

# THE WOMEN IN ECONOMIC DEVELOPMENT FORUM

**Sofitel Water Tower Hotel, Chicago**  
**October 23 – 25, 2016**

Forum Sponsor:



Host Sponsor:



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## SUNDAY, OCTOBER 23RD

**5:00 pm Registration Opens**

**6:00 pm Speaker & Sponsor Reception**  
*Bordeaux Room/Paris Ballroom Foyer*

**7:00 – 8:30 pm Welcome Networking Reception and Dinner**  
*Paris Ballroom*

Sponsor:



**8:45 am**

### Site Selection Trends and Future Projections

The fast-changing landscape of site selection continues to be shaped by disruption, technology, and new drivers. In this session we take a look at what is happening now in corporate location. Which industries are growing, where are they heading, and what will be the needs in the next 5 to 10 years? Our lead-off panel addresses these questions and discusses the implications for EDAs when competing for today's and tomorrow's investment.

**Moderator: Rose Burden,**  
Executive Director & Incentives Leader, EY

**Panel: Angela Grace,** Partner, Blackshaw Partners;  
**Karen Hensley-Chelstowska,** Partner, Global Incentives, EY;  
**Ann Petersen,** Vice President, Business & Economic Incentives, JLL

## DAY ONE — MONDAY, OCTOBER 24TH

**7:30 am Networking Breakfast**  
*Paris Ballroom Foyer*

**8:30 am Welcome and Introduction to the Forum**  
*Paris Ballroom*

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

**9:30 am**

### Site Preparedness as an Economic Development Strategy

In this session, key aspects of identifying, assessing, planning, and aligning site inventory to attract economic development opportunities will be discussed. Participants will learn how to effectively use their understanding of their local sites inventory to optimize their capital expenditures for preparedness, maximize their marketing efforts, and align incentives to meet the needs of prospective users.

**Speaker: Courtney Dunbar,** CEcD, EDFP, AICP,  
Industrial Program Leader, Olsson Associates, Inc.

**10:15 am Networking Refreshment Break**  
*Paris Ballroom Foyer*

**10:45 am EY Workshop Session:**

**Trends in Economic Development Incentives (including GASB77)**

This session will have three of EY's leading site consultants explore the current incentives landscape for five of the critical drivers that will influence the use by and impact to EDAs in the coming near term:

- Recent trends in incentives/site selection across the U.S. and globally
- State/local incentives driving the greatest value to companies across industry sectors
- Expansion project case examples (calculating bottom line incentives savings)
- Best practices for maximizing incentives
- New GASB77 reporting requirements and the potential impact on economic development teams

**Presenters:** **Rose Burden**, Executive Director and Incentives Leader;

**Karen Hensley-Chelstowska**, Partner, Global Incentives;

**Eileen O'Neill**, Manager, Southeast Region Location Investment, Credits & Incentives Services

**11:45 am Knockin' on the Golden Door: Top 5 Office Space Trends**

The most progressive companies continue to push their workplace strategies to the cutting edge, regarding innovation and excellence. It's often viewed by them as critical as competing in an increasingly challenging marketplace for talent. In this session we will discuss top trends to illustrate how leading companies are boldly using their real estate assets to drive better, more dynamic and competitive workplaces.

**Speaker:** **Sara Benson**, Senior Consultant, Global Consulting, **Cushman & Wakefield**

**12:30 pm Networking Luncheon**  
*Paris Ballroom Foyer*

**1:45 pm Site Selection in the Digital World**

This presentation will focus on how client expectations have evolved with greater access to information, driving change in the site selection process. A major topic will be access to high-quality specific data that allows for more targeted analysis and deeper insights.

**Speaker:** **Tara Nicholson**, Manager, Deloitte

**2:30 pm JLL Workshop Session:**

**Attracting "New" Industries – What Successful Communities Will Need to Attract Today's Cutting-Edge Companies**

The fast growth of advanced manufacturing in 3-D printing, energy storage, autonomous vehicles, robotics, and other "new" industries has added more than a million new jobs in this sector. These companies have changed the traditional site location requirements. They have placed many new demands and challenges on economic developers and their communities in how to be response-ready. In this workshop the JLL presenters will share insights and associated issues to how EDAs can be best prepared and ready to respond to the special needs "new" industry requires.

**Presenters:** **Shannon Curley**, Senior Vice President, Business Consulting;

**Amy Gerber**, Executive Vice President; Business & Economic Incentives;

**Ann Petersen**, Vice President, Business & Economic Incentives

**3:30 pm Networking Refreshment Break**  
*Paris Ballroom Foyer*

**3:50 pm Consultants Roundtable Breakout Group 1**  
*Paris Ballroom*

The breakouts feature small roundtable sessions where each consultant meets with attendees for a group roundtable discussion on topics of the day and other issues.

**4:30 pm Close of Day One Program**

**5:30 pm End of Day Networking Reception**  
*Paris Ballroom Foyer/Bordeaux Room*

This informal reception is open to our attendees, speakers, and invited Chicago-based site consultants as guests of this Forum.

**6:30 – 8:00 pm Top of Chicago Networking Reception**

*John Hancock Building, 95th Floor*

Delegates and guests are invited to enjoy the hospitality and the breathtaking views at The Signature Room on the 95th Floor of this iconic building.

Sponsor:



DAY TWO — TUESDAY, OCTOBER 25TH

**7:30 am Networking Breakfast**

*Paris Ballroom Foyer*

**8:30 am Welcome to Day Two**

*Paris Ballroom*

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

**8:45 am New Tools for the Toolbox**

End-users are getting more sophisticated in the site selection process. Competition among EDAs for high-quality projects is greater than ever. Communities need to make available to consultants and prospects critical analyses of their existing “shovel ready” sites, a clear review of their overall business climate and ecosystem, how they address workforce concerns, and sharpen existing marketing efforts to better compete for these high-quality projects. In this session we look at how a good marketing playbook can provide:

- A plan that can help your community present itself and its assets to their best advantage
- New ways that successful communities are changing both their message and the way that they present themselves
- How to focus on building a successful roadmap for your community that is geared for results and not just activity
- Creating new and cutting-edge ways of marketing your community via an “electronic press kit”

**Speaker: Angela Grace**, Partner, **Blackshaw Partners**

**9:30 am Adding Post-Contract Value: Improving the ROI for Your Community and the Client**

Successful incentive programs rely upon positive experience and commitment. Economic developers are masters at developing relationships and providing attractive incentive packages to companies. However, “service after the sale” can mean the difference between optimum results and missed opportunities. We will share a checklist and tips on adding value post-contract, no matter the size of the project or ED jurisdiction, that greatly improve the return on investment to the community and to the company.

**Speaker: Jayne Vancil**, President, **Vancil Brown, LLC**

**10:15 am Networking Refreshment Break**

*Paris Ballroom Foyer*

**10:45am Consultants Roundtable Breakout Group 2**

*Paris Ballroom*

The breakouts feature small roundtable sessions where each consultant meets with attendees for a group roundtable discussion on topics of the day and other issues.

**11:30 am Ask Anything: Q&A**

This session is your opportunity to ask and discuss those best-practice economic development questions. In this interactive session, find out how your fellow delegates are handling the most pressing issues of the day. This is your chance to share issues and pose questions to the renowned group of consultants and economic developers in the room.

**12:15 pm Closing and Final Remarks**

**1:00 pm Networking Luncheon**

*Paris Ballroom Foyer*