dupont is Associate Professor of History at the University of New Orleans and Senior Fellow of CenterAustria. He joined the department in 2007 after a long career in higher education administration. His research interests include 20th century urban history, the progressive era in the United States, and the history of New Orleans. He teaches courses in urban history, the portrayal of history in film and post-World War II Europe. Professor Dupont and colleagues are working on a long-term project to publish an encyclopedia of New Orleans.

Stephen Ellis is an Associate Professor of Philosophy at the University of Oklahoma and the graduate Liaison. His research examines both human action and social scientific accounts of human action from a philosophical perspective. His research on philosophical issues in decision theory includes game theoretic aspects of local economic development policies and implications for addressing the prisoner's dilemma associated with offering economic development incentives.

Ronnie Hall works for the European Commission which he joined in 1989. Since 1989 he has worked principally in the field of policy development in the Directorate General responsible for European Union regional development policies. He has also worked in rural development and between 1999 and 2004 he was Deputy Chief Adviser to the European Commissioner responsible for regional policy.

Michael Hecht is President & CEO of Greater New Orleans, Inc., the economic Development organization for southeast Louisiana. Before coming to GNO, Inc. he led the quarter-billion dollars Katrina Small Business Recovery Program for the State of Louisiana. In the years following 9/11, he worked for Mayor Michael Bloomberg in New York City as an Assistant Commissioner. Recently he has been recognized as a New Orleans "Innovator of the Year," and one of "Ten People Who Made a Difference" in the South.

Martin Heintel is a professor of geography at the University of Vienna with an interest in urban planning/urban studies (megacities) and regional development. He served as the 2006/07 Marshall Plan Chair at the University of New Orleans, and was a guest professor in various German,

Austrian and Romanian universities. He has done research in various Asian, North American, and European countries.

Dominik Knoll is Chief Executive Officer of the World Trade Center of New Orleans, a nonprofit organization dedicated to promoting international business and trade in Louisiana. Knoll has diverse experience in Project and Strategic Management. He has worked successfully for both large multinational companies and small start-ups. He has international business experience in Italy, Germany, Austria, Denmark, the United Kingdom, and the United States. He is author of *Unternehmensnetzwerke: Erfolgreich einem Netzwerk - Cluster beitreten* [Business Networks: How To Join Successfully a Network-Cluster] (2007).

W. J. (Dub) Lane is Chair of the Department of Economics and Finance at UNO and Director of the MS Program in Health Care Management. His background is in Microeconomics and his primary focus is now in the area of Health Care Economics. He serves on the Slidell Economic Development Alliance, and advisory board for the Mayor of the City of Slidell and is on the leadership board for the New Orleans Regional Council for Business Economics.

James E. Payne is Provost and Vice President for Academic Affairs at the University of New Orleans; previously he served as Regional Vice Chancellor for Academic Affairs and Research at the University of South Florida Polytechnic as part of the University of South Florida System. He has also been a Fulbright Research Scholar (2000) and Fulbright Senior Specialist (2007) to the Institute of Economics in Zagreb, Croatia. He has published more than 200 articles in both economics and finance.

Wolfgang Petritsch is the 2013/14 Joseph A. Schumpeter Fellow at Harvard University's Weatherhead Center for International Affairs. A specialist on the Western Balkans region, he served as Austria's Ambassador to Yugoslavia and became one of the international community's chief trouble shooters during the break-up of Yugoslavia. He served as the European Union's Special Envoy for Kosovo and the EU's chief negotiator at the Kosovo peace talk in Rambouillet and Paris. From 1999 to 2002 he also served as the High Representative for Bosnia and Herzegovina, implementing the 1995 Dayton Peace Agreement. He is the chairman of the board of the Austrian Marshall Plan Foundation.

Aimee M. Quirk is the City of New Orleans' advisor for Economic Development; she is a law partner with Jones, Walker LLP.

Cynthia Rogers is an Associate Professor of Economics at the University of Oklahoma. She is a former president of the Southern Regional Science Association and has served on editorial boards for *Review of Regional Studies* and *Growth and Change*. She is also a tri-chair of the emerging Oklahoma node of Scholars Strategy Network, an organization which seeks to bridge the gap between academic research and policy creation. Her research interests lie in the intersection of local economic development, state and local public finance, and methodological aspects of policy evaluation.

Franz Rössler is the Austrian Trade Commissioner in Chicago. He served as the Chairman of the Chicago International Trade Commissioners Association CITCA from January 2010 – December 2011. He previously

served as the Regional Director for Southeastern Europe in the Austrian Federal Economic Chamber in Vienna, assisting Austrian companies interested in the region. Prior to that, he was posted as Commercial Attache at the Austrian Embassies in Washington, D.C., Beijing, and Warsaw.

Jodok Schäffler is the General Manager for Alpla Inc, a Plastics Packaging Company in North America, where he is developing advanced manufacturing processes in the consumer market industry. Alpla Inc. is part of the global Alpla Group, headquartered in Austria. He is responsible for 14 plants with 900 people, and helped to grow the company to one of the leading suppliers for customers like Procter and Gamble, Unilever, L’Oreal and Clorox. He holds a Ph.D. in Computer Science and worked in financial services and risk management before joining Alpla.

Elisabeth Springler is the Director of Studies for European Economy and Business Management, University of Applied Science bfi Vienna and previously taught at the Vienna University of Economics and Business Administration. In 2008-2009 she served as the Austrian Marshall Plan Chair at the University of New Orleans. She is the author of many articles on financial economics and the economics of housing.

Eugen Stark is Executive Director of the Austrian Marshall Plan Foundation, one of Austria’s most important organizations for promoting transatlantic cooperation and aiming to transfer knowledge between the United States and Austria in the areas of economics and social sciences. Eugen Stark is based in Vienna and holds a master’s degree and an LL.M. in both European Law and US Business Law.

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