The background of the entire page is an aerial night view of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A red dashed line graphic runs horizontally across the middle of the image, separating the logo from the main text.

2016 COMPETITIVENESS CONFERENCE & SITE SELECTOR FORUM

DECEMBER 4-6

**INTERCONTINENTAL HOTEL
CHICAGO, ILLINOIS**

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SCHEDULE OF EVENTS

SUNDAY, DECEMBER 4th

11:30am -5:00pm **CONFERENCE REGISTRATION**
LOCATION: Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

1:00-2:30pm **RESHORING, FDI, AND TOTAL COST OF OWNERSHIP (TCO)**
PRESENTER: Harry C. Moser, Founder and President, Reshoring Initiative
LOCATION: Grand Ballroom, 7th Floor
This session will include information on how EDOs can help local companies recognize that it is in their interest to produce and source more locally and less offshore. Hear results of reshoring programs implemented in Pennsylvania and Mississippi, as well as skilled workforce programs to recruit the workforce to enable the increased production.

2:30-2:45pm **NETWORKING BREAK**
LOCATION: Empire Ballroom, 7th Floor

2:45-3:45pm **UNDERSTANDING THE WORLD'S BEST WORKFORCE TRAINING MODELS**
PRESENTERS: Aaron Brickman, Senior Vice President, Strategy & Development, Organization for International Investment & Al Crook, Head of Human Resources Business Partners, Zurich Insurance Group
LOCATION: Grand Ballroom, 7th Floor
One of the unrealized benefits of foreign direct investment is the potential to attract innovative workforce training models to your community that have been tested overseas and imported into the United States to train the next generation of U.S. workers. Hear from global company executives that have worked together with state and local government and economic development organizations to implement workforce development solutions. What are these models and how have state and local government officials been productive partners?

4:30-6:00pm **NETWORKING RECEPTION**
LOCATION: Camelot Ballroom, 3rd Floor
Join us for networking with all of your Midwest colleagues!

MONDAY, DECEMBER 5th

7:00am CONFERENCE REGISTRATION

-5:00pm LOCATION: Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

7:15-8:15am NETWORKING BREAKFAST

LOCATION: Empire Ballroom, 7th Floor

Network with your Midwest colleagues and visit our vendor displays!

8:15-8:30am COMPETITIVENESS CONFERENCE WELCOME & OPENING COMMENTS

PRESENTER: Barbara LaMue, 2016 Mid-America EDC President

LOCATION: Grand Ballroom, 7th Floor

8:30-10:00am STATE DIRECTORS' PANEL

LOCATION: Grand Ballroom, 7th Floor

Attend this panel session to hear from state directors in the Midwest about their state's economic trends, examples of multi-state collaboration, and executive thoughts on how the Midwest region can become more attractive for investment.

PANEL MODERATOR: Teresa Nortillo, Conference Co-Chairperson.

STATE DIRECTOR PANELISTS:

- ★ Steve Arwood, Michigan Economic Development Corporation
- ★ Courtney Dentlinger, Nebraska Department of Economic Development
- ★ Debi Durham, Iowa Department of Economic Development
- ★ Mark Hogan, Wisconsin Economic Development Corporation
- ★ Paul Lucy, North Dakota Department of Commerce
- ★ Jim Schellinger, Indiana Economic Development Corporation
- ★ Jim Schultz, Intersect Illinois
- ★ Scott Stern, South Dakota Governor's Office of Economic Development
- ★ Antonio Soave, Kansas Department of Commerce

MONDAY, DECEMBER 5th

10:00 NETWORKING BREAK

-10:15am LOCATION: Empire Ballroom, 7th Floor

CONCURRENT SESSIONS

10:15-11:15am

1

FROM COAL TO CODING:

WHERE HI-TECH MEETS ECONOMIC DEVELOPMENT

PRESENTERS: Ankur Gopal, CEO, Interapt & Jeff Whitehead, President, Eastern Kentucky Concentrated Employment Program

LOCATION: Grand Ballroom, 7th Floor

Don't miss this session to learn more about building a tech ecosystem in the most unlikely of places and how true public/private partnerships can work in the tech boom – and how economic developers can be entrepreneurial.

10:15 -11:15am

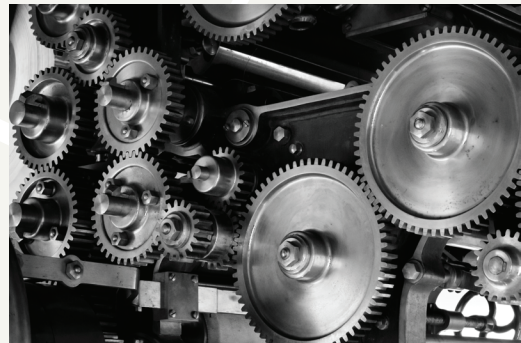
2

SITE SELECTION AND INDUSTRY TARGETING USING THE IMPLAN SUITE OF DEVELOPMENT TOOLS

PRESENTERS: Drew Varnado, Ph.D., Economist and Data Innovation Specialist & Paul Hendershot, M.S., Sales Executive – IMPLAN Group

LOCATION: Camelot Ballroom, 3rd Floor

In this session attendees will be shown useful, compelling applications currently offered at IMPLAN and a preview of some new data products. Each product will be briefly reviewed and discussed in turn. Attendees will see how these tools are designed to work in tandem to address a real-world project. This case study methodology is for an industry targeting project but could easily be used for a site selection project since the processes are very similar. The process chooses a location, evaluates the industries of that location using an integrated array of tools, provides a method for choosing an industry, and performs a full impact analysis for a new business in the selected industry in the chosen area.



MONDAY, DECEMBER 5th

**11:15am LUNCH AND 2016 ECONOMIC DEVELOPMENT
-12:15pm AWARDS PROGRAM**

LOCATION: Renaissance Ballroom, 5th Floor

Join us to congratulate the 2016 award winners and finalists!
Winners will be announced during the luncheon.

Thank you to our Economic Development Awards Partner!



**12:30-2:00pm SITE SELECTOR PANEL, MODERATED BY RON STARNER,
EXECUTIVE VP AND GENERAL MANAGER, SITE SELECTION AND
CONWAY DATA INC. & BARBARA LAMUE, 2016 MID-AMERICA
EDC PRESIDENT**

LOCATION: Grand Ballroom, 7th Floor

Attend this session for a question and answer segment.
Panelists will also discuss their thoughts on potential tax
changes that could affect corporate locations or expansions
and how the Brexit and the 2016 US presidential election could
affect the overall Midwest economic landscape.

SITE SELECTOR PANELISTS:

- ★ Tim Feemster, Foremost Quality Logistics
- ★ Alex Frei, Cushman and Wakefield
- ★ Minah Hall, True Partners Consulting
- ★ Leslie Macek, Ernst and Young LLP
- ★ Kate McEnroe, Kate McEnroe Consulting
- ★ Brent Pollina, Pollina Corporate Real Estate
- ★ Jerry Szatan, Szatan & Associates
- ★ Dean Uminski, Crowe Horwath LLP
- ★ Leslie Wagner, Ginovus
- ★ Bob Westover, Cresa

MONDAY, DECEMBER 5th

2:00-2:15 pm NETWORKING BREAK

LOCATION: Empire Ballroom, 7th Floor

2:15-3:00pm ROUNDTABLES/SMALL GROUP DISCUSSIONS

3:15-4:00pm LOCATION: Grand Ballroom Upper & Lower Levels

4:15-5:00 pm Site Selector Panelists will be seated individually at tables for three roundtable rotations to discuss specific important ED topics in small groups!

Roundtables/Small Group Topics:

- ★ Tim Feemster, Foremost Quality Logistics – Supply Chain and E-Commerce
 - ★ Alex Frei, Cushman and Wakefield – Millennials in the Workforce
 - ★ Minah Hall, True Partners Consulting – 3PL/Logistics
 - ★ Leslie Macek, Ernst and Young LLP – M&A and Other Site Selection Triggers
 - ★ Kate McEnroe, Kate McEnroe Consulting – How Does Data Impact the Economic Developer's Role in the Site Selection Process?
 - ★ Brent Pollina, Pollina Corporate Real Estate – Advanced Manufacturing
 - ★ Jerry Szatan, Szatan & Associates – Labor Analysis
 - ★ Dean Uminski, Crowe Horwath LLP – The Changing Manufacturing Workforce
 - ★ Leslie Wagner, GINOVUS – State and Local Incentives
 - ★ Bob Westover, Cresa Consulting Group – Corporate Headquarter Locations in the Midwest
- 

TUESDAY, DECEMBER 6th

7:00-10:30am **CONFERENCE REGISTRATION**

LOCATION: Grand Ballroom Foyer, 7th Floor, of the Intercontinental Hotel.

7:00-8:00am **NETWORKING BREAKFAST**

LOCATION: Empire Ballroom, 7th Floor

Network with your Midwest colleagues and visit our vendor displays!

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

PRESENTERS: Barbara LaMue, 2016 Mid-America EDC President & Kathryn Kunert, Mid-America EDC 1st Vice President/President-Elect

LOCATION: Grand Ballroom, 7th Floor

8:15 -9:15am **STRATEGIC PLANNING: SETTING YOUR COMMUNITY UP FOR SUCCESS**

Panelists: Panelists: Ryan Scribner, Economic Development Director, Pickaway Progress Partnership; Mike Stevens, President & CEO, Lake County Partners; Wade Williams, Senior Vice President, Northern Kentucky Tri-County Economic Development Corporation. Moderator: Nate Green, Director, Economic Development, The Montrose Group, LLC

LOCATION: Grand Ballroom, 7th Floor

Communities that implement strategic plans achieve more success than those that do not. Austin, TX implemented a strategic plan in 1957 that led to early investments from IBM, Motorola and Texas Instruments that laid the foundation for growth and prosperity into the 21st Century. This panel will discuss the process of economic development strategic plans through three distinct phases: learning, listening and doing. The panelists will discuss the strategic planning process in their respective community, the success they are seeing as a result, and the engagement process of their community's business and community leaders as well as the public in making the strategic plan a success. Come hear their stories and how strategic planning can benefit your community.

TUESDAY, DECEMBER 6th

9:15-9:30am **NETWORKING BREAK**

LOCATION: Empire Ballroom, 7th Floor

9:30-10:15am **WINNING BUSINESS LOCATION STRATEGIES**

LOCATION: Grand Ballroom, 7th Floor

How do site selectors make business location recommendations? What are the new trends in site selection? And what implications does this have for reaching site selectors and recruiting new businesses to your state, region, and community? Learn the latest from Janet Ady, President of Ady Advantage, whose team will present findings from the first-ever census of the hundreds of site selectors in the Mid-America EDC site selector database.

10:15-10:30am **NETWORKING BREAK**

LOCATION: Empire Ballroom, 7th Floor

10:30-11:30am **WALMART'S "MADE IN USA" INITIATIVE**

PRESENTER: Joe Quinn, Public Affairs and Government Relations, Walmart

LOCATION: Grand Ballroom, 7th Floor

This session will include Walmart's committed 10 year \$250 billion increase in purchases of Made in USA products. (The Reshoring Initiative projects an increase of 300,000 manufacturing jobs. Boston Consulting Group projects 1 million total jobs). You will also hear information about how EDOs can take advantage of this program.

11:30-11:45am **CLOSING REMARKS FROM CONFERENCE CO-CHAIRS, BRIAN VASA AND TERESA NORTILLO**

LOCATION: Grand Ballroom, 7th Floor



**MARK YOUR CALENDAR FOR OUR
2017 CONFERENCES AND LOOK
FOR MORE INFORMATION IN
YOUR INBOX SOON!**

BEST PRACTICES CONFERENCE

JUNE 21-23, 2017

FORT WAYNE, IN

For 2017, the Mid-America Economic Development Council will be partnering with the Indiana Economic Development Association (IEDA) to jointly host the 2017 IEDA/Mid-America EDC Summer conference. The conference will be held in Fort Wayne at the Courtyard by Marriott Fort Wayne Downtown at Grand Wayne Center. This joint partnership will give Mid-America EDC members and conference attendees a great opportunity to learn about not only some of the economic development best practices in Indiana, but is a great opportunity to learn from all of our Midwestern peers as we share our success stories, best practices, and lessons learned in our profession.

**MID-AMERICA COMPETITIVENESS
CONFERENCE & SITE SELECTOR FORUM**

DECEMBER 3-5, 2017

CHICAGO, IL

The Mid-America Competitiveness Conference & Site Selector Forum is Mid-America EDC's marquis annual event, providing tips, strategies and ideas to help Midwest communities improve their competitive position to land corporate investment and attract talent while also gaining first hand perspectives of top site consultants in the region!



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The 2016 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).