
From: Mike Brown [mailto:Mike.Brown@[REDACTED]]
Sent: Wednesday, October 28, 2015 3:23 PM
To: Hawton, Noelle M <Noelle.Hawton@[REDACTED]>
Subject: RE: Any word on NYT interview time?

Let's go with that. He'll come to your office.

Mike Brown
VP Marketing and Communications

GREATER  MSP

Minneapolis Saint Paul Regional Economic Development Partnership

Office: [REDACTED]
Cell: [REDACTED]
Email: [mike.brown@\[REDACTED\]](mailto:mike.brown@[REDACTED])

From: Hawton, Noelle M [mailto:Noelle.Hawton@[REDACTED]]
Sent: Wednesday, October 28, 2015 2:14 PM
To: Mike Brown <Mike.Brown@[REDACTED]>
Subject: RE: Any word on NYT interview time?

Our of those two days the best date/time for Steven is Tuesday, Nov. 4 at 3 p.m. here in St. Paul. Steven could meet the reporter here or could go to your offices if it would work better for him.

Noelle

From: Mike Brown [mailto:Mike.Brown@[REDACTED]]
Sent: Wednesday, October 28, 2015 2:06 PM
To: Hawton, Noelle M <Noelle.Hawton@[REDACTED]>
Subject: RE: Any word on NYT interview time?

Hi Noelle

It looks like Monday and Tuesday would work. He'll be in St. Paul on Tuesday morning and available after 9:30 if that works for the Chancellor. Or we can look on Monday too.

Let me know.

Mike Brown
VP Marketing and Communications

GREATER » MSP

Minneapolis Saint Paul Regional Economic Development Partnership

Office: [REDACTED]
Cell: [REDACTED]
Email: [mike.brown@\[REDACTED\]](mailto:mike.brown@[REDACTED])

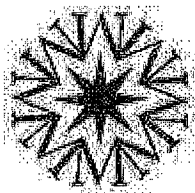
From: Hawton, Noelle M [[mailto:Noelle.Hawton@\[REDACTED\]](mailto:Noelle.Hawton@[REDACTED])]
Sent: Wednesday, October 28, 2015 1:02 PM
To: Mike Brown <[Mike.Brown@\[REDACTED\]](mailto:Mike.Brown@[REDACTED])>
Subject: Any word on NYT interview time?

Hi Mike,

I just left you a message on this, too... Steven's assistant is chomping at the bit to nail down the NYT interview time so she can continue scheduling his days next week. Do you have anything firm yet?

Noelle

Noelle Hawton
Chief Marketing and Communications Officer
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Mobile: [REDACTED]



Minnesota
STATE COLLEGES
& UNIVERSITIES

From: Hawton, Noelle M
Sent: Monday, November 02, 2015 9:40 AM
To: mike.brown@[REDACTED]
Subject: Checking in

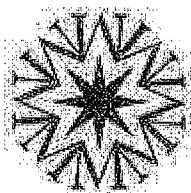
Hi Mike,

I just thought I'd check in; who is the third executive you have lined up for the NYT reporter? I think it would be helpful for Steven to know.

Thank you!

Noelle

Noelle Hawton
Chief Marketing and Communications Officer
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Minnesota
STATE COLLEGES
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From: Mike Brown [mailto:Mike.Brown@[REDACTED]]
Sent: Monday, November 02, 2015 10:15 AM
To: Hawton, Noelle M <Noelle.Hawton@[REDACTED]>
Subject: Fwd: Key points on Itasca and context on reporter Nelson Schwartz

Hi Noelle

This packet was forwarded to Steven, which gives him background for the interview. I'm not sure I will be in attendance but if not, Julia Silvis from McKinsey will be with him

Sent from my iPhone

Begin forwarded message:

From: "julia silvis@[REDACTED]" <julia_silvis@[REDACTED]>
To: "Steven.Rosenstone@[REDACTED]" <Steven.Rosenstone@[REDACTED]>
Cc: "beth kessler@[REDACTED]" <beth_kessler@[REDACTED]>, "Mike Brown" <Mike.Brown@[REDACTED]>
Subject: Key points on Itasca and context on reporter Nelson Schwartz

Good morning, Steven,

Thank you for agreeing to speak with New York Times reporter Nelson Schwartz this Tuesday. Below is some additional context on his interest, a list of people we have set up interviews with, and some facts about Itasca. So you have it handy, I have also attached our latest summary slide, reflecting the language we developed after the strategic conversations earlier this year, and that we discussed at the Q3 meeting.

Feel free to reach out with any questions, and again, thank you.
Julia

(See attached file: 10 30 15 Nelson Schwartz Agenda.docx)(See attached file: Key points on Itasca_Nelson Schwartz_rev2.docx)(See attached file: 2015 Itasca Why What How.pptx)

Nelson's story pitch to us:

I cover the economy and economics at the Times and am interested in learning more about the Twin Cities in terms of economic development.

My editor here, Tom Redburn, heard Jay Cowles and other folks from the region speak at

Harvard this summer at a conference and thought there was a story in how different constituencies in Minn/St.Paul came together in terms of leadership to help the economy grow and take on the kind of obstacles many cities face.

His impression - and mine - is that political leaders, business and corporate execs, educational officials and other members of community at the highest level helped coordinate development in a way that's helped the area grow economically.

The result is a lower than average unemployment rate, good job growth especially in better-paying fields and a more skilled workforce.

I'd like to learn more about how different members of what was once known as the Establishment were able to come together, what they've achieved, with an eye toward whether that's possible in other cities too.

And here is a link to his bio, which lists all his stories at the

Times: http://topics.nytimes.com/top/reference/timestopics/people/s/nelson_d_schwartz/index.html

Julia Silvis

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