



2015 Best Practices Conference
May 13-15

Embassy Suites Downtown/Old Market
Omaha, Nebraska





Thank you to our 2015 Annual Sponsors

Platinum Level



Gold Level



Silver Level



2015 Best Practices Conference

Schedule of Events

~ ~ ~ **Wednesday, May 13th** ~ ~ ~

12:30 - 4:00 pm

Conference Registration

Location: Big Blue Ballroom & Foyer

1:30-1:45 pm

Welcome from Susan Reed, 2015 Mid-America EDC President & David Brown, President & CEO, Greater Omaha Chamber

Location: Big Blue Ballroom

1:45-2:45 pm

Accessing the UP Network: New Track Construction Process Overview

Location: Big Blue Ballroom

Presenter: Cheryl Schow, Regional Manager, Industrial Development, Union Pacific

This session will include an overview of the steps involved in the planning and construction process of developing a rail-served facility on UPRR.

2:45-3:15 pm

Networking Break

Location: Big Blue Ballroom & Foyer

3:15-4:15 pm

CSX Select Sites – Why Is A Railroad Certifying Industrial Sites?

Location: Big Blue Ballroom

Presenter: Jeff Wagoner, Manager of Industrial Development, CSX

This session will overview railroad industrial development and the value of a quality certified site program.

~ ~ ~ **Wednesday, May 13th, continued** ~ ~ ~

5:30-7:30 pm Networking Reception

Location: Hotel Atrium

Join us in the hotel Atrium for the nightly hotel manager's reception! Mid-America EDC will provide entertainment at 6:00 p.m. for our conference attendees from Omaha Street Percussion! To learn more about this unique group, visit <http://www.omahastreetpercussion.org>.

~ ~ ~ **Thursday, May 14th** ~ ~ ~

8:00-8:45 am Continental Breakfast

For those staying overnight at the Embassy Suites, a complimentary breakfast with your hotel reservation is provided in the hotel Atrium from 6:00-9:00 a.m. For those driving in for the conference, a continental breakfast will be provided at the Big Blue Ballroom.

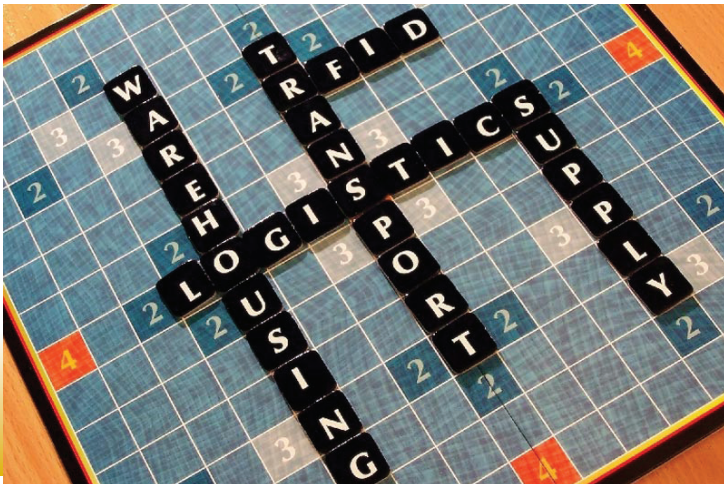
9:00 – 10:15 am Logistics - The Foundation of Economic Development

Location: Big Blue Ballroom

**Presenter: Larry A. Johnson, President,
Nebraska Trucking Association**

Mr. Johnson will discuss historical/current trends of how/why transportation, distribution and logistics can be a competitive advantage or disadvantage in your tool box to create business investment and job growth. Topics will include:

- *Current trends in trucking/transportation - Good and BAD for some areas. Be careful of what you wish for....*
- *Discussion on thinking regionally to connect your inputs/outputs into the world market via an ever lengthening world supply chain.*
- *Strategic regional thinking to "invent" new short/long term solutions within our domestic/international supply chain.*



~ ~ ~ **Thursday, May 14th**, continued ~ ~ ~

10:15 – 10:30 am Networking Break
Location: Big Blue Ballroom & Foyer

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Omaha Public Power District
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**10:30 - 11:45 am Mid America Logistics Hubs and
Freight Corridors Overview**
Location: Big Blue Ballroom
**Presenter: Bill Luttrell, Senior Locations Strategist,
Werner Enterprises, Inc./Werner Global Logistics**

Logistics hubs and freight corridors have developed over time and reflect locations and routes that have helped optimize supply chain efficiencies and costs. These locations have also attracted the largest share of manufacturing and warehouse / distribution investments. This Session will focus on the hubs and freight corridors in the Mid America region - where they are, their characteristics, what issues they face, investor issues, what lies ahead and how all locations near and far can best take advantage of their existence.

11:45-1:30 pm Networking Luncheon
Location: Hotel Atrium

**1:30-2:25 pm What is our 2014 experience telling us about the
future in Industrial ED?**
Location: Big Blue Ballroom
**Presenter: Tim Feemster, Managing Principal,
Foremost Quality Logistics**

Understanding the past challenges will allow you to rethink how you position your community for the Future. Tim will provide case studies that demonstrate how location impacts cost and drives projects to areas that create the overall highest return for the client.

2:25-2:40 pm Networking Break
Location: Big Blue Ballroom & Foyer

~ ~ ~ **Thursday, May 14th**, continued ~ ~ ~

2:40-3:30 pm

Where are your Warehouse Opportunities?

Location: Big Blue Ballroom

**Presenter: Tim Feemster, Managing Principal,
Foremost Quality Logistics**

What makes your community stand above others? Federal Trade Zone, Cross Docks, Interstate, Rail access. These may be important, but how do you know you're in the game. With over 35 years of experience in logistics Tim will provide you with the tools to better understand how to bring your site to the top of the list.

Location: Big Blue Ballroom

4:15 – 6:30 pm

**Downtown Omaha Walking Tour and Networking
Reception at Gavilon**

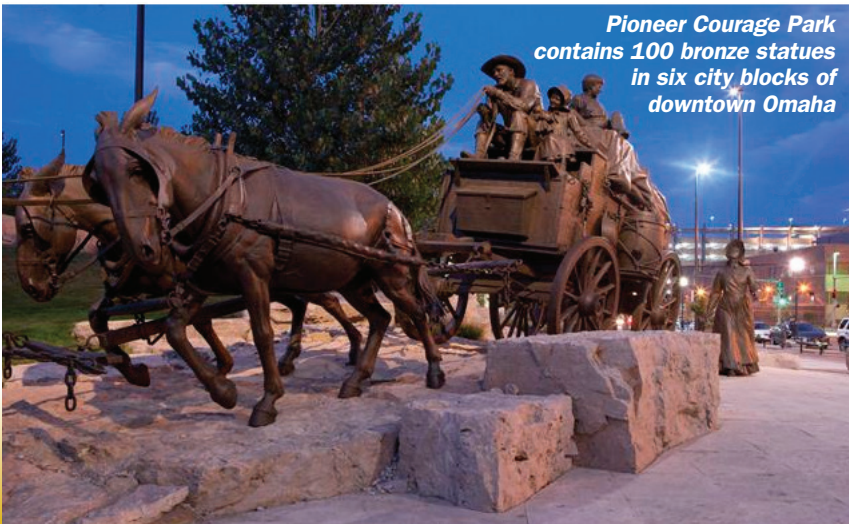
Location: Meet inside hotel front entrance at 4:15 p.m.

Join us for this casual stroll through Omaha's Old Market and Downtown District. Members from the Greater Omaha Economic Development Partnership will discuss projects that revitalized the downtown district and transformed the Omaha skyline. You'll also get a sense of Omaha's quality of life as you pass by First National's Spirit of Nebraska's Wilderness and Pioneer Courage Park. The final stop of the tour is at Gavilon's new state-of-the art commodity trading facility. Tour and hear first-hand from Gavilon why they chose to build in downtown Omaha. The fun doesn't stop here – join GAVILON on their 5th Floor for great food, fun and networking! Comfortable Shoes a MUST!

**Thank you to
our sponsor!**

www.gavilon.com

GAVILON 



**Pioneer Courage Park
contains 100 bronze statues
in six city blocks of
downtown Omaha**

~ ~ ~ **Friday, May 15th** ~ ~ ~

8:00-8:45 am Continental Breakfast

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9:00-10:00 am Inland River Transportation Modes

Location: Big Blue Ballroom

**Presenter: Michael Collins, President & CEO,
Port Authority of Kansas City**

As trade routes and cargo ports of entry can change at the click of the mouse, the U.S. Inland River system is looking at ways to further connect with global freight movement. As Asia and Europe have already utilized many of their inland waterway systems effectively, it is beyond time for the U.S. to look at the utilizing our entire Inland River system as a multi modal nexus for freight growth and connectivity.

10:00-10:15 am Networking Break

Location: Big Blue Ballroom & Foyer

10:15-11:15 am Freight Planning: The New Dimension in Economic Development

Location: Big Blue Ballroom

**Presenter: Mark Berndt, Freight Program Leader,
Olsson Associates**

Increasingly state and local transportation agencies are conducting freight plans. In the last transportation reauthorization bill; "Moving Ahead for Progress in the 21st Century (MAP-21) Congress encouraged all states to undertake freight plans. Freight plans often focus on removing freight bottlenecks and improving freight mobility needs, but smart agencies are also marketing freight plan efforts as economic development tools. This session will explore the synergies between freight planning and economic development.

11:15-11:30 am Best Practices Conference Closing Remarks

Location: Big Blue Ballroom



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

The 2015 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CED).



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