

# Window On the Future of America's Heartland

June 26, 2019



# Earn Credits

## CPE (NASBA)

- ✓ Type your full name and email address in the space provided
- ✓ Click 'ok' for 3 popups that occur during the program
- ✓ Stay online for the entire webcast
- ✓ Credit available for participation in live webcast only



The Conference Board is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).



# Some of the topics and issues we will be discussing today

- How to understand America's Heartland as an “economic entity”
- The Heartland's challenges and ways to deal with them
- The Heartland's future: converging to, or diverging from, the coastal regions?



# Today's Panelists



**Jeanine Bassett**  
Vice President, Global  
Consumer Insights  
*General Mills*



**Ross DeVol**  
President & CEO  
*Heartland Forward*



**Steve Odand**  
President & CEO  
*The Conference Board*



**Thomas Walstrum, Ph.D.**  
Business Economist  
*Federal Reserve Bank of  
Chicago*



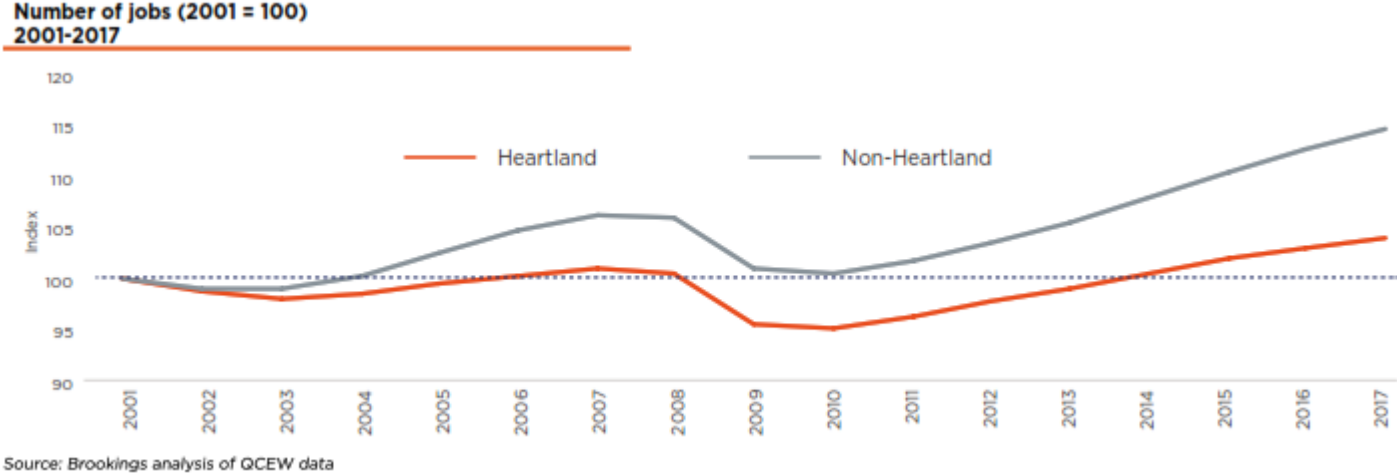
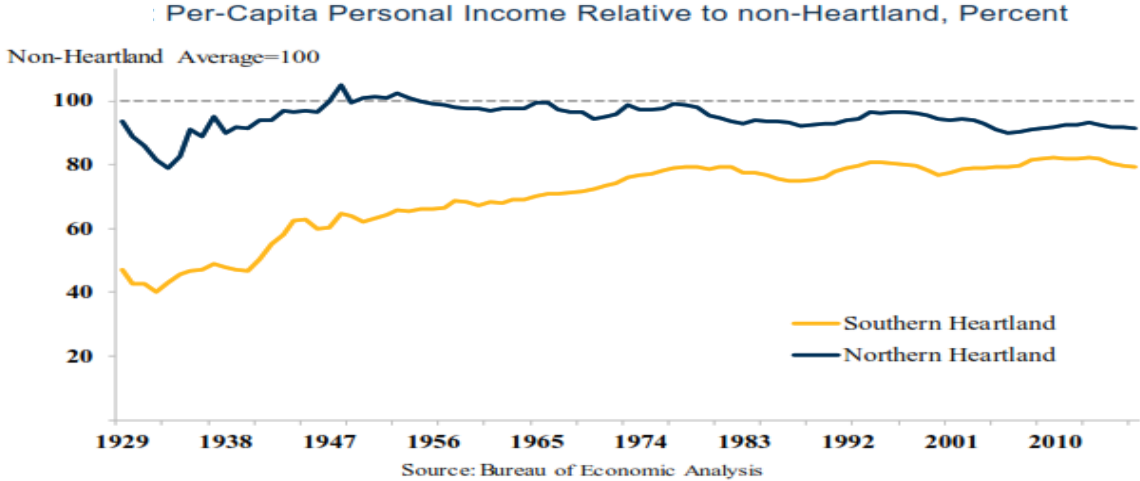
**Bart van Ark (moderator)**  
Executive Vice President &  
Chief Economist  
*The Conference Board*



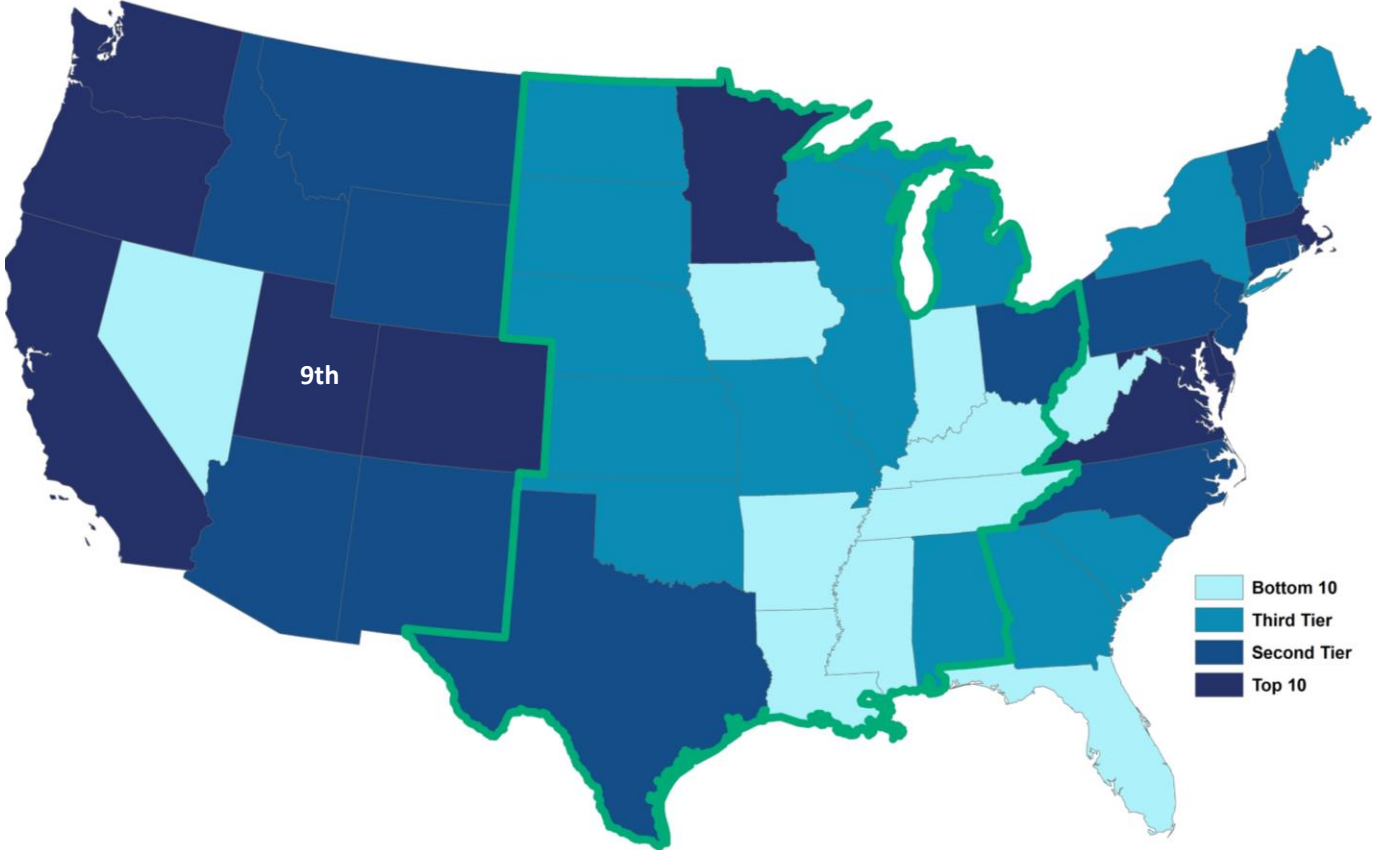
# The American Heartland



# The Heartland stopped converging on the rest of America

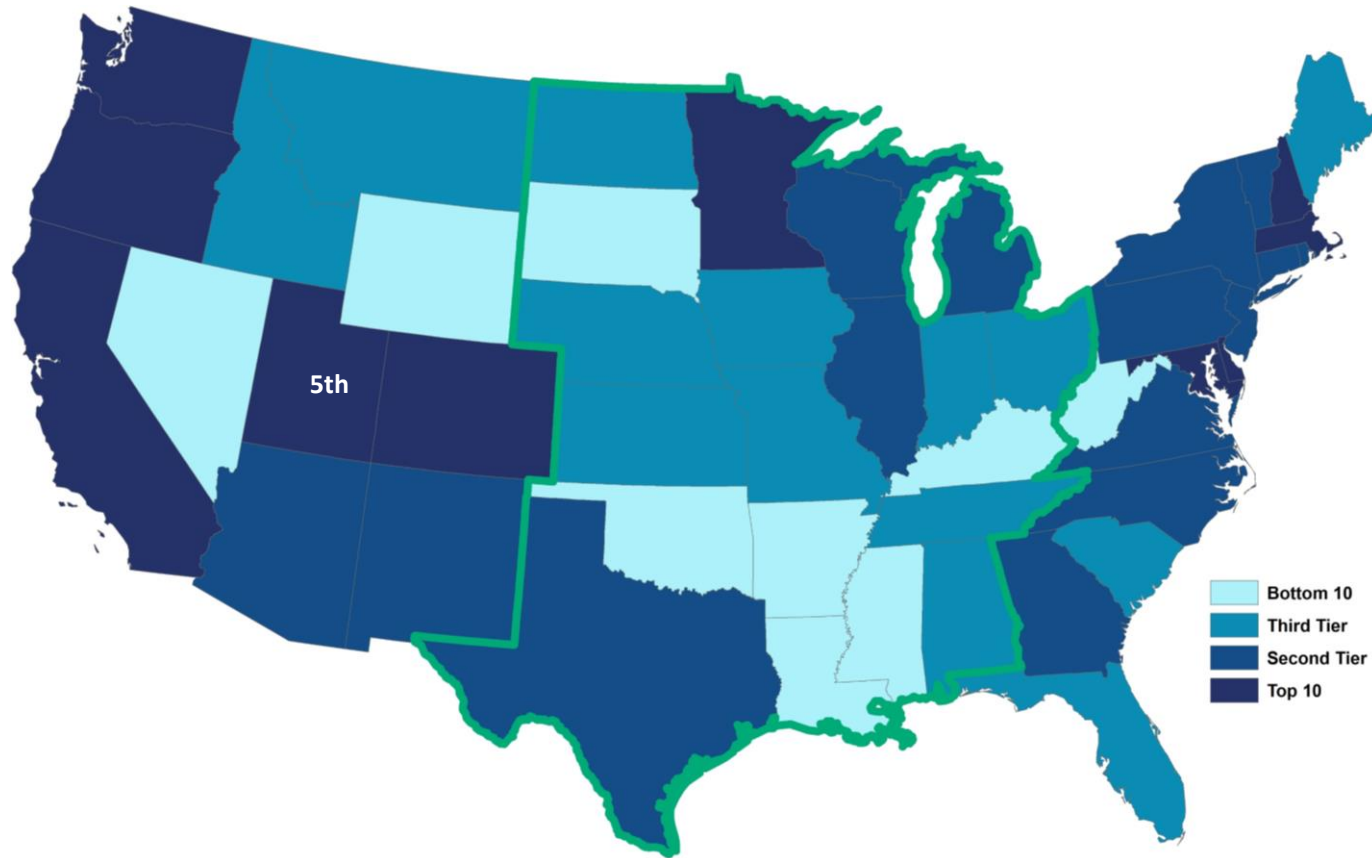


# STSI Tech and Science Workforce Index



Source: Milken Institute

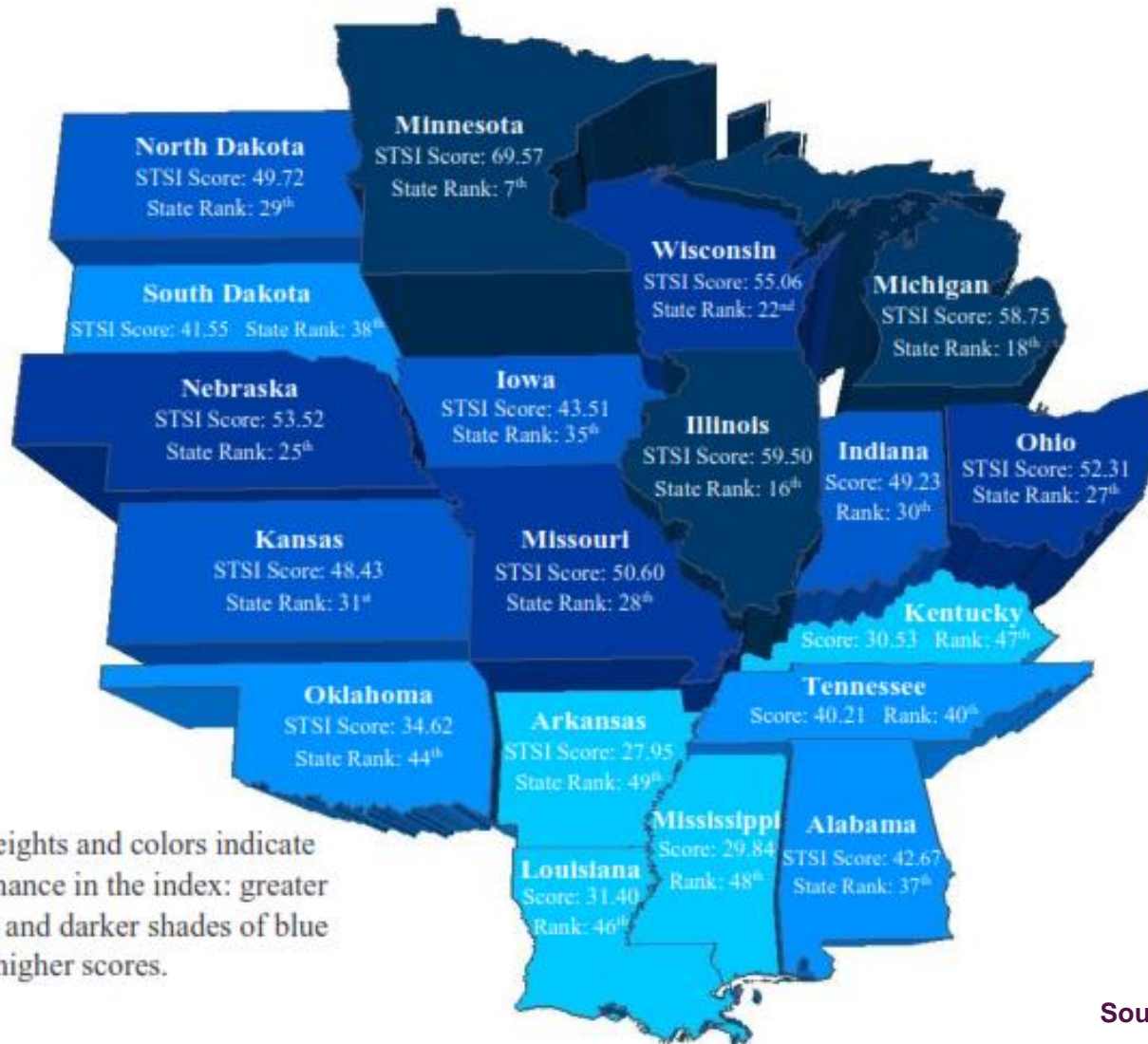
# State Technology and Science Index



Source: Milken Institute



# American Heartland States on the State Technology and Science Index

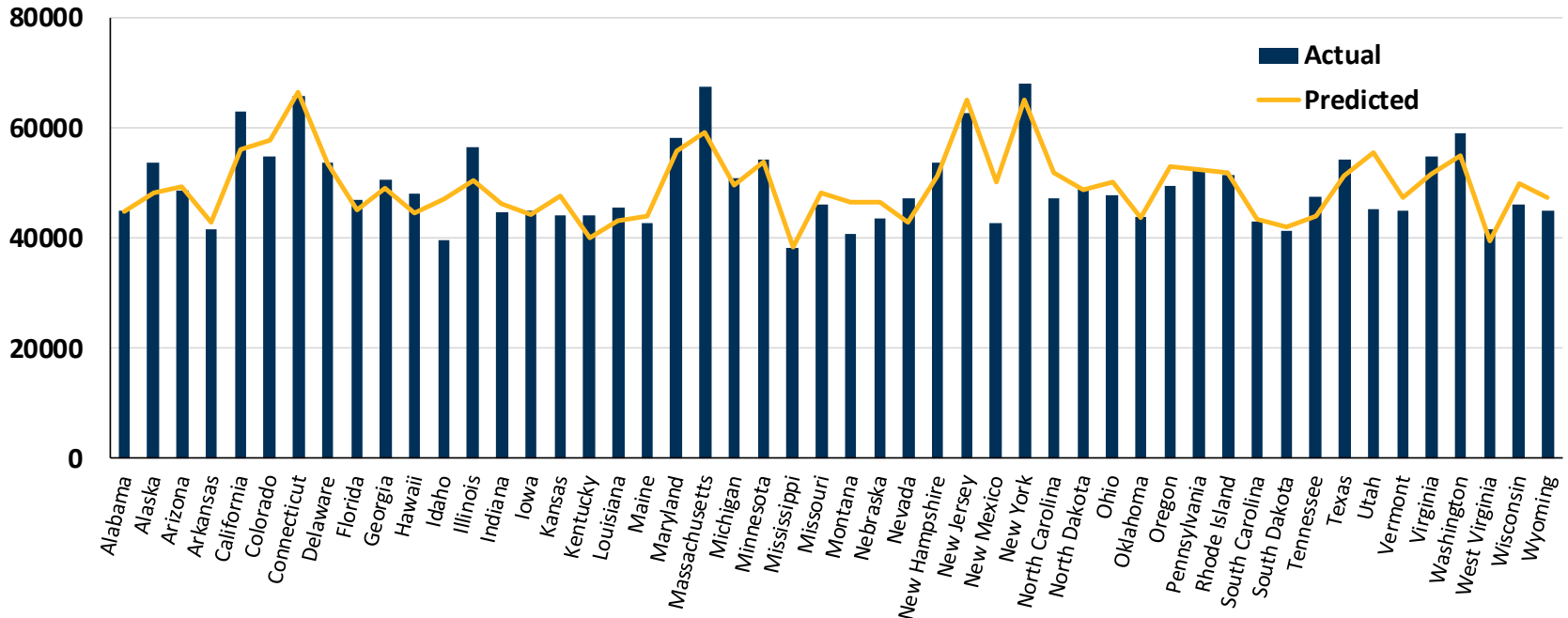


State heights and colors indicate performance in the index: greater heights and darker shades of blue reflect higher scores.

# Innovate to create high wage jobs

Actual versus STSI-predicted Average Annual Pay

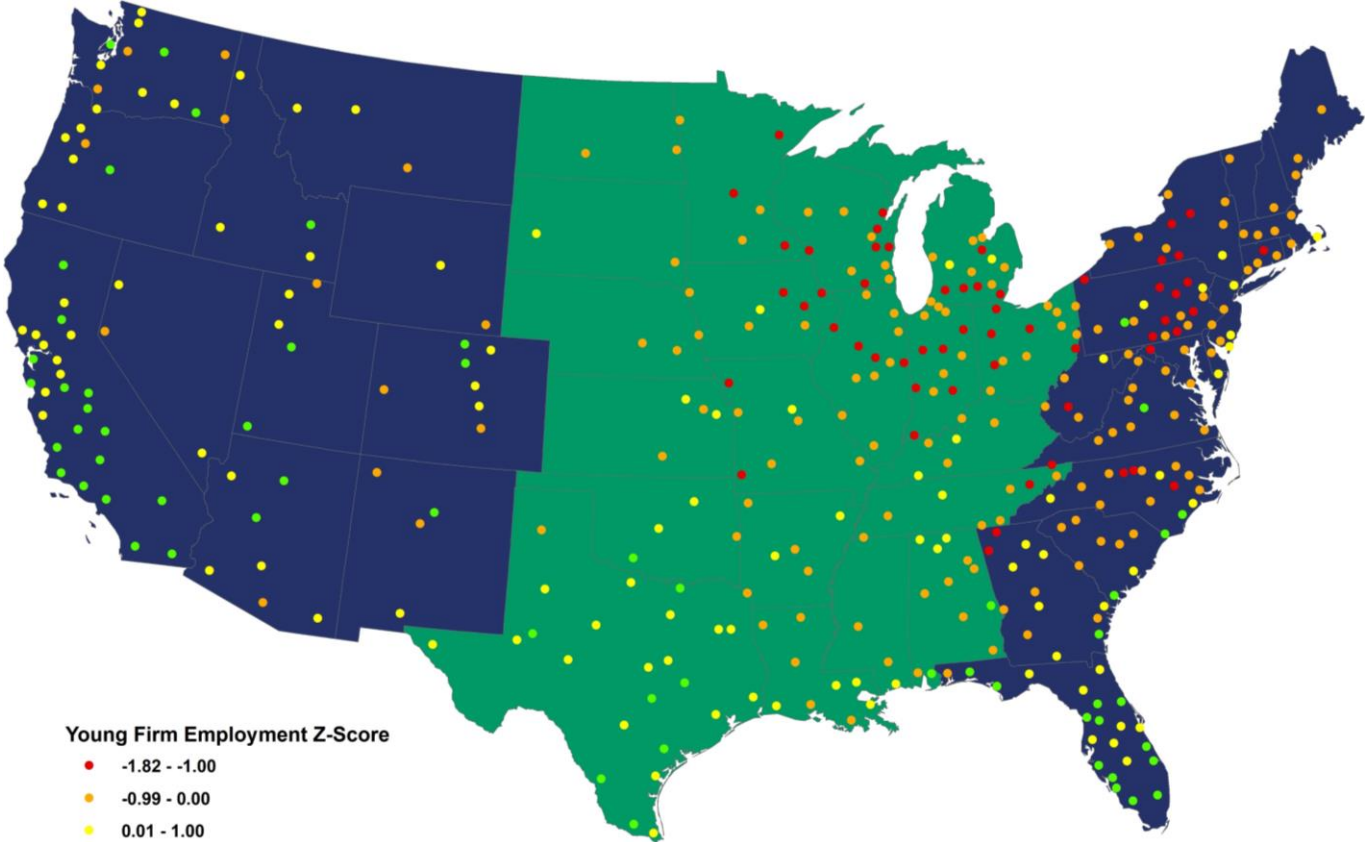
US Dollars



Source: Walton Family Foundation analysis of Milken Institute and Bureau of Labor Statistics data



# Most Dynamic Metropolitans Young Firm Employment Ratio, 2016



Source: Heartland Forward

## Enjoy the Window On webcast series? Want more?

Join us on July 24<sup>th</sup> for our next webcast:  
**A Green New Deal? How Should Business Respond?**

...or [register](#) for the entire **2019 Window On webcast series**

Hosted by:



**Bart van Ark**  
Executive Vice President  
and Chief Economist  
*The Conference Board*

**Do you have suggestions for future topics? We'd love your feedback!**  
**Email us at [webcaststaff@tcb.org](mailto:webcaststaff@tcb.org) and let us know which "hot" topics are most important to you.**



# Related Resources from The Conference Board



## **Publications**

[Global Labor Market Outlook 2019: No End in Sight to Worker Shortages](#)



[The Conference Board Global Economic Outlook 2019](#)



## **Webcasts**

[Using Metrics to Drive Better Outcomes for Innovation](#)  
July 1, 2019



[Is Global Consumer Confidence Waning?](#)  
July 3, 2019

