

2015 Mid-America Competitiveness Conference & Site Selector Forum

December 6-8, 2015



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2015 Mid-America Competitiveness Conference & Site Selector Forum

Schedule of Events

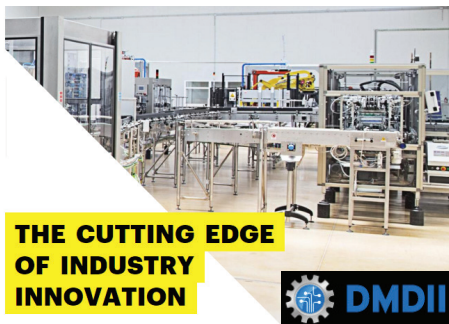
Sunday, December 6th

Noon-5:30 p.m. Conference Registration

On Sunday only, Registration will be located in the Empire Ballroom, 7th Floor, of the Intercontinental Hotel

1:15-4:00 p.m. Tour and Presentation of UI Labs and DMDII (Digital Manufacturing and Design Innovation Institute)

A new addition to our conference this year is the ability for attendees to witness firsthand a multi-state, multi-organizational initiative through a guided tour and presentation of UI Labs and DMDII (Digital Manufacturing and Design Innovation Institute).



Conference attendees will be provided transportation from the hotel to Goose Island, where you will tour the 94,000 square foot space that houses advancements in digital manufacturing, education and workforce development. This flexible infrastructure provides a digital manufacturing demonstration site for the country and the City of Chicago. This development solves large-scale industrial challenges by forming consortia of university, industry, and civic partner who innovate and commercialize new technology solutions.

It is developing a portfolio of applied research and commercialization programs that lead to a return on investment for its partners and improve local, regional and national competitiveness. You will witness an initiative that is helping US manufacturers to harness data to make their products better, faster, and more cost competitive. You can learn more at www.uilabs.org and www.dmdii.org.

5:30-7:00 p.m. Networking Reception

*Location: **Camelot Ballroom, 3rd Floor***

Join us for networking with all of your Midwest colleagues!

Monday, December 7th

- 7:00-5:00 p.m. Conference Registration**
Located in the Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.
- 7:00 - 8:00 a.m. Continental Breakfast**
*Location: **Empire Ballroom, 7th Floor***
Network with your Midwest colleagues and visit our vendor display tables!
- 7:00-8:00 a.m. Women in Economic Development Networking Breakfast**
*Location: **Exchange Meeting Room, 11th Floor***
Come meet and greet other women in the ED profession. This breakfast event is designed to help you network with other professional women in economic development. Our goal is to continue 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.
- 8:00-8:15 a.m. Competitiveness Conference Welcome & Opening Comments**
Presenter: Susan Reed, 2015 Mid-America EDC President
*Location: **Grand Ballroom, 7th Floor***
- 8:15-9:15 a.m. Corporate Executive Panel, Moderated by Ron Starnier, Executive VP and General Manager, Site Selection and Conway Data Inc.**
Panelists: Ankur Gopal, CEO, Interapt; Craig Hagen, Corporate Director of Global Affairs, EA Sports
*Location: **Grand Ballroom, 7th Floor***
What do corporate executives look for when evaluating potential new business locations? What site selection factors are most important to them and their business operations? Find out during this panel session of high-level company executives who have chosen Midwest business locations.
- 9:15-9:30 a.m. Networking Break**
*Location: **Empire Ballroom, 7th Floor***

9:30-10:30 a.m. CONCURRENT SESSIONS

1) In Defense of Our Profession

Presenter: Chris McGowan, President, Siouxland Initiative

Location: Grand Ballroom, 7th Floor

This past August, in an article entitled "New Rule to Lift Veil on Tax Breaks," the Wall Street Journal reported that Governmental Accounting Standards Board (GASB) will implement new accounting requirements that will directly impact the reporting of economic development incentives by public sector organizations beginning next year. Although not wholly critical of incentives, the WSJ article is the latest in a series of articles questioning the wisdom of economic development incentives. These critiques may have begun in earnest in December of 2012 when, for three consecutive days, the New York Times ran front-page stories critical of incentive packages, the first of which was entitled, "The Empty Promise of Tax Incentives."

In this presentation, Chris McGowan, who is an economic development professional, as well as an attorney, will address the negative media reporting while providing a robust defense of our profession and the tools utilized to assist in the promotion of capital investment, job creation, and wage growth.

2) The State of the US Manufacturing Industry in 2015

Presenter: Eric Nieukirk, Global Economic Development Manager, Caterpillar, Inc.

Location: Toledo Ballroom, 5th Floor

In 2011, Forbes magazine stated that the US manufacturing section is back, and in a big way. It stated, "Boosted by productivity gains and higher costs in competitors, including China, U.S. manufacturing exports have grown at their fastest rate since the late 1980s." In 2011, American manufacturing continued to expand, while Germany, Japan and Brazil all weakened in this vital sector. Welcome to 2015, and the question remains: Is the manufacturing sector really back? Join us for this session and hear from Eric Nieukirk, who will provide an overview of the current state of the US manufacturing industry and highlight how he analyzes sites for Caterpillar's manufacturing facilities.

10:30-10:45 a.m. Networking Break

Location: Empire Ballroom, 7th Floor

Monday, December 7th

10:45-11:45 a.m. Achieving Success Recruiting and Retaining Foreign Direct Investment (FDI)

Presenters: Aaron Brickman, Senior Vice President, Strategy & Development, Organization for International Investment and Chris Olsen, Vice President, Tate & Lyle

Location: **Grand Ballroom, 7th Floor**

Foreign direct investment is increasingly important to economic development organizations seeking to grow jobs and boost economic growth, but these companies may not respond to traditional outreach. Now engaging with EDOs across the country, the FDI Frontlines Coalition is uniquely situated to provide views from nearly 200 of the largest global investors in America. This session will help EDOs position themselves as attractive destinations for FDI by providing critical information and key perspectives on this important piece of the economic development puzzle. Takeaways will include frank views on challenges and opportunities in the United States, policies that matter, best practices on engaging with global companies, as well as an overview of the economic impact of FDI and current trends.

11:45-1:00 p.m. Lunch and 2015 Economic Development Awards Program

Location: **Grand Ballroom, 7th Floor**

Join us to congratulate the 2015 award winners and finalists! Winners will be announced during the luncheon.

Thank you to our Economic Development Awards Partner!



1:15-3:00 p.m. Site Selector Panel, Moderated by Ron Starnier, 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.

Site Selector Panelists:

- Darin Buelow, Deloitte Consulting LLP
- Michelle Comerford, BLS & Company
- Courtney Dunbar, Olsson Associates
- Alex Frei, Cushman & Wakefield
- Jason Hamman, The Hamman Consulting Group
- Kate McEnroe, Kate McEnroe Consulting
- Joseph Pilewski, Pilewski & Associates, LLC
- Brent Pollina, Pollina Corporate Real Estate
- Brian Smith, Ernst and Young
- Chad Sweeney, Ginovus

Monday, December 7th

3:00-3:15 p.m.

Networking Break

Location: **Empire Ballroom, 7th Floor**

3:15-4:00 p.m.

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

4:15-5:00 p.m.

Location: **Grand Ballroom Upper & Lower Levels**

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:

- Darin Buelow, Deloitte Consulting LLP - Corporate Relocations
- Michelle Comerford, BLS & Company - Logistics/Supply Chain
- Courtney Dunbar, Olsson Associates - Land use planning
- Alex Frei, Cushman & Wakefield - How the Brokerage Community fits into the Site Selection Process
- Jason Hamman, The Hamman Consulting Group - Advanced Manufacturing
- Kate McEnroe, Kate McEnroe Consulting - Workforce Development
- Joseph Pilewski, Pilewski & Associates, LLC - Spec. Buildings – A discussion of Pros, Cons, and Strategies
- Brent Pollina, Pollina Corporate Real Estate - The Top 10 Pro-Business States
- Brian Smith, Ernst and Young- M & A activity and its Impact on Site Selection
- Chad Sweeney, Ginovus - How Incentives Impact the Site Selection Decision

4:00-4:15 p.m.

Networking Break

Location: **Empire Ballroom, 7th Floor**

Tuesday, December 8th

7:30-10:00 a.m. Conference Registration

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

7:30-8:30 a.m. Continental Breakfast

*Location: **Empire Ballroom, 7th Floor***

Network with your Midwest colleagues and visit our vendor display tables!

8:30-8:45 a.m. Mid-America EDC Annual Business Meeting

Presenters: Susan Reed, 2015 Mid-America EDC President & Barb LaMue, Mid-America EDC 1st Vice President/President-Elect

*Location: **Grand Ballroom, 7th Floor***

8:45-9:15 a.m. EDA Update and Perspectives on Regionalism

*Location: **Grand Ballroom, 7th Floor***

Thomas Guevara in his capacity as Deputy Assistant Secretary for Regional Affairs directs and supervises the activities of the Economic Development Administration's (EDA) Office of Regional Affairs, including the Performance and National Programs Division and all six EDA Regional Offices. EDA's Regional Offices are responsible for program delivery of investments that fulfill the agency's mission of leading the federal economic development agenda by promoting competitiveness and preparing American regions for growth and success in the worldwide economy. Mr. Guevara will discuss EDA's current focuses and also highlight how EDA values regional efforts, including multi-state initiatives.

9:15-9:30 a.m. Networking Break

*Location: **Empire Ballroom, 7th Floor***

1) How to Win Deals and Influence Economic Development with an Impact Study Incentive Analysis

Presenters: Paul Scheuren, Principal and Economist, and Nichole Small, Economist - Impact DataSource, LLC; Kenyetta Bridges, Director of Business Development, Detroit Economic Growth Corporation; Steve Jenkins, President of the Fond du Lac County Wisconsin Economic Development Corporation

Location: **Grand Ballroom, 7th Floor**

When it comes to negotiating a deal between an EDO and a business or site location consultant, effective communication is crucial for closing the deal. Sometimes, however, it can feel like you're speaking a different language when trying to convey the value of an ED project. Dale Carnegie advised that the key to success is to speak in terms of the other person's interests. When it comes to economic development, often it comes down to clearly showing how the project will positively affect the community. The best way to appeal to local officials and their stakeholders is to use quantifiable impacts such as jobs, payroll, economic output, and new tax revenue for the community, which they can also use to compare to any incentives that might be on the table.

2) Growing the Technical Workforce to Respond to High Growth Industries

Presenter: Naheed Huq, Manager of Talent and Economic Development, SEMCOG

Location: **Toledo Ballroom, 5th Floor**

As the demand for technical skills in the workforce continues to grow, a collaboration of education, business, government, labor and workforce development has developed a strategy for building awareness, interest and appreciation among students of all ages, parents, and counselors for STEM and skilled trades careers to meet employer needs and the changing demands of the economy. The SEMCOG/MAC STEM Careers and Skilled Trades Initiative focuses on four main strategies:

- 1. Redefining STEM to include Skilled Trades to address the negative perception of careers not requiring a "college" degree*
- 2. Education and Workforce Policy recommendations to create career pathways and strengthen career guidance*
- 3. Raising awareness among students (and parents) about "STEM" careers through data on high growth industries*
- 4. Resources for students and educators about opportunities in technical careers, including posters and an inventory of training programs. The initiative also includes a model for post secondary education in technical fields. The Technical Career Continuum shows there are different paths to career success: College; industry certifications; and apprenticeships. These three paths provide students with options in terms of getting into careers based on their interests, aptitudes and learning styles.*

Tuesday, December 8th

10:30-10:45 a.m. **Networking Break**

Location: **Empire Ballroom, 7th Floor**

10:45-11:45 a.m. **State Directors' Roundtable**

Panelists:

- Mark Hogan, Wisconsin Economic Development Corporation
- Paul Lucy, North Dakota Department of Commerce
- John Minor, JobsOhio
- Jeff Rossate, State of Minnesota, Department of Employment and Economic Development
- Jim Schultz, Illinois Department of Commerce and Economic Opportunity
- Victor Smith, Indiana Economic Development Corporation

Moderator:

- Kathryn Kunert, Vice President, Business & Community Development, MidAmerican Energy Company

Location: **Grand Ballroom, 7th Floor**

This session will highlight a sample of state directors in the Midwest as to how they work with site selectors and address the business growth and development needs within their respective states. The session will also cover successful multi-state collaborative initiatives and describe how their efforts are helping to demonstrate the importance of the midwest as the choice for business location decisions.

11:45 a.m.-noon **Closing Remarks from Conference Co-Chairs, Brian Vasa and Teresa Nortillo**

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and look for more information in your inbox soon!**

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The 2015 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).



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Join us!

