2020 IEDC Annual Conference

Program At-A-Glance

Tue, Oct 13, 2020

9:00am

Tours

9:00am - 6:00pm, Oct 13

5 Subsessions

- The West End Story
  9:00am - 6:00pm, Oct 13

- Defining 'Work hard, play hard'
  9:00am - 6:00pm, Oct 13

- Uber Revitalization
  9:00am - 6:00pm, Oct 13

- Intersection of Livability & Opportunity
  9:00am - 6:00pm, Oct 13

- A ‘star’ of a Public-Private Partnership
  9:00am - 6:00pm, Oct 13

11:00am

Opening Keynote Plenary Session

11:00am - 12:00pm, Oct 13

IEDC's Annual Conference kicks off with welcoming remarks from the Host Committee Chair and leading economic development thought leaders.

Join this session for remarks from the IEDC Board Chair. We will also recap 2019 IEDC highlights and achievements and hear from engaging leaderson the latest economic development trends related to resiliency during a recession.

Remarks

Kenny McDonald President and CEO, One Columbus, Columbus, OH

Mayor Eric Johnson Mayor, City of Dallas, Dallas, TX

Courtney Pogue Director, City of Dallas Office Of Economic Development

Fireside Chat
Ambassador Ron Kirk Senior Of Counsel, Gibson Dunn, Dallas, TX

Jonas Peterson President & CEO, Las Vegas Global Economic Alliance

Keynote Introducer

Kourtney Garrett President & CEO, Downtown Dallas, Dallas, TX

Master of Ceremonies

Marva Bryan Accounting Manager/Tax Incentive Analyst, Development Authority of Fulton County

12:00pm

Alignment of Plans and Strategies in Economic Recovery

Having a solid strategic plan in place prior to a natural disaster or recession is a core responsibility for all economic development organizations. Ensuring that all organizations in a given region have aligning plans is often more challenging - but no less vital. Join this session to learn what this latter process looks like. This session will also explain how to align federal and philanthropic funding sources and ensure fiduciary oversight for federally funded efforts, using a real-world case study.

Moderator

Rick Kiernan Principal, Convergent Nonprofit Solutions

Speakers

Kirsten McGregor Founder and Principal, SAGAX Associates, LLC, Wilmington, DE
Leveraging BRE for Business and FDI Attraction Success

This highly interactive session will energize your BRE efforts and ensure that they cross-pollinate with, and ultimately drive, your business and FDI attraction initiatives.

Panelists will discuss how you can use existing customer relationships to cultivate new ones. They’ll also explore how your BRE framework (outreach, team, management and technology) can be quickly adapted for pressing attraction and FDI opportunities. In addition, panelists will explain how analytics—as well as programs, policies and strategies—emanating from your BRE program make you more viable in the site selection decision-making process. Conversely, they’ll examine how success in attraction and FDI can ultimately drive better BRE in your community.

Moderator

Laith Wardi  President, ExecutivePulse, Inc.

Speakers

William Murphy  Deputy Secretary, Kansas Department of Commerce, Topeka, KS

Erik Collins  Director of Community & Economic Development, Montgomery County Ohio, Dayton, OH

Carolina Arriagada Peters  Managing Director, Cities and Collaboration, London, UK

Corporate Relocation and the Lure of the Arts

To attract top talent, corporations increasingly located where the workforce wants to live. That is no longer only suburbs or “24-hour cities.” Many companies have recently relocated their headquarters to so-called 18-hour cities like Dallas, Nashville and Denver to better compete for top millennial, tech-savvy talent.

In this session we will explore the factors fueling the shift toward secondary cities away from
the coasts. The quality of arts and cultural in these metropolitan areas is attracting corporate talent away from New York, Boston and Los Angeles as employees discover they can experience the same (or better) cultural density in smaller cities where the cost of living is lower and their dollars go farther. Infrastructure investments make access to arts and culture easier and diminish routine obstacles such as traffic and high cost often experienced in larger metros.

 Moderator

 Katherine Wagner CEO, Business Council for the Arts, Dallas, TX

 Speakers

 Mayor Mike Rawlings 61st Mayor of Dallas, City of Dallas, Dallas, TX

 Christopher Reynolds Chief Administration Officer, Manufacturing & Corporate Resources, Toyota, United States

 Imran Khan CEO and Co-Founder, Verishop

 DCI Sponsored Session - Winning Strategies in Economic Development Marketing

 DCI is releasing the latest edition of Winning Strategies in Economic Development Marketing, its tri-annual flagship report detailing how corporate executives and site selection consultants develop perceptions of place. Decision-makers share insights on which media they read, how they learn about places, which marketing tactics are most effective, what information they prefer online and which economic development organizations are best in class. In addition, recognizing that 2020 has been a year like no other, DCI has included queries on the impact of COVID-19 and the upcoming presidential election and insights will be shared on how these events are influencing location decisions. DCI is unveiling the results of this year's report for the first time in this exclusive session at IEDC 2020.
1:00pm

Geographic Meetups/ Lunch Break
Ω 1:00pm - 1:30pm, Oct 13

8 Subsessions

- International partners
  Ω 1:00pm - 1:30pm, Oct 13

- U.S. Territories/Caribbean
  Ω 1:00pm - 1:30pm, Oct 13

- Northeast Region
  Ω 1:00pm - 1:30pm, Oct 13

- Midwest Region
  Ω 1:00pm - 1:30pm, Oct 13

- Southeast Region
  Ω 1:00pm - 1:30pm, Oct 13

- West Coast
  Ω 1:00pm - 1:30pm, Oct 13

- Southwest Region
  Ω 1:00pm - 1:30pm, Oct 13

- Mid-Atlantic
  Ω 1:00pm - 1:30pm, Oct 13

1:30pm

Meet the Exhibitors!
Ω 1:30pm - 2:00pm, Oct 13

Visit the Exhibitor Tab to meet the exhibitors. Explore their product and welcome videos, documents and join a live question and answer session with them.

2:00pm

Make Your Crisis Communications An Asset
Ω 2:00pm - 3:00pm, Oct 13

Trust is the foundation of relationships. When your organization faces a crisis, communications (or the lack thereof) to your employees, community, and other stakeholders can either support or erode that foundation. Protect your organization's reputation and relationships by being prepared to communicate in a crisis. Through sharing real-world examples and best practices, our presenters will help you understand who to communicate to, how and when to do so. In a crisis, you need all the help you can get. Start here to make sure your communications are an asset and not a liability.
Anchors of Stability, Partners in Growth: Colleges and Universities as a Critical Asset

Moderator

Gregory Hitchin  Director, Economic Development and Tourism, City of Waynesboro-Waynesboro, VA

Speakers

Colleen Schwab  SVP, Marketing & Communications, Greater Phoenix Economic Council, Phoenix, AZ

April Mason  President, Violet PR, Montclair, N.J.

Workforce Development

Colleges and Universities are critical features across communities, offering not only teaching and learning opportunities but also contributing to communities’ research, employment and cultural mix. This session is designed for Economic Developers who seek to understand how these unique partners can support business attraction, retention and expansion and to leverage the range and diversity of College and University partners to support economic development.

Moderator

Joel Simon  Managing Director, Burning Glass

Speakers

Shalin Jyotishi  Assistant Director, Economic Development and Community Engagement, Association of Public and Land-grant Universities (APLU)
Place-Based Policies in Historically Disadvantaged Communities

2:00pm - 3:00pm, Oct 13

Fostering Economic Diversity and Transformation

No serious examination of the geography of prosperity would be complete without a focus on how racial inequality exacerbates place-based problems and impedes the effectiveness of policies designed to improve them. The range of ways in which public policy has limited economic opportunity for minorities is abundant and COVID-19 has highlighted that reality even more. But what can we as economic developers do about it? How can we move the needle and advocate for better and more inclusive policies? Join this discussion to take a deep dive into best practices of communities small and large and learn how they are closing the inequality gap.

Moderator

Jonathan Morgan Professor, University of North Carolina at Chapel Hill • School of Government

Speakers

Lyneir Richardson CEO, Chicago TREND, New York City, NY

Dr. Eric Johnson Chief of Economic Development & Neighborhood Services, Dallas City Hall

CARES Act: Avoiding or Passing an Audit

2:00pm - 3:00pm, Oct 13

Communities are relying on federal resources like never before; the CARES Act was a multi-trillion investment in shoring up places and businesses impacted by COVID-19. More funding from the federal government is likely on the horizon. First-time users and veterans alike will need to be up to speed on the latest ins and outs of federal grant management, especially when it comes to potential audits. Join this discussion to learn the basics of how to keep on the right side of laws and regulations associated with your federal resources.
**Speakers**

Lindsey Kimball, CEO, EDFP  Director, Economic Development, Hillsborough County Economic Development

John Shaw     Manager, Ernst & Young- Atlanta, GA

Matt Jdock  Executive Director, Ernst & Young- Atlanta, GA

**Sponsored Session: Buxton - How to Foster a Competitive Retail Sector in Today's Environment**  
Date: 2:00pm - 3:00pm, Oct 13

The COVID-19 pandemic and resulting recession have created a challenging environment for economic development. The bleak headlines may lead you to believe that the retail and restaurant industries are dead and trying to recruit or retain these businesses in your community is hopeless. But is that true? In this session, we'll check in on what the data has to say about the state of the retail and restaurant industries and share practical tips for keeping your retail sector competitive.

**Speakers**

Robb Miller  Vice President of Sales, Buxton

Joseph Fackel Senior Fellow & Vice President, Buxton

**Sponsored Session: ROI: Our Global Economy: Adapting to the New Reality**  
Date: 2:00pm - 3:00pm, Oct 13

Foreign direct investment, just like trade, has had to deal with the disruptions of the pandemic as well as changes in business strategies. This session will review the impact of the pandemic on the US economy, as well as how its primary trading partners have fared in 2020. This panel will also provide insight on how far along foreign industries are in their recovery, and whether their current trade level is sufficient to supply both the inputs and the demand for US goods needed to restart our economy. We conclude with the implications for business attraction strategies going into 2021.
Moderator

Steve Jast  President, ROI Research on Investment

Speakers

Shannon Lynch  VP of Business Development, ROI Research on Investment

Nadine Jeserich, PhD  VP Analytics, ROI Research on Investment

3:00pm

Meetups/ Break

3:00pm - 3:30pm, Oct 13

4 Subsessions

- Food Demonstration - Ron Kitchens' ED Gumbo
  3:00pm - 3:30pm, Oct 13

- Mental and Emotional Well-being During Times of Crisis
  3:00pm - 3:30pm, Oct 13

- Opportunity Zones Unpacked
  3:00pm - 3:30pm, Oct 13

- Opportunities in Rural Communities
  3:00pm - 3:30pm, Oct 13

3:30pm

Defining Issues: Structural Racism in Economic Development

3:30pm - 5:00pm, Oct 13

Moderator
Ronnie Bryant  Principal, Ronnie L. Bryant, LLC

☎ Panelists

Tracye McDaniel  President, Tip Strategies, Austin, TX

Quentin Messer Jr., CEcD  President & CEO, New Orleans Business Alliance, New Orleans, LA

Kurt Chilcott  President & CEO, CDC Small Business Finance

☎ Introducer

JJ Ponce

5:00pm

Welcome Reception!
⏰ 5:00pm - 6:00pm, Oct 13

Wed, Oct 14, 2020

9:00am

Tours
⏰ 9:00am - 6:00pm, Oct 14

5 Subsessions

- The West End Story
  ⏰ 9:00am - 6:00pm, Oct 14

- Defining ‘Work hard, play hard’
  ⏰ 9:00am - 6:00pm, Oct 14

- Uber Revitalization
  ⏰ 9:00am - 6:00pm, Oct 14

- Intersection of Livability & Opportunity
  ⏰ 9:00am - 6:00pm, Oct 14

- A ‘star’ of a Public-Private Partnership
9:30am

International Forum

9:30am - 11:00am, Oct 14

All conference participants are welcome to attend this roundtable discussion of economic development trends, challenges, and best practices from around the world. Invited speakers representing different countries will provide an international perspective on this year’s conference track. The moderated discussion will be followed by a Q&A.

Moderator

Heather Lalonde, Ec.D. Chief Executive Officer, Economic Developers Council of Ontario, Ontario, CA

Daniel Silverman Vice President, Foreign Direct Investment, Invest Quebec- Montreal, Canada

Speakers

Juan Pablo Alcantar Vice Chair - International Advisory Committee, IEDC

Ralph Chow Regional Director, Americas, Hong Kong Trade Development Council, Hong Kong, China

Esteban Pelayo CEO, EURADA, Brussels, Belgium

Bostjan Skalar Executive Director, World Association of Investment Promotion Agencies (WAIIPA), Turkey

Aileen Murray, Ec.D. President, Economic Developers Association of Canada, Mellor Murray Consulting, Chatham, Ontario, Canada

Mary Lee Prior Community Economic Development Coordinator, Economic Developers Alberta, Alberta, Canada
10:00am

Managing EDOs in Times of Crisis

Leaders of economic development organizations were thrown into the fire with the COVID-19 pandemic. Their management styles, communication skills, and relationships with stakeholders were tested on several levels as their communities were challenged to respond to the crisis. Accredited Economic Development Organizations (AEDO) have been judged by their peers to have programs, practices, and management that are the gold standard in the profession. Join leaders of AEDOs for a discussion on how their organizations prepared, the lessons they learned, and the advice they would give fellow leaders to manage economic development organizations during times of crisis.

Moderator

Dan Henderson, Cecd Economic Development Director, Town of Gilbert, Gilbert, AZ

Speakers

Brett Doney President & CEO, Great Falls Development Authority, Inc., Great Falls, MT

Paul Saldana President & CEO, Tulare County Economic Development Corporation, Exeter, CA

Norm Schleehahn, Cecd, EcD Director, Economic Development, City of Hamilton, ON

11:00am

Morning Keynote Plenary

During a recession, evolving economic, political, technological, and social conditions in both the domestic
and global domains offer unprecedented opportunities as well as significant threats to our communities and to our profession. As such, the mission of IEDC is more critical than ever. Today, companies are embracing the concept of strategic partnerships and community investment. Join this session for engaging dialogues!

Keynote Speaker

Tom Ridge Chairman, The Ridge Policy Group, Washington, D.C.

Fireside Chat

Robert Kaplan President, Federal Reserve Bank of Dallas, Dallas/Fort Worth, TX

Linda McMahon President & CEO, The Real Estate Council

Keynote Introducer

Chris Chmura President & Chief Economist, Chmura Economics & Analytics

Master of Ceremonies

SeonAh Kendall, CPA Sr. Economic Health Manager, City of Fort Collins

12:00pm

Professional Development Networking

12:00pm - 1:00pm, Oct 14

Student and YP Speed Mentorship (12 - 2pm)

C-Suite Conversations

Mid-Career Professionals

Networking for Job Seekers/Career Transitioning

4 Subsessions

- Student & YP Mentorship (12-2pm EST)
  12:00pm - 1:00pm, Oct 14

- C-Suite Conversations
Sponsored Session - Research FDI - Managing Virtual Business Recruitment Initiatives During the Pandemic

Since March, at the peak of the pandemic, our industry has faced major disruption. The formulaic approach to investment attraction as we knew it, i.e. several flights a month, who can count how many cities a year, face to face connections - all ceased. What we’ve encountered during this time is the tenacity economic development organizations have displayed, transitioning in rapid time to virtual business recruitment programs. ResearchFDI’s business model also had to pivot, offering Virtual Industry Sweeps, Virtual ‘Road Shows’ and uncovering new priority target sectors for our clients who could no longer focus on recruiting sectors hit the hardest by COVID-19.

This discussion will outline the different modes of virtual business recruitment created by ResearchFDI and North American economic development teams over the past six months and analyze in a non-biased approach the efficiency, roadblocks and silver linings that have come to the front. Starring seasoned Economic Development professionals who have been leading the charge within their organization to continue investment attraction. This round-table discussion will be moderated by ResearchFDI’s President & Founder, Bruce Takefman and will feature, Samantha Brown, Director at Team Texas - the membership marketing alliance representing the state of Texas, as well as Jared Smith, MBA the Chief Operating Officer at the Las Vegas Global Economic Alliance and Vice President of Foreign Direct Investment for the Invest QuéBec, representing the Province of Québec in Montréal, Canada.

Moderator

Bruce Takefman  President, ResearchFDI

Speakers

Samantha Brown  Director, Team Texas, Texas Economic Development Council-Austin, TX

Jared Smith  Chief Operating Officer, Las Vegas Global Economic Alliance-Las Vegas, NV

Daniel Silverman  Vice President, Foreign Direct Investment, Invest Québec- Montréal, Canada
1:00pm

Celebrating Diversity Meetups/Lunch Break

- 1:00pm - 1:30pm, Oct 14

6 Subsessions

- Blacks in Economic Development
  - 1:00pm - 1:30pm, Oct 14

- Celebrating Diversity Meetup - Hispanics in Economic Development
  - 1:00pm - 1:30pm, Oct 14

- Indigenous, First Nations, and Native Americans
  - 1:00pm - 1:30pm, Oct 14

- Asians in Economic Development
  - 1:00pm - 1:30pm, Oct 14

- LGBTQ
  - 1:00pm - 1:30pm, Oct 14

- Special Needs
  - 1:00pm - 1:30pm, Oct 14

1:30pm

Meet the Exhibitors!

- 1:30pm - 2:00pm, Oct 14

  Visit the Exhibitor Tab to meet the exhibitors. Explore their product and welcome videos, documents and join a live question and answer session with them.

2:00pm

Small But Mighty! Leading Your EDO on a Shoestring Budget

- 2:00pm - 3:00pm, Oct 14

  Leadership Development

  Your budget and staff may be small in number, but your goals and drive are mighty. You’re getting a lot done with a lot less, something we’re all getting used to these days. You aren’t alone, and this session will bring together leading voices in economic development on making the most of a small staff, creating a fundraising plan, and decreased budgets. Designed for smaller economic development organizations to share ideas, resources, and hacks for streamlining productivity, and fundraising.

Moderator

Clint Nessmith  Principal, Resource Development Group
It's Time for Effective Economic Diversification Strategies

Times are tough everywhere. Your community's major employer is shutting down and shedding lots of jobs. How can you respond? This session offers best practices on how to address the immediate impacts of the loss and how to build a stronger and more diverse economy over the long term. Specific experiences and lessons learned from various sectors will be shared and discussed.

Moderator

Erik Pages President, EntreWorks Consulting- Arlington, VA

Speakers

Lena Fowler County Supervisor, Coconino County- Tuba City, AZ

Jack Morgan Program Manager, National Association of Counties- Washington, DC

The Road(s) to Recovery for Travel & Tourism

Travel and tourism is one of the world's most resilient industries. But unlike recoveries from past recessions, COVID-19 and the public health policies and restrictions that come with it mean that both the timing and the shape of this recovery will be quite different. What recovery and re-opening looks like may vary significantly from one destination to the next. This discussion will examine three likely paths to recovery for travel and tourism in different types of destinations.

Moderator
Orlando Campos  Director, Economic Development & Tourism, Town of Addison, TX

🔗 Speakers

Christina Cassotis  CEO, Pittsburgh International Airport, Pittsburgh, PA

Craig T. Davis, CDME  President and CEO, VisitDallas, Dallas, Texas

The Master Planned Community
🕒 2:00pm - 3:00pm, Oct 14

Fostering Economic Diversity and Transformation

What are the benefits and drawbacks of Master Planned Communities of the future and what do they look like? Rethinking how we build communities became a necessity as early as the nineteenth century. In 1869, Frederick Law Olmsted and Calvert Vaux designed and constructed Riverside, IL, outside of Chicago, one of the first master planned communities. Its success resulted in many others appearing in states like California, Texas and throughout the Mountain West. Join this session and hear from both developers and EDO’s for what’s next for MPC’s and how your community can prepare.

🔗 Moderator

Chris Camacho  President and CEO, Greater Phoenix Economic Council- Phoenix, AZ

🔗 Speakers

Lawrence Twele  President and CEO, Howard County Economic Development Authority, Baltimore, MD

Daniel Bowman  Executive Director/CEO, Allen Economic Development Corporation, Dallas, TX

Young Professional Townhall
🕒 2:00pm - 3:00pm, Oct 14
Young professionals will reconvene for a Solution Room style workshop designed to apply fresh minds to some of today's most difficult industry questions. Gathering in small groups, YPs will roll up their sleeves and collectively come up with answers to questions revolving around real estate, targeted industries, the future of work and other questions submitted both by their peers and by seasoned professionals seeking a fresh perspective to their challenges. Focused and time-limited small group discussions will result in agreed-upon solutions, selection of spokespersons, and report-outs for the benefit of all participants.

3:00pm

Creative Places and Businesses: Catalyzing Community Growth through Impact Investing

Investment opportunities in the Creative Economy have the ability to stabilize communities and benefit regions looking to attract and develop quality jobs. Impact investors are seeking ways to deploy capital for creativity that can bring new resources to low income communities and entrepreneurs who are often over-looked and under-estimated. Learn about how impact investment can be used to shape a Creative Economy that is inclusive, equitable and sustainable with tangible examples.

Moderator

Karen Brooks Hopkins Senior Advisor and Nasher Haemisegger Fellow at SMU DataArts, Onassis Foundation USA

Speakers

Maurice A. Jones President & CEO, Local Initiatives Support Corporation (LISC), Richmond, VA

Laura Callanan Founding Partner, Upstart Co-Lab, New York City, NY

Partnering with Real Estate Developers and Site Selectors in Creating a Community Engagement Toolkit

Community engagement works best when it is an ongoing cumulative process enabling stakeholder relationships and trust to build and strengthen over time. Engagement events should be planned and designed with this in mind and aim to contribute to the overall em betterment of the community. But how do you bring the key players to the table? Your community and voluntary groups may want to participate at
a range of levels—from providing advice, to co-designing the process, to delivering projects to meet some of the goals and objectives. This workshop will include the development of a community engagement strategy, the key players, and the process for delivery and measuring outcomes. Leave this session with a turnkey engagement strategy toolkit ready to be implemented. Don't miss it!

Moderator

Rob Hunden  President, Hunden Strategic Partners

Speakers

Rebecca Karp  CEO + Managing Principal, Karp Strategies, New York City, NY

Contente Terry  Founding Principal, Contente Consulting, Inc.- Atlanta, GA

Regional Collaboration: Bridging Workforce and Education

3:00pm - 4:00pm, Oct 14

Moderator

Richard Perez  Research Manager, Workforce Solutions Greater Dallas, Dallas, Texas

Speakers

Laurie Bouillion Larrea  President, WFS Dallas, Dallas, Texas
4:00pm

Meetups/Break
⏰ 4:00pm - 4:30pm, Oct 14

4 Subsessions

- Arts and Culture in Economic Development
  ⏰ 4:00pm - 4:30pm, Oct 14

- Fighting for Economic Justice
  ⏰ 4:00pm - 4:30pm, Oct 14

- Books and Libations
  ⏰ 4:00pm - 4:30pm, Oct 14

- Opportunity Zones Unpacked
  ⏰ 4:00pm - 4:30pm, Oct 14

4:30pm

EDRP: Assisting Minority-Owned Small Businesses During and After the Pandemic
⏰ 4:30pm - 5:30pm, Oct 14

A McKinsey report found that more than 2 million US small businesses could close permanently as a result of the first four months of the pandemic. Minority-owned businesses and minority populations continue to be disproportionately impacted by covid-19, both as a result of pre-existing and continuing structural issues as well as concentration in industries and jobs that have been more severely impacted. At least two-thirds of minority-owned businesses are concerned about permanently closing. The urgency and extent of problems facing minority-owned businesses require nimble action from economic development and other support organizations, including improved access to capital, access to mentoring, as well as new policies and programs that address structural issues. Join the Economic Development Research Partners (EDRP) to learn more about the latest research findings plus examples of local and regional programs that are addressing issues in meaningful ways.

Moderator

Michael Taylor  Senior Vice President, Community Development Banking, PNC Bank

Speakers
Integrating Special Populations into the Workforce
4:30pm - 5:30pm, Oct 14

We continuously complain about the talent shortage but has your community considered the large percentage of residents who are ready to work but need the tools and training in order to be successful? These special population groups can include but are not limited to individuals with disabilities, homeless, and/or First Nations.

Join this session and hear from communities who have successfully trained and integrated special population groups into their workforce. Leave this session with a few tactics and strategies to identify where these population groups live and how to better support them.

Moderator
Chris Czarnik CEO, Career Research Group, Appleton, Wisconsin

Speakers
Adam Jeffrey CEO, Chimera Consulting, Nottingham, United Kingdom
James Collard Director, Planning & Economic Development, Citizen Potawatomi Nation- Shawnee, Oklahoma
Jayne Russell Group General Manager Employment, Ministry of Social Development, Wellington, New Zealand
The Role of E-Sports and Creative Media in Economic Development
🕒 4:30pm - 5:30pm, Oct 14

**Fostering Economic Diversity and Transformation**

E-Sports is a sleeping $300 billion giant while proving to be a recession-proof industry even as their stocks outperform the market. Professional E-Sports teams are popping up around the world as professional gaming is taking over traditional sports for viewership. E-Sports will be a driving force in our communities as high schools all the way to colleges start teams. As ED professionals, we can capitalize on this in our communities for quality of life and economic growth purposes. The industries supporting the games that are played will grow. The creative media industries that broadcast these games and stream its content will grow. This is an entirely new vertical opening up across the world and we need to be a part of it!

📢 Moderator

**Bruce Payne** Economic Development Manager, City of Arlington, Office of Economic Development

📢 Speakers

**Peter Tokar** President & CEO, Unique McKinney, McKinney, TX

**Geoff Moore** President, Envy Gaming, Inc., Dallas, TX

Capitalizing on Clean Energy Through PACE
🕒 4:30pm - 5:30pm, Oct 14

**Fostering Economic Diversity and Transformation**

Discover how communities across the US combine PACE – Property Assessed Clean Energy – financing with historic tax credits, efficiency incentives, new market tax credits, TIRZ, and opportunity zones to revitalize, renovate, and restore private property with energy and water saving improvements that lower the cost of capital and increase net operating income without harming cash flow. Examine urban and rural case studies to identify the economic and environmental benefits enabled through legislation in 36 states.

📢 Moderator

**Kim**
**Speakers**

**Kevin Spath** Assistant Director, City of Dallas Office Of Economic Development

**Phillip Geheb** Shareholder, Munsch Hardt Kopf & Harr, P.C., Dallas, TX

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**Highlighting Practical Innovation in Economic Development During Tough Times**

*4:30pm - 5:30pm, Oct 14*

**Resiliency During a Recession**

In uncertain and rapidly changing times, the urgency for organizations to be nimble and innovative in their services and problem solving is paramount to us all. In this session we want to highlight how EDO’s across the public, private and nonprofit sectors are responding during these tough economic times. Bring your own stories and examples of innovation. Leave this session inspired and encouraged by the work of your economic development peers.

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**Moderator**

**Erika Magder** VP, Global Sales, ResearchFDI

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**Speakers**

**Margia Argüello, MSC, MBA** Associate Director, Innovation Initiatives at The Johns Hopkins University, Baltimore, MD

**Haidane Davies** Vice President, University of the Virgin Islands, US Virgin Islands

**Werner Pamminger** CEO, Business Upper Austria, Austria

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**Thu, Oct 15, 2020**
9:00am

Tours
@ 9:00am - 6:00pm, Oct 15

5 Subsessions

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- A ‘star’ of a Public-Private Partnership
  @ 9:00am - 6:00pm, Oct 15

10:00am

Performing at Top Capacity: Becoming Accredited
@ 10:00am - 11:00am, Oct 15

The Accredited Economic Development Organization (AEDO) program provides economic development organizations with an internal review of their operations and recommendations on how to strengthen their organizational processes to best respond to the changing climate within the profession. Join members of the AEDO advisory committee as they discuss the AEDO program and give insights on the application review process.

Moderator

Angie White  President, North Louisiana Economic Partnership- Shreveport, Louisiana

Speakers

Allison Thompson  President & CEO, The Economic Development Alliance for Jefferson County- Pine Bluff, Arkansas

Bev Thornton  Executive Director, Executive Director, Alberta SouthWest Regional Economic Development, Alberta Canada
11:00am

Morning Keynote Plenary

During a recession, evolving economic, political, technological, and social conditions in both the domestic and global domains offer unprecedented opportunities as well as significant threats to higher ed, our communities and to our profession. As such, the mission of IEDC is more critical than ever. Today, companies are embracing the concept of strategic partnerships and community investment. Join this session for engaging dialogues!

📢 Panelists

Michael Sorrell, Ed.D  President, Paul Quinn College, Dallas/Fort Worth, TX

Joe May  Chancellor, Dallas College

Todd Greene  Executive Director, Atlanta University Center Consortium

📢 Moderator

Chris Guidry  Vice President, Philanthropy, Strada Education Network

📢 Fireside Chat

Bill Sproull  President & CEO, Richardson Economic Development Partnership

Craig Hall  Founder and Chairman, The Hall Group, Dallas, TX

📢 Master of Ceremonies
12:00pm

The Power of Design Leadership

When design principles are applied to strategy and innovation, the success rate for innovation dramatically improves. Design-led companies such as Apple, Pepsi, IBM, Nike, Procter & Gamble, and SAP have outperformed the S&P 500 over a 10-year period by an extraordinary 211%. Designing is more than creating products and services. It can be applied to systems, procedures, protocols, and experiences and is becoming increasingly important as a 21st-century leadership skill. For Presidents, CEOs, and other senior executives, design thinking is at the core of effective strategy development and organizational change during economic downturns. In this hands-on workshop, you’ll learn applicable strategies to move from an antiquated top-down leader to a recession-proof and creative mastermind. Don’t miss it!

Gene DePrez Managing Partner, Global Innovation Partners, Rochester, New York

Speakers

Saleema Vellani Founder & CEO, Ripple Impact, Washington, DC

Amy Wilson Chief Executive Officer, Empathy for Change, LLC

Salvaging Downtowns in the Wake of Closures

12:00pm - 1:00pm, Oct 15
COVID 19’s Impact on Global Trade
© 12:00pm - 1:00pm, Oct 15

Supporting Entrepreneurship

The COVID-19 outbreak occurred in a context of sluggish global trade that has been dragging on since the 2008–2009 financial crisis. The rapid spread of COVID-19 and the measures taken by governments to contain it have had serious consequences for the world’s major economies. Many productive activities have been disrupted, first in Asia and then in Europe, North America and the rest of the world, and there have been widespread border closures. This has resulted in a steep rise in unemployment, with a consequent reduction in demand for goods and services. This panel will review the biggest impacts and will prepare economic developers for what’s next on a global scale.

Moderator

Jasmine Mehta ESG Issuer Communications Lead, MSCI, London

Speakers

Isabella Bertani, BBA, FCPA, FCA, MBA Founder and Chief Client Strategist, B E R T A N I, Toronto, Canada

Jonathon Cummings Vice President of Americas, Global Policy Insights, Brooklyn, NY

Arpit Chaturvedi Founder and Chief Executive Officer, Global Policy Insights, Delhi, India
John Dickson  Chairman, The Global Young Leaders Academy

**Economic Development Roundtables**

**Resiliency During a Recession**

No PowerPoints or formal presentations but a safe place to engage with your peers and with experts from business organizations and advocacy groups on ways to survive the recession and prepare to thrive in the post-recession economy. Use this community to share advice, resources and anything else that might help your fellow EDO professionals get through this crisis. You are encouraged to bring plenty of questions. Our facilitators will drive this ‘group think’ discussion so attendees can walk away feeling empowered and invigorated.

![Zoom](zoom.png)

**Master Facilitator**

**Barbara LaMue**  President & CEO, New North, Inc.

**Excellence in Economic Development Awards**

**Speaker**

**Beth Robinson**  President & CEO, Uptown Consortium, Inc.

**The Economic Developers Role in Recovery Efforts**

This session will focus on the impacts and implications of the coronavirus pandemic-driven recession and economic recovery dynamics on local economic development, and the role of local economic developers in these transformational processes. Effects on key local economic development tools, technologies, techniques, strategies. Particular focus on the impacts of coronavirus on business retention and expansion, business recruitment and attraction, business creation and supply chain development and growth. The new normals will be discussed in relationship to the fiscal and economic development tax base recovery of the city and urban/regional economy.

![Zoom](zoom.png)
Moderator

Jhai Keeton Deputy Director of Planning and Development, City of Jackson Department of Planning and Development, Jackson, MS

Speaker

Kenneth FM, GRI Senior Advisor, Kensley Enterprises, LLC, Atlanta, GA

1:00pm

Meetups/ Lunch Break

1:00pm - 1:30pm, Oct 15

5 Subsessions

- Parenting in Place
  1:00pm - 1:30pm, Oct 15

- Productivity Hacks
  1:00pm - 1:30pm, Oct 15

- Talent Recruitment Challenges and Solutions
  1:00pm - 1:30pm, Oct 15

- Leadership in a Pandemic Tactics
  1:00pm - 1:30pm, Oct 15

- Deeper Dive: Design Thinking
  1:00pm - 1:30pm, Oct 15

1:30pm

Meet the Exhibitors!

1:30pm - 2:00pm, Oct 15

Visit the Exhibitor Tab to meet the exhibitors. Explore their product and welcome videos, documents and join a live question and answer session with them.

2:00pm

Leadership in Emerging Transportation Technologies

2:00pm - 3:00pm, Oct 15

Emerging transportation technologies, like unmanned aircraft systems and automated vehicles, have the potential to improve safety, economic growth, and overall quality of life. This conversation between leaders from various sectors will explore the key building blocks—like artificial intelligence, machine learning, 5G, quantum, advanced manufacturing, STEM education, and supply chain integration—to the future of transportation. What's coming down the pipeline and what role will your community play?
Moderator

Ean Johnson, CECd  Vice President, Economic Development, OmniTRAX, Dallas, TX

Speakers

Gil Salinas  Chief Operating Officer, Kerr Economic Development Corporation, San Antonio, TX

Chad Sparks  Director, Strategic Campaigns & Business Development, Bell Textron, Inc., Hurst, TX

Reshoring Initiatives

2:00pm - 3:00pm, Oct 15

There are many reasons for American manufacturers to reevaluate offshoring and consider reshoring. Companies are increasingly recognizing that costs, risks and strategic impacts previously ignored are large enough to overcome the shrinking emerging market wage advantages. They are seeing the benefits of proximity, i.e. producing in the market, especially when the home market is the U.S., still the world's largest.

The top reasons that companies reshere include:

- Lead time
- Higher product quality and consistency
- Rising offshore wages
- Skilled workforce
- Local tax incentives
- Image of being Made in USA
- Lower inventory levels, better turns
- Better responsiveness to changing customer demands
- Minimal intellectual property and regulatory compliance risks
- Improved innovation and product differentiation

This session will be highly interactive and will include use of the Total Cost of Ownership Simulator. Don't miss it!
Retaining Second Stage Companies
© 2:00pm - 3:00pm, Oct 15

Supporting Entrepreneurship

If your organization is only focused on recruiting new companies to your community, you are missing half the battle. By retaining second stage companies, you can ensure a more diverse workforce, grow industries based on your community's need, and accomplish all of this without expensive perks or incentives. We will cover the six steps to support existing businesses in your community. We'll discuss the data collection process, EDO service offerings, uncovering bottlenecks, creating an expansion plan, and reporting results. You will leave this session with a BRE process that can be easily implemented!

Moderator

Christopher Masingill CEO, St. Tammany Corporation

Speaker

Mark Lange Executive Director, Institute for Business and Entrepreneurship, University of Wisconsin - System, Madison, WI

IGNITE
© 2:00pm - 3:00pm, Oct 15

Special Session

Ignite IEDC is back for another lightning round of public speaking on economic development issues. Come to learn about an innovative new idea, a successful project or program, and much more. Speakers have seven minutes to enlighten us! It's a pitch day for economic developers.
Speakers

Josh Wright  EVP, Economic & Workforce Development, Emsi

Shabaka Gibson  Vice President, Battle Creek Unlimited Inc, Battle Creek, MI

Daryl Phillips  Principal, Phi EDS, Nashville, Tennessee

Christopher McInnes  EURADA

Kevin Schmotzer  Executive Small Business Development, Cleveland City Hall, Cleveland, OH

Paul Tero  Principal Consultant, Dellium Advisory, Melbourne, Australia

Paul Comyn  Senior Skills & Employability Specialist, International Labor Organization (ILO), Geneva, Switzerland

Master of Ceremonies

Alia Abbas  Director, Alia Consulting, Toronto, ON

The Inclusive Development Network - Building Social Inclusion in Regional Economies.

Effective, inclusive strategic approaches to workforce and talent development are critical to successful economic development. Join the Council for Adult & Experiential Learning (CAEL) and member communities of the Inclusive Development Network (IDN) as they discuss how communities are building new strategies to promote social inclusion and diversity in their local economies. The IDN, a year-long learning-and-doing cohort, has brought together a diverse group of regional teams of economic development leaders, business, workforce development and education to share expertise, learn together and build local strategic action plans toward inclusive economic development. CAEL and IDN economic developer participants will present on local implementation plans, discuss common strategies and lessons learned, and reflect on the experience of working and learning collaboratively toward common goals of increasing inclusivity in local economies.
Moderator

Claire Linnemeier  Director of Consulting, Council for Adult and Experiential Learning, New York City, NY

Speakers

Christopher Nance, MBA  Vice President Construction & Inclusive Talent Initiatives, Greater Cleveland Partnership, Cleveland, OH

Shana Marbury, JD  General Counsel/Senior Vice President, Talent, Greater Cleveland Partnership, Cleveland, OH

Jeff Marcella  Consultant, Council for Adult and Experiential Learning

Doug Brown  Executive Director, Community Action Program Committee, Inc., Pensacola, FL

Scott Luth  CEO, FloridaWest EDA, Pensacola, FL

Inextricable Ties: The Crossroads of Arts, Culture, Economic Recovery and Development

Join us for a lively discussion of the multifaceted intersections of commerce and the arts--from the arts’ role as a driver of tourism and corporate location to its ability to transform businesses and downtowns into destinations; from the arts’ economic contribution as 4.5% of U.S. GDP to its capacity to strengthen communities that are hungry to come together again and affirm meaning after prolonged isolation.
3:00pm

Community Meetups / Break
3:00pm - 3:30pm, Oct 15

4 Subsessions

- Rural Communities
  3:00pm - 3:30pm, Oct 15

- Suburban Communities
  3:00pm - 3:30pm, Oct 15

- Urban Communities
  3:00pm - 3:30pm, Oct 15

- Exurban Communities
  3:00pm - 3:30pm, Oct 15

3:30pm

Projecting Long Term Structural Changes to How You Work
3:30pm - 4:30pm, Oct 15

The necessity of operating differently gives organizations the opportunity to understand what they can do more efficiently. These structural changes also may require you to alter your strategy and planning. For instance, if you shift your staffing model to allow more telecommuting or remote work, how could that affect your service offerings? Are there cost savings you can achieve by shrinking your organization’s physical footprint? What sort of new liabilities or challenges might develop if you adopt a decentralized work model? Will you need stronger technology protocols? What changes will you need to make to management training and communication policies to run a more distributed workforce? Lots to discuss during this jammed packed session. Get there early as space is limited.

Moderator
ED Talks
Ω 3:30pm - 4:30pm, Oct 15
Special Session

IEDC's highly popular ED Talks returns on a new day and time! Three exceptional speakers have been selected to share their stories and experiences to help us find deeper meaning in the work that we do as economic development practitioners.

Speakers

Jim Gollub - Building Next Generation IEDC  Managing Director, James Gollub Associates LLC - San Francisco, CA

Jon Roberts - Resiliency in Times of Crisis  Managing Director, TIP Strategies, Inc.

Grace A. Belangia - Entrepreneurial Ecosystem Building  Co-Founder, Make Startups - San Francisco, CA

Open Infrastructure for Rural Digital Inclusion
Ω 3:30pm - 4:30pm, Oct 15
Resiliency During a Recession

This panel discussion will highlight both the significant need for improved broadband and telecommunications infrastructure in small and rural communities, as well as ways in which synergies between meeting IoT and 5Gs' massive appetite for bandwidth can be met using open application fiber optic networks. The panel brings together expert perspectives on these topics coming from a rural community, government, the nonprofit sector, and a startup company.
How Men Can Lean in To Support Women

3:30pm - 4:30pm, Oct 15

Leadership Development

When it is time to hire it is often heard, “Let’s focus on the right person for the role, not gender.” If only it were that simple. An unfortunate reality is that of 100 C-Suite roles, 96 are held by men! Only Four women are the “right person”? To drive change, men with power must be part of the solution; yet, many are leaning out in the face of social movements (#MeToo), and understandably so. This campfire session will focus on inclusive ways to encourage men in leadership positions to lean in, provide access and sponsorship, and allow decision makers to truly focus on the right person for the job.

Moderator

Jolene Schalper Senior Vice President, Great Falls Development Authority, Inc., Great Falls, MT

Speaker

Sylvester “Sly” James Author, and Co-Founder of Wickham James Strategies and Solutions, Former Mayor of Kansas City, Kansas City, MO

4:30pm

The Passing of the Baton: Next Generation Leadership

3:30pm - 5:30pm, Oct 15
Moderator

Amy Clickner  CEO, Lake Superior Community Partnership, Marquette, MI

Speakers

Cecilia Harry, CEC  Chief Economic Development Officer, Colorado Springs Chamber & EDC

Joseph Marinucci  President & CEO, Downtown Cleveland Alliance, Cleveland, OH

Peter Frosch  Senior Vice President, Strategy, GREATER MSP, Minneapolis, MN

Fri, Oct 16, 2020

9:00am

Tours

9:00am - 6:00pm, Oct 16

5 Subsessions

- The West End Story
  9:00am - 6:00pm, Oct 16

- Defining 'Work hard, play hard'
  9:00am - 6:00pm, Oct 16

- Uber Revitalization
  9:00am - 6:00pm, Oct 16

- Intersection of Livability & Opportunity
  9:00am - 6:00pm, Oct 16

- A ‘star’ of a Public-Private Partnership
  9:00am - 6:00pm, Oct 16

11:00am

Closing Keynote Plenary

11:00am - 12:00pm, Oct 16

Remarks
Dr. Eric Johnson  Chief of Economic Development & Neighborhood Services, Dallas City Hall

Keynote Speakers

Nina Vaca  Chairperson and CEO, The Pinnacle Group, Dallas, TX

Mike Huaco  VP Global Head of WorkPlace and Real Estate at UBER Technologies Inc, UBER, San Francisco, CA

Keynote Introducer

Julie Curtin  Partner & President, Economic Development, Development Counsellors International

Master of Ceremonies

Molly Howey  President for Economic Development, GO Topeka Economic Partnership

12:00pm

Public Speaking Essentials

One of the most compelling ways to communicate an idea is through story. Whether presenting your ideas at work, giving a pitch, selling your community at a meetup, or conference, it's critical to be able to tell an engaging story. In this workshop, you'll learn where to get started when crafting any presentation. You'll also learn the elements of storytelling and how to use story to craft a TED talk that sticks. Get hands-on as you craft a compelling pitch and learn how it fits into an overall presentation structure. Leave with methods you can use next time you need to present! Bring a notepad and a colleague!

Moderator

Ray Dunlap  President, Terrell Economic Development Corporation
Facilitator

Tisha Tyler  CEO, The Practical Biz Coach, Washington, D.C.

Show and Tell with IEDC Award Winners

@ 12:00pm - 1:00pm, Oct 16

Special Session

This special session will highlight IEDC award winners' projects as they showcase the details of their work, benefits to the community, and how other economic development might replicate their work in their own communities for economic development success! Don't miss it!

Moderator

Chris Briggs  Senior Vice President, Buxton

Speakers

Marian Marquez  Director, Business Investment Group, Arlington County/Economic Development

Victoria Phipps  Chief Strategy Officer, New Orleans Business Alliance, New Orleans, LA

Omar Stanton, MBA, PMP  AVP, Data Analytics and Performance Management, New Orleans Business Alliance, New Orleans, LA

How Startup Innovation is Transforming Business in 2020 2.0

@ 12:00pm - 1:00pm, Oct 16

Supporting Entrepreneurship

Startup hubs today understand the business imperative of supporting entrepreneurship, keeping costs low and creating unique growth opportunities for businesses. Increasingly more startup hubs are globally branching out through soft landing programs, offering startup companies new market growth opportunities. Community support strategies for entrepreneurship, innovation, and foreign direct investment are key components in building economic resiliency. Successful economic resiliency strategies must consider not only how to support local innovation but also how to connect the local startup community to global opportunities and markets. Join innovation leaders from the City of Surprise, Arizona AZ TechCelerator, Sherbrooke Innopole in Quebec, and Tech Parks Arizona at the University of Arizona in Tucson for a vibrant discussion about their own soft landing programs as well as their newly formed pursuit of an "entrepreneurial triangle" between the Canadian province of Quebec, the US state of Arizona and Rennes, the capital city of Brittany in northwest France to foster support for startups and attract foreign
direct investment.

MODERATOR

Jeanine Jerkovic  Economic Development Director, City of Surprise - City of Surprise, AZ

SPEAKERS

Carol Stewart  Associate Vice President, Tech Parks Arizona, University of Arizona, Tucson, AZ

Nathalie Saint-Pierre  Advisor, Business Services Financing, Sherbrooke Innopole

Bill Sproull  President & CEO, Richardson Economic Development Partnership

THE BIG THINK!

12:00pm - 1:00pm, Oct 16

Let's put our heads together! Pulling together our combined experiences and knowledge, the Big Think may just unlock new answers to the challenges and opportunities facing your community. Join this facilitated group problem-solving with your community peers -- the Big Think will be broken out between urban, rural and suburban communities.

MASTER FACILITATOR

Gynii Gilliam  President, Coeur D'Alene Area EDC - Jobs Plus

SPEAKER

Phillip Singerman  Senior Fellow, International Economic Development Council

FACILITATORS
Learning Lab: Coastal Cloud
⊙ 12:00pm - 1:00pm, Oct 16

1:00pm

Staying On Track for Long-Term Resiliency in the Face of Multiple Crises
⊙ 1:00pm - 3:00pm, Oct 16

As we have seen this year, an unplanned-for crisis can cause major disruption. Disasters - natural, manmade, industrial, and infectious - are constantly emerging around the world, sometimes striking the same communities already reeling from a prior crisis. Incorporating resiliency and adaptability into your strategic planning process can help mitigate this "layering" effect, giving your community the tools to prepare for and recover from disasters in their many forms.

Additional disasters can disrupt the path a community is taking towards building back a thriving, resilient economy. Join us for an interactive workshop to learn how to keep your long-term economic resiliency plan on track even as you encounter unexpected challenges.

By attending this workshop, you will
- Gain advice from those who are further along on the long-term recovery path including those who have experienced multiple disasters
- Understand how to strategically plan for resilience and keep your long-term recovery roadmap on track
- Participate in an idea exchange with peers involved in long term recovery

Please pre-register here.
Meet the Exhibitors!
1:00pm - 1:30pm, Oct 16
Visit the Exhibitor Tab to meet the exhibitors. Explore their product and welcome videos, documents and join a live question and answer session with them.

1:30pm
Meetups/ Lunch Break
1:30pm - 2:00pm, Oct 16

3 Subsessions
- At Home Hobbies During Covid
  1:30pm - 2:00pm, Oct 16
- Eco Dev Technology Trends
  1:30pm - 2:00pm, Oct 16
- Movies and Film During COVID-19
  1:30pm - 2:00pm, Oct 16

2:00pm
Small Business Funding Options
2:00pm - 3:00pm, Oct 16
Supporting Entrepreneurship
As COVID-19 continues to adversely impact the operations of small businesses across the country, it is vital that business owners are presented with the resources necessary to help them through this crisis. Efforts have been taken on the federal, state, city, and private sector level to address these needs during this difficult time in the form of loans, grants and technical assistance. However, locating and deciphering these resources is both a time consuming and resource exhausting task. This session will provide guidance on where to look for resources and how to evaluate which funding options are best for each type of business.

📢 Speakers
Unconscious Bias: How it Affects us More than We Know

The average person holds over 50,000 different biases and beliefs. As leaders, we all have unconscious biases in hiring, dealing with prospects, working with partners, speaking to elected officials, and the list goes on. Learning to recognize unconscious bias in ourselves and in others, when it is by definition hidden, is the key to overcoming it and improving our own performance and professionalism. In this interactive session, we will hear about relevant research and how these biases manifest in economic development. After that we will discuss how to overcome them.

Cross Border Cooperation and FDI

How can you foster cooperation with international partners in your community? Speakers in this session will provide case studies and explain what this looked like in their community.

Facilitator

John Sternlicht, JD, CEC, FM CEO, Economic Development Alliance of Skagit County- Seattle, WA

Speakers

Maureen Krauss CEO, Detroit Regional Partnership, Detroit, MI

Dave Spaur, EDFP CEO, S Squared Consulting, El Dorado Hills, CA
Getting Positive Media Coverage for Free

Does your region lack prominent national and regional news coverage? Do you have a limited marketing communications budget? Learn how to work with top-tier, trade, and local media to get favorable coverage of your region and organization. Whether your community has an established industry cluster, a new workforce training program or an emerging entrepreneurial community, this hands-on workshop will cover how to effectively package news to get your region the attention it deserves. The four strategies that will be discussed include: identifying your region’s top news hooks, setting realistic goals, building the perfect pitch, and communicating effectively with reporters, editors and influencers.

Facilitator

Jennifer Wakefield  Chief Operating Officer, Greater Richmond Partnership, Inc.

Learning Lab: POWER 10 - Finding New Funding Sources During COVID-19 and Beyond

COVID-19 has hit many communities hard, and EDOs across the country are concerned about future public and private sector funding:

1. Increase relevance and influence during times of crisis
2. Use the power of 501(c)(3)s / foundations to tap new funding streams
3. Hear what public and private sector prospective investors are saying about the pandemic and their ability to give in 2021

POWER 10, one of the nation’s leading firms specializing in winning multi-million dollar campaigns for economic development organizations, will share the latest “lessons from the field” in this can’t-miss Learning Lab.

Speakers

Amity Farrar  Executive Vice President, POWER 10
Meetups!
⏰ 3:00pm - 3:30pm, Oct 16

4 Subsessions

- **Writers and Bloggers**
  ⏰ 3:00pm - 3:30pm, Oct 16

- **Transitioning into Retirement**
  ⏰ 3:00pm - 3:30pm, Oct 16

- **Outdoors and Adventure during COVID-19**
  ⏰ 3:00pm - 3:30pm, Oct 16

- **Deeper Dive: Unconscious Bias**
  ⏰ 3:00pm - 3:30pm, Oct 16

3:30pm

**Business Location Consultants Forum: Emerging Site Selector Trends**
⏰ 3:30pm - 5:00pm, Oct 16

**Special Session**

The site selection process is changing and adapting trends in business. While it may still be important to look for potentially large company relocations, many good business expansions can occur with small to mid-sized companies. But gaining the attention of these businesses requires some creative approaches. Join this session and learn about the trends impacting the site selection process in 2021.

📢 Moderator

Janet FM  
CEO | Market Leader, Colliers Nashville, Nashville, TN

📢 Speakers

Jay Garner, CEcD, CCE  
President, Garner Economics, Fayetteville, Georgia

Tracey Hyatt Bosman  
Managing Director, Biggins Lacy Shapiro & Company, LLC
Dennis Donovan  Principal, Wadley Donovan Gutshaw Consulting, New York, NY

Dan Levine  Practice Leader, Location Strategies, Oxford Economics, New York, NY

William Hearn  Director, Real Estate, Origis Energy, Atlanta, Georgia

Jerry Szatan  Principal, Szatan & Associates, Chicago, Illinois

5:00pm

Closing Happy Hour!
Ω 5:00pm - 5:45pm, Oct 16

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