



JOINT UrbanStudies CENTER

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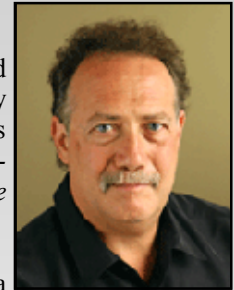
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A Letter From The Executive Director

JUSC Announces three additional keynote speakers for the Small Cities Conference (October 15th—17th).

In addition to **William Hudnut III**, JUSC has recently secured three additional keynote speakers for its October Conference – Author **Joel Kotkin**; **Bruce J. Katz**, vice president of the Brookings Institution; and **Donald F. Kettl**, author, professor, and director of Fels Institute of Government at the University of Pennsylvania.

An internationally-recognized authority on global, economic, political, and social trends, Joel Kotkin is the author of the newly published, critically acclaimed book, *The City: A Global History*, from Modern Library. He is also author of the widely acclaimed, best-selling book, *The New Geography: How the Digital Revolution is Reshaping the American Landscape* (Random House, 2000).



Joel Kotkin

Kotkin is an Irvine Senior Fellow at the New America Foundation and is a highly respected speaker and futurist. He consults for many leading economic development organizations, private companies, regions, and cities. In addition, Kotkin serves as senior advisor to the Planning Center, a major planning, design, and environmental consulting firm based in Costa Mesa, California.

Mr. Kotkin wrote the highly-acclaimed monthly "Grass Roots Business" column in *The New York Times'* Sunday Money & Business section for nearly three years. He is currently a contributing editor to the *Los Angeles Times* Sunday Opinion Section. For five years he served as West Coast editor for Inc. Magazine and continues to contribute to the publication. His work also appears in *The Washington Post*, *The New Republic*, *The Weekly Standard*, *The American Enterprise* and *The Wall Street Journal*.

He is also the author of *Tribes: How Race, Religion, and Identity Determine Success In the New Global Economy*, (Random House, 1993) which traces the connection between ethnicity and business success -- how in-group loyalties are becoming the driving force in the new global economy. *Tribes* has been published in Chinese, Japanese, Arabic, and German. He co-authored *The Third Century -- America's Resurgence in the Asian Era*, (Crown, 1988). This title was translated into Japanese and Chinese, with a special English edition published for the Pacific Rim.

Mr. Kotkin lectures widely in the United States, Asia, and Europe and has addressed both Democratic and Republican Congressional groups. He has testified before the Joint Economic Committee of the Congress, and the State of California Economic Strategy Panel and is a highly sought-after speaker by major business and financial organizations.

Mr. Kotkin attended the University of California, Berkeley. A native New Yorker, he has lived

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A Letter From The Executive Director Continued



Bruce Katz

**The 16th Annual
Conference on
the Small City
will kick off
Sunday, October
15th, and run
through Tuesday,
October 17th.**



Donald F. Kettl

in California since 1971. Mr. Kotkin is married to Mandy Shamis, has two daughters, Ariel and Hannah, and lives in the Valley Village section of Los Angeles.

Bruce Katz is a Vice President at the Brookings Institution and founding Director of the Brookings Metropolitan Policy Program. The Metro Program seeks to redefine the challenges facing cities and metropolitan areas by publishing cutting-edge research on major demographic, market, development, and governance trends.

Mr. Katz regularly advises national, state, regional, and municipal leaders on policy reforms that advance the competitiveness of metropolitan areas. He focuses particularly on reforms that promote the revitalization of central cities and older suburbs and enhance the ability of these places to attract, retain, and grow the middle class.

Mr. Katz is a frequent writer and commentator on urban and metropolitan issues. He is the editor or co-editor of several books on transportation, demographics, and regionalism, including *Taking the High Road* (Brookings Press, 2005), *Redefining Urban and Suburban America* (Brookings Press, 2003), and *Reflections on Regionalism* (Brookings Press, 2000). His op-eds and articles have appeared in a wide range of major national and regional newspapers, including *The Atlantic Monthly*, *The Washington Post*, *The Los Angeles Times*, *The Christian Science Monitor*, *The Boston Globe*, *The Philadelphia Inquirer*, and *The Baltimore Sun*. Mr. Katz frequently appears on TV and radio, including National Public Radio's Morning Edition, PBS's The Lehrer Newshour, and CNN.

He is also a Visiting Professor of Social Policy at the London School of Economics.

Before joining Brookings, Mr. Katz served as Chief of Staff to Henry G. Cisneros, former Secretary of the U.S. Department of Housing and Urban Development. Mr. Katz has also served as the staff director of the Senate Subcommittee on Housing and Urban Affairs.

Mr. Katz is a graduate of Brown University and Yale Law School.

Donald F. Kettl is Stanley I. Sheerr Endowed Term Professor in the Social Sciences Department at the University of Pennsylvania, where he is Director of the Fels Institute of Government and Professor of Political Science. He is the author or editor of a dozen books and monographs, including *System under Stress: Homeland Security and American Politics*; *The Global Public Management Revolution*, 2nd ed.; *The Politics of the Administrative Process* (with James W. Fesler), 3rd ed.; and *The Transformation of Governance: Public Administration for the 21st Century*. Kettl received a Ph.D. in political science from Yale University.

He has consulted for a broad array of public organizations, including the U.S. Departments of Defense, Energy, Labor, Health and Human Services, and Treasury; the Forest Service, the U.S. House of Representatives Committee on the Budget, the Food and Drug Administration, the Federal National Mortgage Association, the Securities and Exchange Commission, the National Commission on the Public Service (Volcker Commission), and the National Commission the State and Local Public Service (Winter Commission). He has advised the White House during both Republican and Democratic administrations and has worked with the World Bank and the Organization for Economic Cooperation and Development.

Prior to his appointment at the University of Pennsylvania, Professor Kettl taught at the University of Wisconsin-Madison, Vanderbilt University, the University of Virginia, and Columbia University. Professor Kettl has earned his bachelor's and doctorate degrees from Yale University. He is a fellow of Phi Beta Kappa and the National Academy of Public Administration. He is also a shareholder in the Green Bay Packers.

Excerpt from “Poverty and Urbanization”

Poverty and urbanization are two economic patterns that have continuing trends some individuals may find disturbing. Poverty is the state of being without – often associated with need, hardship, and lack of resources across a wide variety of circumstances. Urbanization is the expansion of a city in a metropolitan area, namely the proportion of total population or area in urban localities or areas.

To fully understand their connection, the JUSC has released a study entitled “Poverty and Urbanization.” In this study, we address the connection between the two and discover if urbanization can directly affect poverty. The study also addresses the nexus, if there is one, between poverty and urbanization in Pennsylvania’s Lackawanna and Luzerne counties. The following is an excerpt taken from the report:

Urbanization

The rate of urbanization throughout time is distinct from the rate of urban growth, which is the rate at which the urban population or area increases in a given period relative to its own size at the start of that period. In terms of a geographical place, urbanization means increased spatial scale and/or density of settlement and/or business and other activities in the area during a specific period of time. This change could happen because of expansion of population and/or movement of the population from one place to another. In any case, urbanization has lasting effects on a region and its economy. Urban sociologists believe that a person’s psychology and lifestyle change in an urban environment.

General Effects of Urbanization

The most striking immediate change accompanying urbanization is the quick change in the prevailing character of local livelihoods. Agriculture and more traditional local services and small-scale industry will give way to modern industry and urban and related commerce. This change forces the city to draw on the resources of an ever-widening area for its own sustenance and goods to be traded or processed into manufactured items.

As cities begin to form, the effects can include a dramatic increase in rent which often price the local working class out of the market, including functionaries as employees of the local municipalities. Supermarkets and schools sometimes relocate or close down, as a result of the financial pressure. Dramatic increases in land values also encourage further development, and may bring an increased tax revenue for local government.

In the field of urban sociology, the effect of urbanization on mentality and lifestyle has been a subject of research and debate. A general consensus hardly exists, though the differing views are closely related to one another. George Simmel, a pioneer in German sociology and urban sociology, suggests that the increased concentration and diversity of people and ongoing activities in cities put urbanites under stress. This theory is considered the major cause of the urban mentality: detachment from others, self-centeredness, and a rational, calculating mind.

Urbanization is more of a general term and has different branches underneath it. Discussing the idea of gentrification will help explain urbanization and its direct or indirect effect on poverty.



**For the full JUSC
report “Poverty
and
Urbanization,”
please visit our
website at:
www.urbanstudies.org**

Joint Urban Studies Center Intern Update

This semester, JUSC is utilizing the talents of nine interns. These interns represent four of the member institutions: College Misericordia, King's College, University of Scranton, and Wilkes University. The interns will focus their attention on two JUSC projects—the Wilkes-Barre Comprehensive Plan and the Luzerne County Tourism Study.



College Misericordia is represented by four students this semester. Robert Harris (Marketing/Business Management) is currently working on the Wilkes-Barre Comprehensive Plan, while Jane Calby (General Studies), Suzanne Kazimi (English), and Stephen Luksh (Business Administration) are participating on the Luzerne County Tourism Study.

Wilkes University is represented by three students. Frank Knorek (Political Science) is currently working on his second internship with the JUSC. Frank first interned with JUSC during the summer of 2005. This semester, Frank is working on the Wilkes-Barre Comprehensive Plan. Joining Frank on the Comprehensive Plan is sophomore Laura Zuckero (History). Michael Bridy (Business Administration) is participating on the Luzerne County Tourism Study.

Joyce Frisbie (Communications/Criminal Justice) is representing the University of Scranton. This semester, Joyce is focusing on the JUSC Luzerne County Tourism Study.

Jessica Lisowski (Business Administration) is representing King's College. She is working on the Luzerne County Tourism Study.

**For additional
information on
internships,**

**contact Marla
Doddo at**

doddo@urbanstudies.org

or

570-408-9850



Picture (left-hand column): Stephen Luksh from College Misericordia. **Picture (above left):** Jessica Lisowski from King's College. **Picture (above right):** Rob Harris from College Misericordia. **Picture (bottom right)** Marla Doddo (JUSC) and Joyce Frisbie from University of Scranton. **Picture (bottom left)** Frank Knorek from Wilkes University.

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JUSC Mission Statement

JUSC's mission is to assist in the revitalization of small to mid-sized cities through the utilization of the center's expertise and resources. These include its member university, colleges, and their respective faculties and students. JUSC serves as a resource and consultant for effective and efficient government, best practices, preparation of applied research, strategy development, and the process for its implementation. Based upon these efforts, we develop a model for replication by other small and mid-size cities confronting similar challenges.



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