



*2014 Mid-America
Competitiveness Conference
and Site Selector Forum*

*December 7-9, 2014
Intercontinental Hotel - Chicago, IL*



Register today at www.maedc.net!

On behalf of the Mid-America Economic Development Council, we cordially invite you to join us for the **2014 Mid-America Competitiveness Conference and Site Selector Forum**. Each year we strive to raise the bar from the previous year, and this year is no exception!

Our advanced pre-conference seminar will feature Jim Walton, CEO, Brand Acceleration, Inc. and Anatalio Ubalde, CEO, GIS Planning, ZoomProspector.com, and SizeUp. Together they will discuss how EDO's can identify their real advantages and communicate their locations' benefits to targeted business audiences.

Following the advanced seminar on Sunday is the Women in Economic Development Reception. This reception is especially designed to provide an opportunity for professional women economic developers to meet and develop connections that will assist in their professional growth.

Our Monday conference schedule kicks off with Dr. Ernie Goss, Economist & Professor of Economics, Creighton University who will provide a thoughtful analysis of the current mid-west economy.

Monday's breakout sessions feature notable experts in the site selection and corporate real estate fields. Darin Buelow, Principle, Deloitte Consulting, LLP will discuss how communities can harness and leverage Foreign Direct Investment; and Howard Horowitz, Senior Vice President-Global Real Estate, Equinix & Jason Shepard, Managing Principal, Cresa MCS will discuss the evolution of the data center industry.

Following the Monday breakout sessions will be our corporate real estate panel featuring three prominent real estate professionals from Equinix, 3M and Infigen Energy who will share their insights on site selection, surplus asset disposition, networking with economic developers, and a variety of other topics.

As always, our Monday afternoon Site Selector Forum featuring our site selector panel and roundtables is full of valuable information! This year we have secured 9 site selectors from Deloitte Consulting, BLS & Company, Olsson Associates, Foote Consulting, Duff and Phelps, Cushman and Wakefield, Cresa MCS, Ginovus and Pollina Corporate Real Estate.

Tuesday kicks-off with a discussion on what it takes to have a "ready" community led by Janet Ady, Ady Voltage and Courtney Dunbar, Olsson Associates.

The final conference session features three logistics experts, Chris Gutierrez, President, Kansas City SmartPort, Inc.; Scott Belfer, Senior Vice President, CBRE, & John Matta, VP Logistics, Foot Locker who will discuss how E-Commerce is changing the logistics landscape.

As always, we hope you make this conference a can't-miss event on your calendar. We look forward to seeing you all in December!

Brian Vasa and Teresa Nortillo – Co-Chairs
2014 Mid-America Competitiveness Conference & Site Selector Forum



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

The 2014 Mid-America Competitiveness Conference and Site Selector Forum
is recognized by the International Economic Development Council (IEDC)
as a professional development event that counts toward
recertification of Certified Economic Developers (CED).

Schedule of Events

Sunday, December 7th

12:00 to 5:30 p.m. Conference Registration

Located in the Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

1:00 to 4:00 p.m. Advanced Seminar – Advanced Location Marketing: Communicating Your Business Advantages

Presenters: Jim, Walton, CEO, Brand Acceleration, Inc. & Anatalio Ubalde, CEO, GIS Planning, ZoomProspector.com, and SizeUp

Location: Grand Ballroom, 7th Floor

Many economic development organizations haven't identified their real advantages or how to communicate their locations' benefits to targeted business audiences. This advanced training is crafted specifically for economic developers who want to successfully compete with other communities.

What's the difference between your community and others? What do they have that you don't have? Why do they get a closer look while you are virtually ignored? Maybe they have a Powerful Brand! Jim Walton will reveal the answers to these and many other nagging questions. Jim helps audiences take a look at where they are now and offers simple strategies for helping communities get noticed. In his optimistic and empowering presentation, he helps communities develop solid strategies and explores powerful ways to generate results.

Expert economic development marketer Anatalio Ubalde will cover effective online marketing strategies including: site selection and business attraction, what marketing works today, social media, local business support and entrepreneurship, and innovative marketing.

3:00 to 3:15 p.m. Networking Break

Location: Empire Ballroom, 7th Floor (across from Grand Ballroom)

4:00 to 5:00 p.m. Women in Economic Development Reception

Location: Tower Lounge, 32nd Floor

Come meet and greet other women in the ED profession. This reception is designed to help you network with other professional women in economic development. Our goal is to develop a women's professional ED network where mentoring, coaching and supporting takes place, and ultimately where relationships can be formed that foster growth both professionally and personally. Please join us!

5:00 to 6:30 p.m. Networking Reception

Location: Continental Room, 2nd floor (above the hotel main lobby)

Join us for networking with all of your Midwest colleagues!

Monday, December 8th

7:00 to 5:00 p.m. **Conference Registration**
Located in the Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

7:00 to 8:00 a.m. **Continental Breakfast**
Location: Empire Ballroom, 7th Floor

8:00 to 8:15 a.m. **Competitiveness Conference Welcome & Opening Comments**
Presenter: Jim Gossett, 2014 Mid-America EDC President
Location: Grand Ballroom, 7th Floor

8:15 to 9:15 a.m. **The Economic Outlook for the Mid-American Economy: Opportunities & Threats**
Presenter: Dr. Ernie Goss, Economist & Professor of Economics, Creighton University
Location: Grand Ballroom, 7th Floor
Dr. Goss will review findings from his most recent monthly surveys of supply managers in the Mid-American region and bank CEOs in rural areas of ten states. He will also identify opportunities and challenges for the region over the near and long term. He will discuss some of the likely impacts of the November elections on national economic policy and the economic outlook.

9:15 to 9:30 a.m. **Networking Break**
Location: Empire Ballroom, 7th Floor

9:30 to 10:30 a.m. **CONCURRENT SESSIONS**

1) Trends in Foreign Direct Investment (FDI)

Presenter: Darin Buelow, Principal, Deloitte Consulting LLP

Location: Continental Room, 2nd Floor

Why are some communities succeeding at attracting projects from Asia, Europe, and Latin America, while others struggle to get noticed? Darin Buelow will provide data and trends on the influx of Foreign Direct Investment over the last several years, and what economic developers can do to be better positioned to better attract FDI projects.

2) How Rising Demand, New Innovations and Energy Efficiency Challenges are Changing Design and Development

Presenters: Howard Horowitz, Senior Vice President-Global Real Estate, Equinix & Jason Shepard, Managing Principal, Cresa MCS

Location: Camelot Ballroom, 3rd Floor

The data center industry continues to evolve with new technology and site selection criteria. Please join us to listen to experts in the data center industry provide their views on the future.

10:30 to 10:45 a.m. Networking Break
Location: Empire Ballroom, 7th Floor

10:45 to 11:45 a.m. Corporate Real Estate Panel
Panelists: Howard Horowitz, Senior Vice President-Global Real Estate, Equinix; Doyle Shea, Manager, 3M Real Estate; & Andrew Rudersdorf, Development Manager, Infigen Energy. **Moderator:** Ron Starner, Executive VP and General Manager, Site Selection and Conway Data, Inc.
Location: Grand Ballroom, 7th Floor
Corporate real estate directors from three prominent companies share their insights on site selection, surplus asset disposition, networking with economic developers, and a variety of other topics.

12:00 to 1:00 p.m. Lunch and 2014 Economic Development Awards Program
Location: Grand Ballroom, 7th Floor
Join us to congratulate the 2014 award winners and finalists! Winners will be announced during the luncheon.

Thank you to our Economic Development Awards Partner!



1:15 to 3:00 p.m. Site Selector Panel, Moderated by Ron Starner, Executive VP and General Manager, Site Selection and Conway Data Inc.
Location: Grand Ballroom, 7th Floor
*Attend this session for a question and answer segment, including learning about the findings from Mid-America EDC's annual site selector marketing survey. **Again this year – live, interactive audience smart phone voting/participation during this panel!***

Site Selector Panelists:

1. Tracey Bosman, Biggins Lacy Shapiro & Company
2. Darin Buelow, Deloitte Consulting LLP
3. Courtney Dunbar, Olsson & Associates
4. Jennifer Fitzgerald, Duff & Phelps, LLC
5. Deane Foote, Foote Consulting Group LLC
6. Michael McDermott, Cushman & Wakefield
7. Brent Pollina, Pollina Corporate Real Estate
8. Jason Shepard, Cresa MCS
9. Leslie Wagner, Ginovus

3:00 to 3:15 p.m.

Networking Break

Location: Empire Ballroom, 7th Floor



Thank you to our networking break sponsor!

www.footeconsulting.com

**3:15 to 4:00 p.m. &
4:15 to 5:00 p.m.**

Roundtables/Small Group Discussions – please sign up for one session per timeslot.

Location: Grand Ballroom Balcony

Site Selector Panelists and Real Estate Panelists will be seated individually at tables for two roundtable rotations to discuss specific important ED topics in small groups!

Roundtables/Small Group Topics:

1. Tracey Bosman, Biggins Lacy Shapiro & Company - How to Work with Utilities
2. Darin Buelow, Deloitte Consulting LLP - Manufacturing
3. Courtney Dunbar, Olsson & Associates - Site Readiness
4. Jennifer Fitzgerald, Duff & Phelps, LLC - Incentives
5. Deane Foote, Foote Consulting Group LLC - Logistics & Distribution
6. Michael McDermott, Cushman & Wakefield - Labor Market and the Millennial Generation
7. Brent Pollina, Pollina Corporate Real Estate - Advanced Manufacturing
8. Andrew Rudersdorf, Development Manager, Infigen Energy – Renewable Energy
9. Doyle Shea, Manager, 3M Real Estate – **Topic TBD**
10. Jason Shepard, Cresa MCS - Data Center Trends
11. Leslie Wagner, Ginovus – Trends in the site selection process-What's New?

4:00 to 4:15 p.m.

Networking Break

Location: Empire Ballroom, 7th Floor

Tuesday, December 9th

7:30 to 10:15 a.m.

Conference Registration

Located in the Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

7:15 to 8:15 a.m.

Continental Breakfast

Location: Empire Ballroom, 7th Floor

8:15 to 8:30 a.m.

Mid-America EDC Annual Business Meeting

Presenters: Jim Gossett, 2014 Mid-America EDC President & Susan Reed, Mid-America EDC 1st Vice President/President-Elect

Location: Grand Ballroom, 7th Floor

8:30 to 10:00 a.m. Readiness as Your Competitive Advantage

Presenters: Janet Ady, President/CEO, Ady Voltedge & Courtney Dunbar, Economic Development Leader, Olsson & Associates

Location: Grand Ballroom, 7th Floor

Our expert panelists are on the front lines of site selection, and they are seeing “readiness” increasingly win projects. But readiness is much more than “just” a shovel-ready site. We’re talking about the whole value chain, from identifying and preparing sites to targeting specific companies and industries in your marketing efforts. Join us for practical tips and pointers to put your community in a better position to win.

10:00 to 10:15 a.m. Networking Break

Location: Empire Ballroom, 7th Floor



Thank you to our networking break sponsor!

www.olssonassociates.com

10:15 to 11:15 a.m. E-Commerce & Its Impact on Economic Development

Panelists: Chris Gutierrez, President, Kansas City SmartPort, Inc.; Scott Belfer, Senior Vice President, CBRE, & John Matta, VP Logistics, Foot Locker. **Moderator:** Teresa Nortillo, Principal and Founder, Nortillo & Associates, Inc.

Location: Grand Ballroom, 7th Floor

E-commerce has altered the practice, timing, and technology of business to business markets, affecting everything from transportation patterns to consumer behavior. These changes ultimate have a direct impact on the way companies manage their supply chain and logistics models. Three panelists will discuss these changes and what economic developers need to know to keep up with the ever changing e-commerce industry

11:15 to 11:30 a.m. Closing Remarks from Conference Co-Chairs, Brian Vasa and Teresa Nortillo

Location: Grand Ballroom, 7th Floor

Be sure to stay for the conference closing raffles!

2014 Competitiveness Conference Registration

Register online via check OR credit card at www.maedc.net, or visit https://www.formstack.com/forms/MAEDC-2014_competitiveness_conference_site_selector_forum to register directly.

You may also scan the QR code to register from your mobile device or use our mobile-friendly link at <https://www.formstack.com/m/?1818410-tLG1a5emk1>.



REGISTRATION FEES**:

Mid-America EDC Member

	Before/On Nov. 14	After Nov. 14
Full Conference (Sunday–Tuesday)	\$615	\$715
Advance Sunday Seminar Only	\$290	\$390
Competitiveness Conference (Monday–Tuesday)	\$550	\$650

Non-Member

	Before/On Nov. 14	After Nov. 14
Full Conference (Sunday–Tuesday)	\$815	\$915
Advance Sunday Seminar Only	\$390	\$490
Competitiveness Conference (Monday–Tuesday)	\$750	\$850

Current Member Renewal Package – \$915 - Renew your Mid-America EDC membership for 2015 now with your full conference registration!

New ILLINOIS Member Package – \$815 (exclusive offer to new Mid-America EDC members from Illinois - through November 14th) – New member package includes registration for the Full Conference (Sunday – Tuesday) and an individual Mid-America EDC membership through 12/31/2015! *Thank you to our host state for the annual Competitiveness Conference, and to the Illinois Development Council for their partnership with the Mid-America EDC to promote the conference!*

New Member Package – \$865 (exclusive offer to new Mid-America EDC members from states other than Illinois - through November 14th) - New member package includes registration for the Full Conference (Sunday – Tuesday) and an individual Mid-America EDC membership through 12/31/2015!

*****Early registration is open online through November 14th. To register between November 15th and November 22nd, please contact our office at Karla@assnoffices.com or 866-439-9172. Registration after November 22nd will be onsite only (registration is located in the Grand Ballroom Foyer, 7th floor of the Intercontinental Hotel Chicago). Thank you!***

Policies:

If you are an established **Platinum or Gold Sponsor** receiving a complimentary registration as a sponsorship benefit, you may register online. Please input “SPONSOR” after your last name on this form. Next, choose your desired registration option, and choose check payment to submit your registration. Your confirmation email will list the regular registration rate, but as a Mid-America EDC sponsor, this rate will be waived by the Mid-America EDC office.

With written cancellation notice, received by November 14th, you will receive a full refund, less a \$50 administrative fee. Cancellations after November 14th are nonrefundable. Notices of cancellation must be emailed to the Mid-America EDC office at karla@assnoffices.com. Sorry, no-shows are not eligible for refunds.

Conference Hotel Information



This year's host site for the Mid-America Competitiveness Conference is again the **Intercontinental Hotel Chicago!** The Intercontinental is located in the heart of Chicago's Magnificent Mile at:

505 North Michigan Avenue

Chicago, IL 60611

Phone: 1-800-628-2112

Website: www.icchicagohotel.com

How to reserve your room at the Intercontinental:

[Click here](#) to book your hotel room online at Mid-America EDC's online reservation website. Or, you may call Reservations at 1-800-628-2112 to book your room. If calling, be sure to mention group code **MAEDC 2014** to get the discounted room rate. A block of rooms for the nights of December 6 - December 8, 2014 will be held **until November 5th**. Room rates are \$190/night for single AND double rooms in the Grand Tower.

Please note that the online link will display the room block nights only (Dec. 6, 7, & 8). Reservations at the room block rate prior to December 6th are unavailable, but you may reserve at the room block rate for December 9th, based on availability. To add December 9th to your reservation, click on "change search" to modify the dates.

Parking Information:

Parking is valet only at the Intercontinental. The valet is located at the entrance to the hotel at 505 N. Michigan Avenue. The Valet parking rate is \$65 per day with in-and-out privileges. Offsite parking options are available at <http://www.chicagoparkingmap.com/>.