

The Vinoy Renaissance, St. Petersburg, Florida

December 4 – 6, 2017

The Consultants Forum wishes to thank our Platinum Host Sponsors:



OPENING — MONDAY, DECEMBER 4TH

DAY ONE — TUESDAY, DECEMBER 5TH

5:30 pm Registration Opens
Lobby Promenade

7:30 am Networking Breakfast
Esplanade

6:00 pm Speaker & Sponsor Welcome Reception (Private)
Tea Garden

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7:00 – 7:45 pm Welcome Networking Reception
Esplanade

8:30 am Welcome and Introduction to the Forum
Majestic Ballroom - Conference Level

Dennis Shea
President and Publisher,
Area Development
The Consultants Forum

7:45 – 9:00 pm Opening Networking Dinner
Esplanade

Platinum Sponsor:



MORNING KEYNOTE

8:45 am Activating Your Personal Purpose and What You Can Achieve When You Do
Authenticated, activated PURPOSE is the most powerful personal and business tool you will encounter. Once you recognize your personal purpose, and activate it, you can achieve anything — including competing in the world’s toughest sporting event and becoming a World Champion at the age of 54. Our keynote speaker is here to share his personal purpose, how to gather a CREW to enable your purpose, and how you can translate this into personal, family, and business success for you and your communities.

Speaker: Mark Gibson
Partner and National Director for Construction Consulting & Western Hub Leader of Construction and Real Estate Advisory Services
EY

9:15 am State of the Economic Development Profession
In this talk, our speaker will discuss the state of the economic development profession from a site selector’s viewpoint, how communities are meeting the expectations of site selectors and their clients, and what will be required of communities in the future to be competitive.

Speaker: Greg Burkart
Managing Director, Specialty Tax Practice
Duff & Phelps, LLC

9:45 am Supply Chain Management and Its Influence on Industrial Real Estate and Corporate Decision-Making
Supply chain is the true driver of industrial real estate and corporate occupier site selection. This session, led by a supply chain veteran with 30 years’ experience, will share background and trends on supply chain management, insights into e-Commerce, as well as the corporate occupier decision-making process to help economic developers “walk the talk” with corporate supply chain/operations professionals.

Speaker: Rich Thompson
International Director,
Supply Chain & Logistics Solutions
JLL

10:15 am Networking Refreshment Break
Majestic Ballroom Foyer & Patio

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10:35 am 2018 Site Selection: Expectations for U.S. High-Tech Manufacturing
CH2M site selection efforts over the past three years are confirming the U.S. is seeing increased high-tech investment. High-tech industry drivers are consolidating, but locations under consideration remain broad. Workforce implications will continue to be driven by automation and the tech-savvy worker. We will discuss how locations can remain competitive and where we expect the investments will occur.

Speaker: Dick Sheehy
Director, Advanced Planning and Site Selection
CH2M

11:05 am Do you have a building? If the answer is no, then you are not alone...
This session will talk about the current trends in industrial real estate. What markets are hot? What is driving the run-up on industrial real estate? What to do to be prepared?

Speaker: Brad Migdal
Senior Managing Director,
Business Incentives Practice
Cushman & Wakefield

11:35 am AeroFarms – Local Food Production at Scale
AeroFarms is developing and deploying commercial-scale vertical farms in cities across the globe. Having recently completed its Series D funding, AeroFarms is positioned to expand to new markets across North America. We’ll discuss AeroFarms history, technology, and project characteristics and then discuss what market and site factors are most optimal for building these world-class facilities.

Speaker: Sam Schatz
Managing Director, Corporate Development
AeroFarms

12:05 pm **Networking Luncheon**
Marchands -Lobby Level

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AFTERNOON KEYNOTE

1:15 pm **Attracting Services Operations –
Site Selection Is More About Workforce
Than Real Estate**

This session examines how cutting-edge location analytics and data-driven insight can shape evidenced-based decisions when executing a real estate strategy for office-driven operations, e-commerce, and customer-support industries.

Speaker: Susan Arledge, SIOR
President, Site Selection & Incentives
ESRP

1:45 pm **The Future of the Automotive Supply Chain,
Conventional or Electric**

As the auto industry continues to evolve, OEMs, suppliers, and other participants in the supply chain must be nimble enough and prepared to adapt. In this session we address the potential impacts to the future of the auto industry and its impact on the economic development process and tools.

Speaker: Alex Frei
Senior Managing Director,
Business Incentives Practice
Cushman & Wakefield

2:15 pm **FDI From Canada: Understanding the Canadian
Investor of Today and Tomorrow**

Canadian foreign direct investment (FDI) has grown to become the country's number two source of over-all FDI and continues to positively impact the U.S. economy. Using a mix of theory, statistics, and recent investment project case studies, this session will explore the particularities of the Canadian investor, the impact of NAFTA renegotiations, and how U.S. EDCs can best target Canadian investors to win projects from the north.

Speaker: Marc Beauchamp
President and CEO
The CAI Global Group

2:45 pm **Freight Rail Economic Development**

Freight rail is important to the economic competitiveness of the U.S. and plays a vital role in the logistics of key U.S. industries. Class 1 railroads have been spending billions nationally in capital improvements to upgrade track and facilities. Short line railroads connecting to this improved network will benefit communities and create jobs.

Speaker: Aubrey Brown
Manager, Industrial Development
CSX Transportation

3:15 pm **Networking Refreshment Break**
Majestic Ballroom Foyer & Patio

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3:30 pm **Consultants Roundtable Breakout Group 1**
Majestic Ballroom Foyer & Patio

The breakouts feature roundtable sessions led by one consultant with 8 to 10 attendees for an open group discussion.

4:15 pm **End of Day One**

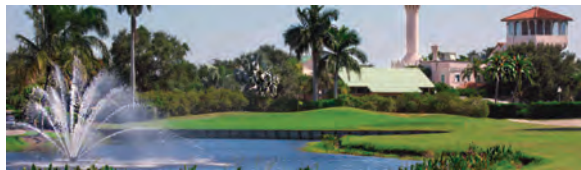
4:30 – 5:15 pm **Speakers & Florida Sponsors Reception (Private)**
Fred's - Lower Lobby

Hosted by:
Enterprise Florida, St. Petersburg EDC and
Florida Sponsor Partners



6:30 – 9:00 pm **Networking Reception & Dinner**

Delegates and speakers are invited to enjoy cocktails and dinner at the historic Vinoy Golf Club's Sunset Ballroom. Shuttle buses leave from the front of the hotel starting 6:15 pm for the short ride.



Gold Reception Sponsor:



DAY TWO — WEDNESDAY, DECEMBER 6TH

7:30 am **Networking Breakfast**
Esplanade

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8:30 am **Welcome to Day Two**
Majestic Ballroom - Conference Level

Dennis Shea
President and Publisher,
Area Development
The Consultants Forum

8:45 am **WAIT FOR IT: Are Companies That Left for Cheaper Labor Overseas Finally Coming Back Home?**

No one likes to talk about it, but companies like Nike, Adidas, Ralph Lauren, and others left the USA in search of low-cost labor in other countries. Are they now coming back and, more importantly, is your community prepared to incentivize them properly? As companies come back to the USA, their needs are radically different. Learn how your community can get ready to recruit these new prototype factories.

Speaker: Angela Grace
Principal
Blackshaw Partners LLC

9:15 am **Putting It All Together**

State tax policies, public economic development strategies, and corporate relocation objectives are rarely aligned as well as they ought to be. Why do many key policies or goals embedded in these three threads often diverge; how can they be better reconciled; and why would more effective economic development result?

Speaker: Dan Levine
Practice Leader, Location Strategies
Oxford Economics

9:45 am **Global Aerospace – How Defense Spending Spurs Commercial Growth and Economic Development Opportunities**

The global aerospace industry is largely defined by its government/defense sector. Technologies are developed for government/military applications and then cascade down to the commercial sector. While margins are better in the commercial sector, the healthy cash flows and sales volumes in defense continually sustain it as the market's driver.

The key word across the industry is “efficiency.” In a market of rampant price competition, the cost per seat mile is key to economic survival. That means larger, right-sized, fuel-efficient fleets. Economic developers who follow the continuing changes in the aerospace defense and commercial sectors and concentrate on the future will benefit from site selection for new projects and other growth opportunities.

Speaker: Jeff Troan
Principal Consultant
Hickey and Associates, LLC

10:15 am Networking Refreshment Break
Majestic Ballroom Foyer & Patio

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10:30 am E-Commerce: What to Expect, How to Market Your Site, and What Tilts the Scale!

In this session we look at very specific issues that affect all economic development specialists in the search for the “holy grail” of e-Commerce.

- What Amazon has used for site selection parameters and how they are changing.
- How smaller/medium sized communities position themselves for “selection”
- Keys to market your community and key metrics your city council will want to know!

The speaker will draw from his recent work with Target.com, Amazon, REI, Dicks Sporting Goods, and others and as the two-year Chairman of NAIOP’s “E-Com Summit.”

Speaker: Spencer Curtis
President
IMS Worldwide Inc.

11:00 am Comprehensive Capital: Credits and Incentives in the Financing Package

This session will feature an overview of credits, incentives, and other creative financing solutions that can be used to create transformational projects in your communities. The presentation will highlight a project that utilized PACE Financing, New Markets Tax Credits, and Historic Tax Credits.

Speaker: Brad Elmer, CFA
Managing Director
Baker Tilly Capital

11:30 am Getting to Know You – The Uniqueness of FDI Projects

The speaker’s experience is that most foreign projects are so different than U.S.-based deals, especially when it comes to cultural understanding. The cultural differences are vast, and it means a great deal to FDI companies when we take the time to understand their culture, both corporate and national. This presentation gives examples of very large deals that announced in the Southeast U.S. where cultural understanding played an immense role in successfully landing the projects.

Speaker: Kevin Trempe
Associate
Womble Bond Dickinson (US) LLP

12:00 pm Why RFIs Matter!

The RFI response is a community’s best (and most times only) opportunity to put itself into consideration for a project. Unfortunately most site consultants and corporate prospects will say that the quality of most of today’s RFI responses is lacking in qualitative and quantitative content. This session will talk about the most important information your RFI needs to help you make the cut for this project and be a front-runner for the next.

Speaker: Benton C. Blaine
Carolinas Location Investment Services Leader
EY

12:30 pm **Networking Refreshment Break**
Majestic Ballroom Foyer & Patio

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12:45 pm **Consultants Roundtable Breakout Group 2**
Majestic Ballroom Foyer & Patio

The breakouts feature roundtable sessions led by one consultant with 8 to 10 attendees for an open group discussion.

1:30 pm **Networking Luncheon**
Royal Ballroom

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MAINE & CO.

TALK TO ME.

2:30 pm **Closing Remarks**

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