

## WOMEN IN ECONOMIC DEVELOPMENT FORUM

Sofitel Chicago Magnificent Mile, October 17-19, 2022

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THE ART & SCIENCE OF BUILDING



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IN  
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**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

### OPENING — MONDAY, OCTOBER 17

**5:30 – Registration**  
**8:00 pm** Paris Ballroom Foyer (3rd Floor)

**6:00 – Sponsor and Speaker Private Reception**  
**7:00 pm** Bordeaux Room (3rd Floor)

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**LITTLE ELM**

**7:00 – Welcome Reception and Dinner**  
**8:45 pm** Paris Ballroom (3rd Floor)

Reception Sponsor:

**VIRGINIA**

Dinner Sponsor:

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### DAY ONE — TUESDAY, OCTOBER 18

**7:15 – Opening Breakfast**  
**8:15 am** Paris Ballroom Foyer

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**8:30 – Opening Remarks**  
**8:45 am** Paris Ballroom

**Amy Gerber**

Executive Managing Director, Business Incentives Practice  
**Cushman & Wakefield**  
(Conference Moderator)

**8:50 – Burn On, Not Out!**  
**9:15 am** Leading in your personal life and career can be exhausting. It is more important than ever to condition your mindset to be stronger and better without sacrificing yourself! Let's talk about how to be in position to consistently rise to the occasion as an economic development professional.

*Speaker:*

Managing Director  
JLL

**9:20 – Market Momentum: A Geographic Shuffling**

**9:50 am** In this session, we will examine a geographic shuffling of historically fast-growing markets and markets that don't often grab headlines. Topics to be discussed include the impact of pandemic-driven remote work policies and the shifting of lifestyle priorities of aging millennials on migration patterns and momentum shift.

**Speakers:**

First Vice President, Americas Consulting –  
Location Incentives  
CBRE

Senior Associate, Americas Consulting –  
Location Incentives  
CBRE

**9:55 – Networking Refreshment Break**

**10:15 am** Paris Ballroom Foyer

**Sponsor:**



**10:20 – Project Management: Beyond the  
10:45 am Tasks and Checklists**

Within economic development there is a true layer of autonomy in how you approach a project, a cold call, lead generation strategy, or even planning a site visit. Within each approach you take, project management is always at the core. This session will discuss being an expert of your product, trusting your team, and developing your own approach.

**Speaker:**

Director  
Site Selection Group

**10:50 – Utilization of Awarded Incentives**

**11:20 am** During the session, we will discuss the importance of offering an incentives package that is relevant and valuable to an investor. We will share a case study that will bring this crucial and understated factor to life.

**Speakers:**

Senior Manager, Global Location Investment,  
Credits & Incentives  
EY

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**11:25 am – A Discussion with the Young Professionals  
12:00 pm of the Industry – Experiences and Observations**

There are many different factors that impact our ability to be successful in this industry. Our panelists will discuss highs and lows, failures and successes and past experiences that helped shape them as professionals in this industry as both consultants and economic developers. The session will look at how we can all work together to ensure each other's success and continue to attract new young talent.

**Panelists:**

Executive Managing Director, Business Incentives Practice  
Cushman & Wakefield

Senior Consultant  
Global Location Strategies

Senior Managing Director, Economic Incentives Advisory  
Newmark

**12:15 – Networking Lunch**

**1:15 pm** Paris Ballroom

**Sponsor:**



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DEVELOPMENT CORPORATION**

**1:20 – 1:50 pm ESG: What Can We Do as Economic Developers?**

While the concept of ESG is not new, over the last decade, great progress has been made to move the needle on performance measurement on all three legs on the ESG stool, so that it is fast becoming central to the corporate agenda. At a minimum, it serves as a north star to what a company represents for its consumers, suppliers, partners, investors, employees, and other stakeholders.

**Speakers:**

Senior Manager, National Multistate Tax, Credits & Incentives  
**Deloitte**

Specialist Leader, Real Estate Strategy & Sustainability  
**Deloitte**

**1:55 – 2:30 pm Competing for Projects in 2023**

Site selection today lies at the intersection of speed to market, reasonable cost, and ability to attract and retain labor. In this session we will explore what companies are looking for during the site selection process and how communities are responding to meet the challenge. Join our panel of site selection experts to discuss topics ranging from labor challenges to incentive policy and see what the future holds!

**Panelists:**

Senior Managing Director, Business Incentives Practice  
**Cushman & Wakefield**

Director  
**Austin Consulting**

Director  
**Atlas Insight LLC**

**2:35 – 2:55 pm Networking Refreshment Break**

*Paris Ballroom Foyer*

**Sponsor:**



**3:00 – 4:00 pm Roundtable Discussions** (two 30-minute sessions)  
*Paris Ballroom*

**4:00 pm Day-One Close**

**On the Town Attendee Dining**

*Attendees can plan an evening out to enjoy the many restaurant choices both near the hotel or in the surrounding neighborhoods.*

**6:00 – 8:30 pm Sponsor and Speaker Private Dinner**  
*LUXBAR - 18 E Bellevue Place (6-7 minute walk)*

**Sponsor:**

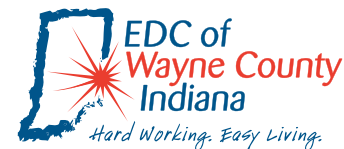


**DAY TWO — WEDNESDAY, OCTOBER 19**

**7:30 – 8:30 am Networking Breakfast**

*Paris Ballroom Foyer*

**Sponsor:**



**8:45 – 9:00 am Opening Remarks**

*Paris Ballroom*

**9:00 – 9:25 am Housing is Economic Development**

As housing goes, so goes the economy and economic recovery. Housing production plays a central role in workforce development; and housing is critical to reducing intergenerational poverty and increasing economic mobility. In short, a community cannot plan for economic growth without access to quality and affordable housing. This session will discuss the nexus of housing and economic development.

**Speaker:**

Managing Director, Public Sector Advisory  
**Baker Tilly**

**9:30 – 9:55 am** **FDI Projects – What in the World?!**  
From supply chain challenges to global energy prices to geopolitical minefields, there seem to be more FDI projects considering the U.S. than ever before, but these projects may be trickier to navigate than in the past. This session will discuss some key trends in FDI, along with new considerations for economic developers as they prepare to recruit the next international prospect.

*Speaker:*

Principal  
Parker Poe Consulting

**10:00 – 10:20 am** **Networking Refreshment Break**  
*Paris Ballroom Foyer*

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**10:25 – 10:50 am** **Proactive Product Development: How Investment Now Can Create a Higher Return Later**

With a strong project market securing sites at a record rate, communities are now being challenged to figure out what is next to develop their product portfolio. Whether developing an industrial park, large stand-alone site, or a mega-site, companies are looking for sites that have answers, control, and risks mitigated. Proactive product development will prepare your community to win deals.

*Speaker:*

Manager, Global Location & Expansion Services  
KPMG

**10:55 – 11:20 am** **Huddle Up: How to Lead an All-Star Team that Wins in Economic Development**

Economic development projects have many players, and it takes a strong team to realize the short and long-term value of an investment. In this session, our speaker will discuss how to position yourself as a leader throughout a project and how to build a play book that helps the community and client win.

*Speaker:*

Consultant  
McGuire Sponsel

**11:30 am** **Closing Remarks**

**11:45 am – 12:45 pm** **Closing Lunch**  
*Paris Ballroom Foyer*

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Economic Development

SPEAKER & FORUM SPONSORS

Conference Room Wi-Fi



Speaker Travel Bags



Speaker Mementos

