

THE PUBLIC POWER CONSULTANTS FORUM

One Ocean Resort, Atlantic Beach, Florida, March 21 – 23, 2016

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MONDAY, MARCH 21ST

6:30 - 7:15 pm **Speaker/Sponsor Reception (Private)**
Azurea Patio – Conference Level, One Ocean Resort

7:15 - 8:45 pm **Opening Networking Reception & Dinner**
Verandina Room, Conference Level

8:45 - 9:30 am

**Industrial Site Selection:
The Current Conditions**

During this session we take a look at what corporate users require for new projects and how the market is responding. Our opening speaker will discuss the effects of today's economy and the critical location factors that are impacting the industrial site selection process and the real estate market.

Speaker: Brad Migdal, Executive Managing Director, Location Advisory & Economic Incentives, **Transwestern**

DAY ONE — TUESDAY, MARCH 22ND

7:30 - 8:30 am **Opening Networking Breakfast**
Verandina Room, Conference Level

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8:30 - 8:45 am **Opening Remarks**
Atlantica A&B Ballrooms, Conference Level

Dennis Shea, President and Publisher, Area Development Magazine, & The Consultants Forum

9:30 - 10:15 am

**Site Selection Factors in the Food Industry:
What's Driving Decision-Making?**

Many regions and their economic development teams have recently shown a significant interest in attracting food-processing companies. This presentation will offer insight into what changes are occurring in this dynamic industry, and how those changes are influencing decision-makers involved in selecting locations.

Speaker: Scott Kupperman, Founder & Principal, Kupperman Location Solutions

10:15 - 10:40 am

Networking Break

Atlantica C Ballroom, Conference Level

10:40 - 11:20 am **Changing Dynamics of Location Decisions**
As companies continue to try and stay ahead of the talent curve, location decisions are being impacted by where people are choosing to reside like never before. In this session we will explore the forces at work behind the lifestyle decisions being made by the workforce of tomorrow and how companies are altering their site selection strategies to compensate for this, and how communities are responding in-kind.

Speaker: Brian Corde, Managing Partner,
Atlas Insight LLC

11:20 - 12:00 pm **Taking Public Power Economic Development to the Next Level**
Public power can play a key role in the attraction, retention, and expansion efforts of communities across the U.S. Most utilities are taking some steps, but what more can they do? This session will explain how not-for-profit, community-owned electric utilities can take their efforts to the next level – with focused initiatives, further collaboration with communities, proper rate design, and more – for the shared benefit of prospects, existing utility customers, and the community at large.

Speaker: John Wolfram, Founder/Principal,
Catalyst Consulting LLC

12:00 - 1:15 pm **Networking Lunch**
Atlantica C Ballroom, Conference Level

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1:15 - 2:00 pm **Preparing Your Location for Energy-Intensive Projects**
Siting and building an energy-intensive project is a unique and challenging endeavor. For location decision-makers, the process of risk mitigation underlies every step of the site selection journey, and the “removal of unknowns” reveals the destination site. In this session we look at critical factors affecting location decisions and how a utility can enhance its impact on the site selection process.

Speaker: Woody Hydrick, Senior Principal,
Global Location Strategies

2:00 - 2:45 pm **Perspective Matters: A Step-by-Step Guide to Bringing Design-Build Thinking to Site Selection**
While many organizations offer detailed methods to site selection, not every entity brings a design-build perspective to the table. This presentation will examine two projects, in particular, where Gray Construction’s unique engineering, architecture, and construction experience proved invaluable to site selection services.

Speaker: Jeff Bischoff, Senior Vice President,
Business Development, Gray

2:45 - 3:00 pm **Networking Break**
Atlantica C Ballroom, Conference Level

3:00 - 3:45 pm **The Impact of Community Size on Site Selection**
With limited time and resources, it is imperative that smaller communities and regions understand how their locational attributes impact their ability to compete for different types of site selection projects. In this session our expert will discuss several project examples to illustrate some of the challenges and opportunities that smaller communities and regions must navigate in order to make it on the short list.

Speaker: Charles Ruby, Director/National
Multistate Tax Services, Deloitte

3:45 - 4:30 pm **Roundtable Discussions**
Atlantica C Ballroom, Conference Level

4:30 - 5:15 pm **Networking Reception**
Delegates and speakers are invited to enjoy an “end of day” networking wine and beer reception overlooking the beach and ocean.
Azurea Patio, Conference Level

“On the Town” Dining
Delegates can enjoy a free evening to explore the many dining options offered in the twin towns of Atlantic Beach and Neptune Beach or at the highly rated One Ocean Resort’s hotel restaurant “Azurea.”

7:00 - 8:30 pm **Speaker/Sponsor Dinner (Private)**
The Conference Room, Conference Level

DAY TWO — WEDNESDAY, MARCH 23RD

7:30 - 8:30 am **Networking Breakfast**
Verandina, Conference Level

8:30 - 8:45 am **Opening Remarks**
Atlantica A & B Ballrooms, Conference Level

Dennis Shea, President and Publisher,
Area Development Magazine,
& The Consultants Forum

8:45 - 9:30 am **Innovation Incentive Strategies**
Incentives have always been a driving force in the site selection process and continue to appear in the top-10 most important site selection factors according to the *Area Development* 2015 Corporate Survey. Now more than ever, states are taking a closer look at their traditional incentives offerings and opting for new approaches. In this session we take a look at some of the critical factors and new ideas for creative incentive approaches and focus on:

- The true value of an incentive
- Tailoring your incentive
- Understanding the prospect's needs
- Non-cash business environment incentives
- Innovative approaches (with examples)
- Competitive landscape

Speaker: Carter L. Wood, Senior Manager,
Location Investment Services,
Ernst & Young LLP

9:30 - 10:15 am **Modeling the True Economic Impact of New Projects on Your Region**
Our speaker will explore the best methods and approaches for a location to successfully "site" a new facility and discuss how to avoid some of the hurdles and errors that can weigh in on a final decision.

Speaker: Paul Hendershot,
Economic Account Executive,
IMPLAN Group LLC

10:15 - 10:30 am **Networking Break**
Atlantica C Ballroom, Conference Level

10:30 - 11:15 am **Roundtable Discussions**
Atlantica C Ballroom, Conference Level

11:15 - 12:00 am **Q&A – Final Burning Questions**
An open forum to ask your questions of our speakers on the topics covered during this conference or other issues.
Atlantica A & B Ballrooms, Conference Level

12:00 pm **Closing Remarks**
Atlantica A & B Ballrooms, Conference Level

12:00 - 1:00 pm **Networking Lunch**
Atlantica C Ballroom, Conference Level

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1:00 pm **Conference Adjourns**

Speaker Airport Greeting Sponsor



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The Forum thanks GUC for providing the speakers with their round-trip transportation from Jacksonville International Airport.

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