



2017 Mid-America Competitiveness Conference & Site Selector Forum

*December 3-5, 2017
Intercontinental Hotel - Chicago, IL*



Register today at www.midamericaedc.org!

Schedule of Events

Sunday, December 3rd

11:30 to 5:00 p.m.

Conference Registration

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

1:00 to 3:30 p.m.

Smart Cities Panel

Panelists: Bob Westover, Senior Vice President, CRESA (panelist/moderator), Calandra Cruickshank, Founder & CEO, StateBook International; Vik Bangia, Founder and Managing Principal of Verum Consulting, LLC; Jarrett Wendt, Executive Vice President & Head of CityNOW, Panasonic Enterprise Solutions Company

Location: Grand Ballroom, 7th Floor

A new buzz word these days is “Smart City.” Per the Wall Street Journal – “Officials are tapping all kinds of data to make their cities safer, healthier, more efficient, and more attractive to businesses and talent. Addressing a city’s “smartness” may just be the start of sweeping changes in how cities are developed and ran.” But what actually is a “Smart City” What does it mean and why does it matter? How does your city’s “smartness” impact its ability to attract and retain companies and talent? Hear the answers to all these questions from the Smart City industry experts like StateBook International which is identifying key “smart city” and innovation data to help site consultants and companies compare and contrast communities and CRESA Partners which is leading “smart city” discussions in the real estate industry.

2:00 to 2:15 p.m.

Annual Awards Recognition – Entrepreneurial Awards!

Location: Grand Ballroom, 7th Floor

2:15 to 2:30 p.m.

Networking Break

Location: Empire Ballroom, 7th Floor

4:30 to 6:00 p.m.

Networking Reception

Location: Camelot Ballroom, 3rd Floor

Join us for networking with all of your Mid-America region colleagues!

Calling all economic development Young Professionals!

If you aren’t ready to call it a night yet after the reception and are hoping to connect with fellow “YPs”, please plan to join us for an informal networking event this evening! More details about this event will be provided at the conference, but you won’t want to miss this opportunity to learn more about how to get involved and how to grow your economic development network!

Monday, December 4th

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.

Networking Breakfast

Location: Empire Ballroom, 7th Floor

Network with your colleagues and visit our vendor displays!

8:00 to 8:15 a.m.

Competitiveness Conference Welcome & Opening Comments

Presenters: Chicago Mayor Rahm Emanuel (invited) &
Kathryn Kunert, 2017 Mid-America EDC President

Location: Grand Ballroom, 7th Floor

8:15 to 9:15 a.m.

Raising Your IQ on AI

Facilitator: Oliver Buechse, My Strategy Source

Panelists: Kurt Hahlbeck, HUGO Enterprises; Laura Schmidt, New Berlin School District; Mike Semmann, Wisconsin Bankers Association; Ken Kortas, Leader of Technology Practice, Wipfli; Kathy Henrich, Director of Infrastructure Services Partnerships, IBM (currently on academic leave)

Location: Grand Ballroom, 7th Floor

Artificial Intelligence is the coming wave of technological change. But understanding what it is, is not enough. We must also understand the many implications this change on business and industry as we as the workforce needs and educational programming.

9:15 to 9:30 a.m.

Annual Awards Recognition – Marketing Program Awards!

Location: Grand Ballroom, 7th Floor

9:30 to 9:45 a.m.

Networking Break

Location: Empire Ballroom, 7th Floor

9:45 to 10:45 a.m.

CONCURRENT SESSIONS

1) Navigating Federal Economic Development Assistance Programs

Presenters: Jeanette P. Tamayo, Regional Director, Chicago EDA Regional Office & Angela Belden Martinez, Regional Director, Denver EDA Regional Office

Moderator: Alex Smith, Economic Development Representative at U.S. Department of Commerce, Economic Development Administration

Location: Grand Ballroom, 7th Floor

Representatives from the U.S. Economic Development Administration will provide an overview on Federal funding opportunities, eligibility, best practices, and provide past examples of funding assistance in the Mid America Economic Development Council Region. The session will be interactive and will include Q&A.

2) **E-Commerce/Last Mile – “The Amazon Effect”**

Panelists: Tim Feemster, Managing Principal at Foremost Quality Logistics; Keith Stauber, SIOR Managing Director at Jones Lang LaSalle; David Egan, Head of Industrial & Logistics Research, Americas & Global, CBRE

Moderator: Teresa Nortillo, Vice President, Business Development and Consulting Services, StateBook International

Location: Exchange Meeting Room, 11th Floor

Join us for an interesting panel discussion on new product delivery models that are disrupting numerous stages of the production life cycle. From raw materials to finished products, - E-commerce, last-mile delivery, and the “Amazon Effect” are vastly changing how goods end up in the marketplace and at your front door. Hear from experts on this topic as they address how these new models will change how economic developers create their short and long-term strategies, real estate strategies, and so much more. Our panel of experts will talk about the shift they are seeing with these trends and how they are impacting economic development practices in our communities.

10:45 to 11:00 a.m.

Networking Break

Location: Empire Ballroom, 7th Floor

11:00 to 12:00 p.m.

State Directors’ Panel

Location: Grand Ballroom, 7th Floor

Attend this panel session to hear from state directors in the Mid-America region about their state’s economic trends, examples of multi-state collaboration, and executive thoughts on how the region can become more attractive for investment. Panel Moderator: Kathryn Kunert, 2017 Mid-America EDC President

State Director Panelists:

- Mark Hogan, Secretary and CEO, Wisconsin Economic Development Corporation
- Jeff Mason, President & CEO, Michigan Economic Development Corporation
- Sean McCarthy, Director, Illinois Department of Commerce and Economic Opportunity
- Shawn Reese, CEO, Wyoming Business Council
- Jim Schellinger, Secretary of Commerce, State of Indiana
- John Schneider, Director, Economic Development & Finance, State of North Dakota
- Scott Stern, Commissioner of Economic Development, State of South Dakota

12:00-1:00 p.m.

Lunch, Annual Site Selector Survey Presentation, and 2017 Deal of the Year Award Recognition and Presentation

Location: Grand Ballroom, 7th Floor

Hear from Ron Starnier about Conway Inc.’s 2017 Annual Site Selector Survey results! Ron will then present this year’s Deal of the Year Award, and you will have the opportunity to see a presentation and learn more about this winning deal!

Thank you to our Economic Development Awards Partner!



Monday, December 4th continued...

1:15-3:00 p.m.

Site Selector Panel, Moderated by Chris Strayer, Mid-America EDC President-Elect

Location: Grand Ballroom, 7th Floor

Attend this session to hear about projects from each of our site selector panelists, followed by additional topic discussions and audience Q&A.

Site Selector Panelists:

- Sarah Raehl, Deloitte Consulting LLP
- Tim Feemster, Foremost Quality Logistics
- Jeff Forsythe, McCallum Sweeney Consulting
- Christopher Lloyd, McGuireWoods Consulting
- Don Schjeldahl, DSG Advisors
- Bob Westover, CRESA

3:00 to 3:15 p.m.

Networking Break

Location: Empire Ballroom, 7th Floor

3:15 to 4:00 p.m.

Site Selector Discussion Sessions

4:15 to 5:00 p.m.

Site Selector Panelists will lead two rotations (in meeting rooms) of individual discussion sessions specific to their projects.

Site Selector Panelists/Meeting Room Locations:

- Sarah Raehl, Deloitte Consulting LLP
 - Grand Ballroom, 7th Floor
- Tim Feemster, Foremost Quality Logistics
 - Exchange Meeting Room, 11th Floor
- Jeff Forsythe, McCallum Sweeney Consulting
 - Center Court Meeting Room, 2nd Floor (above lobby)
- Christopher Lloyd, McGuireWoods Consulting
 - Sullivan Meeting Room, 8th Floor
- Don Schjeldahl, DSG Advisors
 - Wright Meeting Room, 8th Floor
- Bob Westover, CRESA
 - Holabird Meeting Room, 8th Floor

Tuesday, December 5th

7:00 to 11:30 a.m.

Conference Registration

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

7:30 to 8:15 a.m.

Networking Breakfast

Location: Empire Ballroom, 7th Floor

Network with your colleagues and visit our vendor displays!

Tuesday, December 5th continued...

8:15 to 8:30 a.m. **Mid-America EDC Annual Business Meeting**
Presenters: Kathryn Kunert, 2017 Mid-America EDC President & Chris Strayer, Mid-America EDC 1st Vice President/President-Elect
Location: Grand Ballroom, 7th Floor

8:30 to 8:45 a.m. **Annual Awards Recognition – Workforce Development and BR&E!**
Location: Grand Ballroom, 7th Floor

8:45 to 9:00 a.m. **Networking Break**
Location: Empire Ballroom, 7th Floor

9:00 to 9:45 a.m. **CONCURRENT SESSIONS**

- 1) **A Blueprint for Designing Impactful Talent Strategies**
Presenters: Janet Ady, President & CEO and Jordan Ackerman, Research Analyst - Ady Advantage
Location: Grand Ballroom, 7th Floor
The “talent issue” is as complex as they come. It is pervasive, and it has been a long time in the making. At Ady Advantage, we work with Economic Development Organizations all across the country to develop and execute their own unique strategies for retaining, developing, and attracting talent. As we feel it is part of our role as economic development professionals to share our knowledge and help others stay abreast of changes in the industry, we like to pass along what we're seeing through original content blogs and speaking engagements. In our presentation, we will share the latest talent trends and will also present a menu of successful strategies that a broad range of areas have developed, and articulate a realistic path for addressing talent issues.

- 2) **If Only I had Known Then, What I Know Now**
Presenters: Chris McGowan, President, Siouxland Chamber of Commerce & Teresa Nortillo, Vice President, Business Development and Consulting Services, StateBook International
Location: Exchange Meeting Room, 11th Floor
This breakout session is geared specifically for those economic developers who are relatively new to the profession and seeking insight and ideas from more seasoned and experienced professionals. Mid-America EDC veterans will lead a discussion designed to provide information to newcomers or those looking for a refresher on strategies and tactics that have proven effective. Mid-America EDC looks to build upon this specific session to create quarterly conference calls to provide new members with the opportunity to ask questions and seek advice from more senior economic development professionals.

9:45 to 10:00 a.m. **Networking Break**
Location: Empire Ballroom, 7th Floor

10:00 to 10:15 a.m. **Annual Awards Recognition- Annual Report or Newsletter!**
Location: Grand Ballroom, 7th Floor

Tuesday, December 5th continued...

10:15 to 11:15 a.m. Winning the War Against Economic Development

Presenter: Christopher Lloyd, Sr. VP & Director, Infrastructure & Economic Development, McGuireWoods Consulting LLC

Location: Grand Ballroom, 7th Floor

Some say economic development is all about protecting the 1%. Others say it perpetuates crony capitalism. While these are often the loudest voices against economic development, the truth is that job creation and economic health are the most popular issue in this country. How we as economic developers seize this silent support and use it will determine the future of our profession.

11:15 to 11:30 a.m. Networking Break

Location: Empire Ballroom, 7th Floor

11:30 to 12:30 p.m. The Journey of Facebook “Liking” Nebraska

Presenter: Andrew Rainbolt, Executive Direct, Sarpy County Economic Development Corporation & Tim O’Brien, Economic Development Manager, Omaha Public Power District

Location: Grand Ballroom, 7th Floor

A lost project in 2013 didn’t stop Nebraska from continuing to build a relationship with Facebook executives to successfully recruit them to the state. Learn about the partnerships and hard work behind the successful recruitment of the Facebook Data Center to Nebraska.

12:30 p.m.

Closing Remarks from Conference Co-Chairs, Brian Vasa and Teresa Nortillo

Location: Grand Ballroom, 7th Floor



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

The 2017 Mid-America Competitiveness Conference & 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 (CEcD).

2017 Competitiveness Conference Registration

Register online via check OR credit card at

<http://www.midamericaedc.org/midamericaedc/events-and-programs>

REGISTRATION FEES:

Mid-America EDC Member

Full Conference (Sunday–Tuesday)
Monday–Tuesday Only

Before/On Nov. 13

\$750
\$650

After Nov. 13

\$850
\$750

Non-Member

Full Conference (Sunday–Tuesday)
Monday–Tuesday Only

Before/On Nov. 13

\$950
\$850

After Nov. 13

\$1050
\$950

Current Member Renewal Package – \$1050 – For your convenience! Renew your Mid-America EDC membership now for 2018 now with your full conference registration, through November 13th!

New Member Package – \$1000 (exclusive offer to NEW Mid-America EDC members - through November 13th) - New member package includes registration for the Full Conference (Sunday – Tuesday) and a discounted individual Mid-America EDC membership through 12/31/2018!

Online registration is open online through November 13th. To register between November 14th and November 20th please contact our office at Karla@assnoffices.com or 866-439-9172. Registration after November 20th will be onsite only. Thank you!

Policies:

If you are an established **Platinum or Gold Sponsor** receiving a complimentary registration as a sponsorship benefit, you may register online. Your main sponsorship contact will be sent an email with a Registration Code. Once you have the code you can register online by selecting one of the registration options listed as “SPONSOR”. After you have selected your desired “SPONSOR” registration option, you will then be asked for the registration code. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select “Confirm” and your registration will be submitted without any payment due.

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:

Visit <http://www.midamericaedc.org/midamericaedc/events-and-programs/competitiveness-conference> for information and 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 **2017 Mid-America Economic Development Council Meeting/Group Code ZFM** to get the discounted room rate. A block of rooms for the nights of December 2 - December 5, 2017 will be held **until November 16th**. Room rates are \$169/night for King rooms in the Grand Tower.

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 \$68 per day with in-and-out privileges. Offsite parking options are available at <http://www.chicagoparkingmap.com/>.