

# Florida



MARCH 21 - 23, 2016 ONE OCEAN RESORT Atlantic Beach (Jacksonville)

## 2<sup>nd</sup> ANNUAL PUBLIC POWER CONSULTANTS FORUM

**W**ith so much positive feedback from the 75 professionals who attended last year, the Public Power Consultants Forum will head to Atlantic Beach, Jacksonville, Florida, for its second annual event. The Forum is developed by Area Development in conjunction with the American Public Power



Association and will offer APPA members, along with their community leaders and economic development counterparts, a full program of presentations, roundtable discussions, and panels on what shapes the site selection process and how utilities can best be prepared to work with economic developers and prospects through the process.

The Forum's unique program is designed to allow you to network with some of the most influential consultants currently working in the industry and learn more about today's best practices.

### Who Should Attend?

This event is designed for public power economic development personnel, utility CEOs and executive leadership, as well as policymakers, community officials and state/regional economic developers who work with utilities.



### What Does the Forum Offer?

- General Sessions which give insight into current site selection trends and best practices.
- Interactive professional development sessions focusing on leadership and career advancing skills.
- Roundtable Sessions: Small group discussions with site consultants
- Exceptional networking opportunities

CEO ENDORSEMENT LETTER 

# SMART Content

**“Excellent agenda. Speakers did a great job of incorporating utility sector into their presentations.”**

Jackson Energy Authority (TN)

## 2016 Speakers (Additional speakers to be announced)



**Jeff Bischoff**

*Executive Vice President,  
Business Development  
Gray*



**Rose Burden**

*Leader, Business Tax Credit  
& Incentives Practice  
EY (Invited)*



**Brian Corde**

*Co-founder/Managing  
Partner  
Atlas Insight*



**Paul Hendershot**

*Economics Account  
Executive  
IMPLAN Group*



**Woody Hydrick**

*Senior Principal  
Global Location Strategies*



**Scott Kupperman**

*Founder  
Kupperman Location  
Solutions*



**Brad Migdal**

*Executive Managing Director,  
Consulting Services  
Transwestern*



**Charlie Ruby**

*Director  
Deloitte*



**John Wolfram**

*Founder/Principal  
Catalyst Consulting LLC.*



**Carter Wood**

*Senior Manager, Location  
Investment Services  
EY*

## 2016 Sessions (preliminary)

- **The Impact of Community Size on Site Selection Decisions**
- **Closing the Dollar Gap: Innovative Incentive Packages**
- **Assessing Final Sites – The Caterpillar Case History**
- **Preparing Your Location for Energy Intensive Projects**
- **Attracting Manufacturing – What Drives the Decision**
- **The Site Selection Needs for New Food Processing Operations**
- **Creating Successful Utility Strategies and Partnerships in Economic Development**
- **Preparing Your Location for Call Centers - What the Client Really Expects**
- **Modeling the True Economic Impact Of New Projects On Your Region**



COMMENTS

REGISTER



## WHY Attend

- The Public Power Consultants Forum is a limited seat boutique style event. To preserve the networking atmosphere only 75 registrations are available.
- Outstanding speaker program featuring leading national site consultants and corporate real estate executives.
- Valuable scheduled networking breaks and meals throughout event.

## WHY Sponsor

A sponsorship helps you and your organization gain maximum visibility with the Site Selectors and corporate real estate executives participating in the program.

### Sponsor Benefits:

- Invited to the private “Meet The Speakers” reception
- Receive Program recognition and podium introduction
- Sponsorship builds both your locations “brand” and your identity with our speakers
- Includes registrations

## Contact Us

This forum is a boutique style event. To preserve the networking environment registration is limited to 75 attendees. The rate per delegate is \$1,495.

For program, registration or sponsorship information please contact Dennis Shea at [dshea@areadevelopment.com](mailto:dshea@areadevelopment.com) or call 516-338-0900 x208. For APPA membership questions, contact Heidi Lambert, Director of Education, at [HLambert@publicpower.org](mailto:HLambert@publicpower.org) or call 202-467-2921.

## WHY Register

**“All did a great job of making the Economic Development & Consultant relationship applicable to the power company perspective.”**

Tennessee Valley Authority

**“All speakers were excellent, and the information and open discussion stood out as exceptional.”**

San Antonio EDF (TX)

**“Exceeded expectations. Enjoyed the variety of site consultant’s “specialties”. Recommend that future forums keep the diversity!”**

Knoxville Utilities Board (TN)

**“This was the best economic development conference that I have ever attended in my 31 years of experience. Excellent all the way around. I plan to attend others in the future. The conference was fantastic.”**

Illinois Municipal Electric Agency

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Organized By **AREA** DEVELOPMENT & **APPA**

