

The Consultants Forum wishes to thank our Platinum Host Sponsors:



## OPENING — MONDAY, JUNE 4TH

**5:30 pm**     **Registration Opens**  
*West Foyer Vienna Ballroom – 2nd Floor*

**6:00 pm –**     **Speakers & Sponsors Reception (private)**  
**7:00 pm**     *South Foyer Vienna Ballroom – 2nd Floor*

Silver Sponsor:



**7:00 pm –**     **Opening Reception**  
**7:45 pm**     *Artsgarden – 2nd Floor*

Gold Sponsor:



**7:45 pm –**     **Opening Dinner**  
**8:45 pm**     *Artsgarden – 2nd Floor*

Delegates and speakers are invited to enjoy our hospitality for the opening of the Consultants Forum.

Platinum Sponsor:



## DAY ONE — TUESDAY, JUNE 5TH

**7:30 am –**     **Registration**  
**8:30 am**     *West Foyer Vienna Ballroom – 2nd Floor*

**7:30 am**     **Networking Breakfast**  
*Artsgarden – 2nd Floor*

Silver Sponsor:



**8:30 am**     **Welcome and Opening Remarks**  
*Vienna Ballroom – 2nd Floor*

Dennis Shea  
President & Publisher  
Area Development Magazine  
The Consultants Forum

**8:40 am**     **Welcome to Indiana**

Elaine Bedel  
President  
Indiana Economic Development Corporation (IEDC)

BEST PRACTICES FOR ECONOMIC DEVELOPERS  
Consultants Forum 25 • June 4-6, Indianapolis, Indiana  
#consultantsforum

Organized by  
**AREA DEVELOPMENT**  
SITE AND FACILITY PLANNING

# 16

**8:45 am Keeping Pace with the Changing Landscape of Site Selection**

The KPMG team will provide an overview of the changing landscape in the world of site selection and economic development. The presentation will detail external factors impacting the site selection process and recommended strategies for communities to adapt to evolving client demands. Best practices, project experiences, and strategic development approaches will be discussed to help communities better understand how best to market their product and community.

**Speakers:** Robert Diserafino  
Senior Associate, Global Location & Expansion Services  
KPMG

Bradley L. Maul  
Manager, Global Location & Expansion Services  
KPMG

**9:25 am Strategies to Grow (and Market) Your New Economy Workforce**

We've all heard it a million times: Workforce is critically important, but in an exceptionally tight labor market, it's becoming increasingly difficult to convince companies that they'll find the talent they need.

Our speaker from Site Selection Group will share his thoughts on how communities are best confronting that challenge. He will discuss how communities are effectively using both traditional and innovative data, along with a healthy dose of good old-fashioned storytelling, to give prospective companies the confidence that they can ramp-up and hire the workforce they need today (and the one they may need tomorrow).

**Speaker:** Chris Schwinden  
Vice President  
Site Selection Group

**10:00 am Networking Refreshment Break**  
*West Foyer Vienna Ballroom – 2nd Floor*

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**10:20 am Economic Development Opportunities in the Disrupted Auto Industry: Making Lemons out of Lemonade**

The auto industry is going through major disruption because of electrification, autonomous vehicles, and connectivity. New entrants from Silicon Valley have upended the traditional players. Our speaker, who has spent over 30 years in the industry as an executive and board member, will highlight how these changes will impact communities that are dependent on the auto industry, and will highlight new opportunities caused by the disruption.

**Speaker:** Dennis Cuneo  
Managing Partner  
Fisher & Phillips LLP

**10:55 am Industrial Real Estate in an Evolving World**

Our speaker will discuss the continued evolution of the supply chain and its impact on corporate real estate portfolio decision-making with a focus on the role labor, transportation costs, energy, and incentives play in site selection.

**Speaker:** Rob Wheeler  
Senior Vice President,  
Industrial Integrated Portfolio Services  
JLL

**11:30 am Preparing Your Location as a Data Center-Ready Environment**

The session will review basic data center site selection requirements, U.S. data center markets, trends, utility requirements, and the economic impact of a data center project on a community.

**Speaker:** Allen Tucker  
Managing Director  
JLL

**12:05 pm Catch-up Break**

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**12:15 pm    Networking Luncheon**  
*Artsgarden – 2nd Floor*

**Gold Sponsor:**



**1:25 pm    Navigating Legal Issues for Your Community's Next Project**

Communities often focus on site visits, marketing, and presentations, but may be at risk of jeopardizing the project that they have worked hard to recruit if they don't focus on the legal details when closing the deal. Dave Cooper, an attorney who represents companies in their site selection process, will walk you through 10 tips to help navigate the legal issues that could put your next project at risk.

**Speaker:** David H. Cooper  
Shareholder  
Maynard Cooper Gale P.C.

**2:00 pm    Operation Rescue: Navigating Project Pitfalls from Location Analysis to Groundbreaking**

What happens when everything that could possibly go wrong with a project is just the beginning? This case study approach will draw from real life examples to discuss how to deal with the unexpected surprises that confront any project.

**Speakers:** Tim Cook  
CEO  
KSM Location Advisors

Katie Culp  
President  
KSM Location Advisors

**2:40 pm    Foreign Direct Investment: Tax Reform's Expected Impact and How to Prepare**

The tax reform act passed in December brings long anticipated cuts to the corporate income tax rate. Lawmakers are hoping that these cuts will make the U.S. a more attractive investment location, bringing corporate tax rates more in line with other major

economies across the globe. As a result, we expect to see significant interest in the U.S. from foreign investors. This session will focus on considerations with FDI vs. a domestic investor: site selection approach, selection criteria, education on the power of the state and local governments vs. national, incentives programs, and more.

**Speaker:** Karen Hensley-Chelstowska  
Managing Director, Specialty Tax Services  
Global Incentives Leader, Site Selection & Incentive Advisory  
Duff & Phelps

**3:15 pm    Consultants Roundtable #1**

**3:45 pm    Consultants Roundtable #2**

These sessions feature tables of 8 to 10 attendees seated with a selected consultant for a lively open roundtable discussion of key issues.

**4:15 pm    Close of Tuesday's General Session**

**4:30 pm– 5:15 pm    Indiana Sponsors & Speakers Reception** *(private)*  
*London Room (West Foyer) – 2nd Floor*

**6:20 pm    Depart for Reception & Dinner\***

**Dinner at Morton's Steakhouse**

**6:30 pm– 7:15 pm    Networking Reception**

**Gold Sponsor:**



**7:15 pm– 8:45 pm    Networking Dinner**

**Platinum Sponsor:**



*\* 4-minute walk from hotel*

## DAY TWO — WEDNESDAY, JUNE 6TH

### 7:45 am **Networking Breakfast**

*West Foyer & London Room – 2nd Floor*

Silver Sponsor:



### 8:45 am **Welcome to Day 2**

*Vienna Ballroom – 2nd Floor*

**Dennis Shea**  
President & Publisher  
Area Development Magazine  
The Consultants Forum

### 9:00 am **The New Norm – Intense Administrative Requirements: Pros and Cons – Are They Worth the Risk?**

Highly publicized economic development projects gone bust, national headlines outlining millions of dollars in incentives awarded to companies, increased calls for transparency from tax payers – These all play a role in local and state governmental entities increased administrative requirements as companies evaluate opportunities for expansion and new growth. What is the right balance? This session will be an illustrative discussion

**Speaker:** Leslie Wagner  
Senior Principal  
Ginovus

### 9:35 am **Customers Singing Your Praises? Five Ways to Ensure Your Private-Sector Customers/Consultants Become Your Best Salespeople**

Today's real estate decision-makers are faced with a barrage of economic development organization marketing. Long-running positive business and economic conditions coupled with convoluted or otherwise underwhelming public-partnership process and results erodes EDO marketing effectiveness. For these reasons, converting customers to salespeople is

imperative for credibility and marketing success. This session focuses on overlooked but simple ways an EDO can make a difference.

**Speaker:** Jason Lake  
Senior Managing Director,  
Business Incentives Practice  
Cushman & Wakefield

### 10:10 am **Checkout Break**

### 10:30 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

### 11:05 am **Tapping Into the Hidden Workforce**

While companies are scrambling to fill open job requisitions, the low unemployment rate and lack of available skilled workforce could bring growth and expansion to a screeching halt. This session will discuss ideas on how to find the hidden workforce and ready them for a higher level of employment and what funds might be available to support these activities.

**Speaker:** Teresa Lynch  
President  
Untapped Resources, LLC

### 11:40 am **Final Q&A**

### 12:15 pm **Closing Remarks**

### 12:30 pm **Networking Getaway Luncheon**

*West Foyer & London Room – 2nd Floor*

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### 1:30 pm **Adjournment**