

The Consultants Forum wishes to thank our Platinum Host Sponsors:



TEAM LOUISIANA SPONSORS



OPENING — MONDAY, JUNE 5TH

5:30 pm Registration
Grand Ballroom Foyer, Conference Level, 2nd Floor

6:00 pm – Speaker & Sponsor Reception (private)
7:00 pm *Library Lounge, Lobby Level, 3rd Floor*

Silver Sponsor:



7:00 pm – Welcome Networking Reception
7:45 pm *Lobby Garden, 3rd Floor (French Quarter Bar if rain)*

Gold Sponsor:



7:45 pm – Opening “Taste of Louisiana” Dinner
8:45 pm *French Quarter Bar, 3rd Floor*
Delegates and speakers are invited to enjoy our hospitality for the opening of the Consultants Forum.

Gold Sponsor:



DAY ONE — TUESDAY, JUNE 6TH

7:30 am – Registration
8:30 am

7:30 am Networking Breakfast
Grand Ballroom Foyer, Conference Level, 2nd Floor

Silver Sponsor:



8:30 am Welcome and Opening Remarks
Grand Ballroom, Conference Level, 2nd Floor

Dennis Shea
President & Publisher
Area Development Magazine
The Consultants Forum

The Honorable Mitch Landrieu (Invited)
Mayor
City of New Orleans

Don Pierson
Secretary
Louisiana Economic Development

8:45 am Navigating Uncharted Waters in 2017

With 2017 capital investment plans well under way, companies will be paying close attention to changing conditions that will potentially affect their location decisions. The conversation turns to the potential impact of the changes in government, reaction to a new administration's policies, and levels of relative uncertainty.

Although the economy is experiencing much positive activity driven by corporate optimism, any type of uncertainty tends to promote a wait-and-see approach as it relates to capital investment. Based on Site Selection Group's recent experience and changes in macro-economic factors, this session will explore the potential trends both positive and not so positive that economic developers and companies might want to monitor.

Speaker: Josh Bays

Principal
Site Selection Group, LLC

9:25 am Dollars and Sense

In an ever-changing political and fiscal climate, uncertainty requires flexibility and innovative solutions to mitigate risk for corporate clients. Each country, state and city has a unique way of trying to recruit and retain investments and jobs. As companies work through the site selection process, incentives play an important part in overcoming financial shortfalls and gaps.

In this session, our speakers will focus on recent trends, implications of tighter government budgets, creative incentives solutions, and the importance of incentives and compliance in the site selection process for risk mitigation.

Speakers: Minah Hall

Managing Director
True Partners Consulting

Kim L. Moore

Managing Director, Consulting
Newmark Grubb Knight Frank

10:05 am Networking Refreshment Break

Grand Ballroom Foyer

Silver Sponsor:



10:20 am The Infamous Site Visit

"When will the company plan to visit?" A seemingly easy question to ask but an ever increasingly difficult task to execute on. Everyone has heard of Emily Post, the leader in etiquette, but she's yet to tackle economic development. Unlike Emily Post, Chris Schastok did not begin his career as a flight attendant and has never been a school teacher, but has accompanied many clients on the infamous site visit.

Since the recent invention of automobile and air travel, the logistics of having a prospect come visit has simplified but what do you do when they are actually in your backyard? What's the price of missing the opportunity? Can an in-market visit change perception? What about swaying the decision? Who needs to join? What should be presented? Is the windowless conference room the best location to bring it all together? Join Chris in a discussion about the frequently debated topic of the in-market visit and how to truly differentiate.

Speaker: Chris Schastok

Vice President, Location Strategy & Incentives
CBRE

11:00 am Change is the Only Constant"

This presentation will discuss the technological changes in the energy industry and resulting changes in the national and local economies. It will conclude with recommendations on how to exploit the changes taking place in the energy industry to stimulate local economies, impact economic development efforts, and attract investment .

Speaker: Bruce Rutherford

International Director
JLL

11:40 am 3D Printing Will Rock the World

U.S. manufacturing jobs have been declining since 1975, but manufacturing has steadily increased. This means U.S. manufacturers are efficient, making more things with fewer people. So where will tomorrow's jobs come from?

According to John Hornick, 3D printing may be a big part of the answer to that question. Speaking from his award-winning book, *3D Printing Will Rock the World*, John explains how 3D printing has the potential to transform the world by democratizing production; simplifying, regionalizing, and distributing manufacturing; relocating and shortening supply chains; and creating jobs where labor costs are high. In this session, hear what this new manufacturing paradigm will look like, and how you can be prepared.

Speaker: John Hornick
Partner
Finnegan IP

12:20 pm Catch-Up Break

12:30 pm Networking Luncheon

French Quarter Bar, Lobby Level, 3rd Floor

1:30 pm Successfully Attracting Engagement Centers – What Makes a Location Work?

Newly sited call centers, shared services, and contact centers benefit a wide variety of locations from rural to urban. As e-commerce, online services, and other service sector operations continue to rapidly expand in today's economy, there is growing demand for cost-competitive locations. In this session, we look at the critical factors that attract these growing numbers of projects and what role utilities play in siting these investments to their service territory.

Speaker: Jeff Pappas
Executive Vice President
E Smith Realty Partners

2:10 pm E-Commerce Disruption:

The growth of Omnichannel and How It's Impacting the Supply Chain from End-to-End

Actually, it is not about e-commerce but about omnichannel. The term "e-commerce" is used in many instances when the more appropriate term is "omnichannel." Omnichannel refers to reaching the consumer via any and all means – stores, websites,

catalogues, pop-up outlets, etc. Unfortunately, e-commerce is portrayed as "disruption" and a new "technology." However, these terms distract from the impact that the shift to omnichannel is having on the retail sectors and, therefore, the economy. E-commerce is therefore more than just an app on a smartphone; it is part of a significant change in business practices.

In this session the speakers will explain these trends and their impact on site selection from the perspective of the support they are providing to companies seeking to develop and refine their omnichannel strategies.

Speakers: Dr. Walter Kemmsies
Managing Director, Economist & Chief Strategist,
U.S. Ports, Airports and Global Infrastructure Group
JLL

Matt Powers
Executive Vice President,
Retail /E-Commerce Distribution
JLL

3:00 pm Networking Energy Break

Grand Ballroom Foyer

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3:15 pm Consultants Roundtable & Breakout Sessions

The breakout sessions feature tables of 8 to 10 attendees with selected consultants for a lively roundtable discussion session and provide the opportunity to discuss key issues.

4:00 pm Close of Monday's General Session

4:15 pm – Team Louisiana Sponsor & Speaker Reception (private)

5:15 pm Crescent View Room, 12th Floor

6:10 pm Meet to depart for dinner at The Pelican Club

*Hotel back entrance on Iberville Street
(Rain? We have umbrellas.)*

6:30 pm– 8:30 pm **Networking Reception & Dinner**
The Pelican Club, 615 Rue Bienville @ Exchange Alley
Delegates and speakers are invited to enjoy the hospitality at the Pelican Club.

Gold Sponsor:



DAY TWO — WEDNESDAY, JUNE 7TH

7:45 am **Networking Breakfast**
Grand Ballroom Foyer, Conference Level, 2nd Floor

Silver Sponsor:



8:40 am **Welcome to Day 2**
Grand Ballroom, Conference Level, 2nd Floor

Dennis Shea
President & Publisher
Area Development Magazine
The Consultants Forum

8:45 am **Real Estate Swap : Warehouse for Retail**
Industrial real estate was slow to recover from the last recession, but is now among the most active and strong real estate sectors. Industrial is in the prime of its cycle, with absorption having accelerated every year since 2009, resulting in an industrial vacancy rate of 5.4 percent, reportedly the lowest level since 1986. Construction and absorption are both at record highs with e-commerce the economic driver that is supercharging demand for space. Retailers continue

to invest in their online strategies and supply chains to avoid being "Amazoned." What factors drive these e-commerce and fulfillment decisions and their impact on those regions will be evaluated, including development and rental markets, impacts on retail space, and strained labor conditions in a nearly full employment landscape.

Speaker: Brad Lindquist,
Senior Managing Director, Global Corporate Services
Newmark Grubb Knight Frank

9:25 am **Global Location and Site Selection – Insights and Trends**

The presentation will provide a review of recent global FDI activity including leading international and U.S. recipients for investment. Among the topics which will be reviewed are the process and tools which companies utilize in completing site selection projects.

An overview of the results of KPMG's 2016 *Competitive Alternatives* study, which documents project costs in over 100 cities in 10 countries in North America, Europe, and Asia across 19 industries will be provided to present how various U.S. cities compare to other global competitors for FDI.

Finally, the presentation will review the impact which recent proposals and developments of the Trump administration, including tax reform legislation, may have on U.S. economic growth and FDI. Potential impacts of Brexit and other EU changes on FDI will also be discussed.

Speaker: George Tobj,
Managing Director,
Global Location & Expansion Services
KPMG LLP

10:05 am **Networking Refreshment Break**

Grand Ballroom Foyer

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10:20 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, and the economic impacts of a data center project. Based on this brief introduction, the session will then focus on the utility's role in the site selection process and provide examples of how utilities can impact "the deal." The discussion will include tariffs, policies, marketing, and utility programs being deployed to attract and retain the industry.

Speaker: Will Steffens
Principal
Sugarloaf Associates

12:30 pm Networking Getaway Luncheon
French Quarter Bar, 3rd Floor

Silver Sponsor:
nationalgrid
HERE WITH YOU. HERE FOR YOU.

1:30 pm Adjournment

11:00 am New Silicon Investment: What Will Attract Tech Companies to Your Region?

The Bay Area has seen an estimated 4,500 expansion or relocation projects since 2010, with the number of projects increasing every year.* Most of those expansion projects are technology companies that don't use site selectors, and may have a difficult time qualifying for traditional incentive programs.

Fast-growth technology companies have a unique set of criteria they use to consider regions for expansion, and many are drawn to markets that are experiencing their own transformation. From lifestyle and culture, to unique real estate assets and eco-conscious government programs, tech companies' office and industrial project expansions are evaluated in a different way than traditional companies.

For EDOs to benefit from technology's explosive growth, they need to be proactive and comprehensive in their business attraction approach. So what can communities do to raise their market's profile?

**Source: fDi Intelligence*

Speaker: Mary Hebert
Senior Vice President, Strategy & Partnerships
WAVTEQ

11:30 am Closing Remarks

11:45 am Consultants Roundtable & Breakout Sessions

The breakout sessions feature tables of 8 to 10 attendees with selected consultants for a lively roundtable discussion session and provide the opportunity to discuss key issues.

SPEAKER SPONSORS

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• Speaker Travel Luggage:



Gold Sponsor:
• Speaker Airport Greeting:

