



2018

COMPETITIVENESS CONFERENCE & SITE SELECTOR FORUM

DECEMBER 2-4

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SCHEDULE OF EVENTS

SUNDAY, DECEMBER 2nd

11:30am -5:00pm **CONFERENCE REGISTRATION**
LOCATION: Burnham Office – 2nd Floor Grand Ballroom Foyer area

11:15am-12:45pm **2018 BOB ADY SCHOLARSHIP WINNERS LUNCHEON (INVITATION ONLY)**
LOCATION: Offsite

11:30am-4:00 pm **VENDOR DISPLAYS**
LOCATION: GRAND BALLROOM FOYER, 2ND FLOOR

1:30-2:30pm **RAISING PRIVATE MONEY 101**
PRESENTERS: Rob Radcliff, Managing Principal, Resource Development Group & Mark Bergethon, Principal, Convergent NonProfit Solutions
LOCATION: Grand Ballroom I - III, 2nd Floor
Do you have all of the money you need? Is it flexible and fungible? Does it allow you to be creative and innovative? Are you structured to receive and manage a private revenue stream? Do you know the basics of raising and maintaining private money? Our two presenters, nationally recognized in their field, will explain why private revenue can be a sustainable, flexible and useful addition to government funding. They will help you understand why all EDO's should consider supplementing their local government revenue with a private revenue stream. They will also help you understand the building blocks of a sustainable, highly-effective public private partnership.

2:30-3:00pm **NETWORKING BREAK**
LOCATION: Grand Ballroom Foyer, 2nd Floor

3:00-4:00pm **REINDEER BEFORE UNICORNS**
PRESENTER: David Ollila, President and Chief Innovation Officer, Skypoint Ventures LLC
LOCATION: Grand Ballroom I - III, 2nd Floor
How Flint Michigan is changing who has access to innovation and entrepreneurial support and what happens when you do.

SUNDAY, DECEMBER 2nd

4:30-6:00pm **NETWORKING RECEPTION**
LOCATION: Looking Glass and Urban Blue, 3rd Floor
Join us for networking with all of your Mid-America region colleagues!

MONDAY, DECEMBER 3rd

7:00am -5:00pm **CONFERENCE REGISTRATION**
Located in the Burnham Office
2nd Floor Ballroom Foyer area.

7:00am -5:00pm **VENDOR DISPLAYS**
LOCATION: Grand Ballroom Foyer, 2nd Floor

7:00-8:00am **NETWORKING BREAKFAST**
LOCATION: Grand Ballroom I – III and Foyer, 2nd Floor
Network with your colleagues and visit our vendor displays!

8:00-9:00am **CONFERENCE WELCOME & OPENING SESSION**
“The Collaboration Score: The Missing Link in Site Selection”
PRESENTERS: Chris Strayer, Mid-America EDC President & Leslie Wagner, Senior Principal, GINOVUS
LOCATION: Grand Ballroom I - III, 2nd Floor
Sites are often evaluated based upon human capital, business climate, availability of real estate and costs, and utility strength/ rates...all of which are important; however what is often missing from the matrix is how communities prepare for projects and how collaborative they are amongst themselves and with the site consultants (i.e. the collaboration score). The missing link is the qualitative nature and extent to which a community is fully aligned with its economic development efforts. A highly collaborative community is one which has an agreed upon and holistic approach to business attraction and retention.

MONDAY, DECEMBER 3rd

9:00-9:15am NETWORKING BREAK

LOCATION: Grand Ballroom Foyer, 2nd Floor

9:15-10:15am PLACES I REMEMBER

Presenter: Kate McEnroe, McEnroe Consulting

LOCATION: Grand Ballroom I - III, 2nd Floor

Kate McEnroe has been one of the judges for the Mid-America EDC Annual Awards competition since 2015, a site selection and economic development consultant for over 25 years, and a lifelong learner with a particular interest in data visualization and effective marketing techniques. In this session, you will learn what leaves a lasting (positive!) impression and what doesn't - whether on-line, in print, or in person.

10:15-10:30am NETWORKING BREAK

LOCATION: Grand Ballroom Foyer, 2nd Floor

CONCURRENT SESSIONS

10:30-11:15am 1 TOURISM AS AN ECONOMIC DEVELOPMENT STRATEGY

PRESENTER: Clarence Hulse, Executive Director, Economic Development Corporation Michigan City, Indiana (EDCMC)

LOCATION: Grand Ballroom IV, 2nd Floor

Tourism is one of the fastest growing economic sectors. Learn from Michigan City, Indiana, and how they are using tourism and smart growth plans to diversify their economy by capitalizing on natural amenities to attract new investment into their community.

10:30-11:15am 2 SKILLS VERSUS JOBS - WHAT DOES THE FUTURE HOLD FOR WORKFORCE TRAINING?

PRESENTER: Teresa Nortillo, CEcD, President and CEO, Nortillo Consulting Group, Inc.

LOCATION: Grand Ballroom V, 2nd Floor

Employers Should Focus On Skills, NOT College Degrees. By using a college degree as a requirement, employers are automatically overlooking people that are capable but have no degree." --- Bill Gates

With the combination of low unemployment, the further widening skills gap, and the accelerated path of automation and data exchange in almost every industry, economic developers are

MONDAY, DECEMBER 3rd

struggling to attract companies due to the lack of identifiable specific skill sets. Moreover, students are being prepared for jobs that will not exist when they are ready to enter the workforce, further negatively impacting the workforce pipeline. How then do economic developers assist with developing their regions' workforce skills' and pivot to marketing skill sets versus jobs?

Using available free on-line tools, we will look at translating a regions occupational clusters into skill set clusters, and discuss programs such as Innovate-Educate, WorkforceREVEAL, and other programs that are focusing on skills training versus job training, and ultimately show how you can implement these programs in your region. A case study using these tools will be presented as well.

10:30-11:15am 3 THE REBIRTH OF DETROIT

PRESENTER: Rodrick Miller, President/ CEO, Ascendant Global

LOCATION: Grand Ballroom VI, 2nd Floor

In Detroit's heyday millions of people called Motown home - it was the birthplace of the middle class and so much more. This session will paint a picture of how and why one of America's greatest cities found itself in severe decline and the subject of national debate. Join us for a fascinating presentation on Detroit's fall from greatness, its rise from bankruptcy and its return to prosperity!

11:15am - 12:30pm ANNUAL AWARDS LUNCHEON AND ANNUAL SITE SELECTOR SURVEY PRESENTATION

LOCATION: Grand Ballroom I - III, 2nd Floor

Join us to congratulate the 2018 award winners and finalists! Also, hear from Ron Starnier about Conway Inc.'s 2018 Annual Site Selector Survey results!

Thank you to our official media partner!



12:30-1:00pm NETWORKING BREAK

LOCATION: Grand Ballroom Foyer, 2nd Floor

MONDAY, DECEMBER 3rd

1:00-3:00pm **SITE SELECTOR PANEL, MODERATED BY CHRIS STRAYER, MID-AMERICA EDC PRESIDENT**

LOCATION: Grand Ballroom I - III, 2nd Floor

Attend this session to hear about projects and tips from this year's site selector panelists, as well as opportunity for audience Q&A.

Site Selector Panelists:

- ★ Jim Beatty, NCS International
- ★ Alex Frei, CBRE
- ★ Jeff Forsythe, Forsythe & Associates, Inc.
- ★ Bob Hess, Newmark Knight Frank
- ★ David Liggitt, datacenterHawk
- ★ Kate McEnroe, McEnroe Consulting
- ★ Leslie Wagner, GINOVUS
- ★ Ray Watson, US Consults

3:00-3:15pm **NETWORKING BREAK**

LOCATION: Grand Ballroom Foyer, 2nd Floor

3:15-4:00pm **SITE SELECTOR ROUNDTABLE DISCUSSION SESSIONS**

4:15-5:00pm Site Selector Panelists will lead two rotations of roundtable discussions, specific to their topics below.

SITE SELECTOR PANELISTS/Meeting Room Locations:

- ★ Jim Beatty, NCS International
Roundtable Topic: Best Ways to Market a Community from a Site Selector Perspective
LOCATION: Grand Ballroom I - III, 2nd Floor
- ★ Alex Frei, CBRE
Roundtable Topic: Labor Shortage Impact in the Site Selection Decision for FDI
LOCATION: Grand Ballroom I - III, 2nd Floor
- ★ Jeff Forsythe, Forsythe & Associates, Inc.
Roundtable Topic: Distribution
LOCATION: Grand Ballroom V, 2nd Floor
- ★ Bob Hess, Newmark Knight Frank
Roundtable Topic: Urban Core Strategies related to the Midwest
LOCATION: Discover Meeting Room, 2nd Floor

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- ★ David Liggitt, datacenterHawk
Roundtable Topic: Data Centers
LOCATION: Grand Ballroom I - III, 2nd Floor
- ★ Kate McEnroe, McEnroe Consulting
Roundtable Topic: Workforce
LOCATION: Grand Ballroom IV, 2nd Floor
- ★ Leslie Wagner, GINOVUS
Roundtable Topic: Trends in Economic Development
LOCATION: Grand Ballroom VI, 2nd Floor
- ★ Ray Watson, US Consults
Roundtable Topic: Light Industrial/Manufacturing
Location: Grand Ballroom I - III, 2nd Floor

5:00pm **BEVERAGE RITUAL**

LOCATION: Renaissance Main Lobby, 1st Floor

Join us for the Renaissance Chicago Downtown's daily Beverage Ritual! Today's custom beverage is in our honor – come try the **Mid-America Mezcalarita!**

6:00-9:00pm **ANNUAL SITE SELECTOR SOCIAL/NETWORKING EVENT (INVITATION ONLY)**

LOCATION: Offsite

An exclusive, invitation-only event for our 2018 gold and platinum sponsors and this year's conference site selectors!

TUESDAY, DECEMBER 4th

7:00-11:00am **CONFERENCE REGISTRATION**

LOCATION: Burnham Office - 2nd Floor Ballroom Foyer area

7:00-11:00am **VENDOR DISPLAYS**

LOCATION: Grand Ballroom Foyer, 2nd Floor



TUESDAY, DECEMBER 4th

7:00-8:00am NETWORKING BREAKFAST

LOCATION: Grand Ballroom I – III and Foyer, 2nd Floor
Network with your colleagues and visit our vendor displays!

8:00-8:15am MID-AMERICA EDC ANNUAL BUSINESS MEETING

PRESENTERS: Chris Strayer, Mid-America EDC President & Janice Karcher, Mid-America EDC 1st Vice President/President-Elect
LOCATION: Grand Ballroom I – III, 2nd Floor

8:15-9:00am IDENTIFYING GROWTH CLUSTERS WITH BIG DATA

Presenter: Steven Jast, President, ROI
LOCATION: Grand Ballroom I – III, 2nd Floor
Cluster definitions are typically backward looking, top down constructs that often only represent very generic agglomeration of industries. Typical methodologies are not able to detect emerging industries and especially clusters. This session will explore how to pinpoint regions with unique combinations of growth companies that link into strong existing industries on the verge of transforming into a unique local cluster. We'll also explore the value of benchmark assessments to uncover the unique selling proposition (USP) of a given region, as well as the importance of a well-developed USP for investment attraction success and cluster development.

9:00-9:15am NETWORKING BREAK

LOCATION: Grand Ballroom Foyer, 2nd Floor

9:15-10:15am #WINNING: HOW WORKFORCE AND ECONOMIC RESOURCE ALIGNMENT WINS PROJECTS

PRESENTERS: Horton Hobbs IV, Vice President of Economic Development & Amy Donahoe, Director of Workforce Development - The Chamber of Greater Springfield, Ohio
LOCATION: Grand Ballroom I – III, 2nd Floor
Can we really meet the workforce needs of business? Learn how one Ohio Community's integrated approach to workforce development is winning projects from small to large including the attraction of a silicon component manufacturer that has pledged to create 400 high paying jobs in their community. This informative session will demonstrate how workforce and economic resource alignment IS a difference maker.

TUESDAY, DECEMBER 4th

10:15-10:30am NETWORKING BREAK

LOCATION: Grand Ballroom Foyer, 2nd Floor

10:30am - 12:00pm THE REGIONAL ECONOMY-BLACK SWANS & GOLDEN GEESE: SURVEYS OF SUPPLY MANAGERS & BANK CEOs

PRESENTER: Ernie Goss, Ph.D., MacAllister Chair in Economics, Department of Economics and Finance, Creighton University
LOCATION: Grand Ballroom I – III, 2nd Floor
In this session Dr. Goss will discuss results from two monthly surveys conducted by Creighton University; one a survey of manufacturing supply managers in nine Mid-America states, and one a survey of bank CEOs in rural areas of ten Rural Mainstreet states. Based on results from these two surveys, Goss will identify short-term and long term risks (Black Swans) and opportunities (Golden Geese) facing firms, policymakers, and residents in the two regions. Particular attention will be paid to trade, inflation and interest rates.

12:00pm CLOSING REMARKS FROM CONFERENCE CHAIR, NICOLE SEDLACEK

LOCATION: Grand Ballroom I – III, 2nd Floor



Save the Date!



Mid-America Competitiveness
Conference & Site Selector Forum
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The 2018 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 (CEcD).