

THE WOMEN IN ECONOMIC DEVELOPMENT FORUM

Sofitel Chicago Magnificent Mile, September 30 – October 2, 2018

SUNDAY, SEPTEMBER 30TH

5:30 pm **Registration Opens**

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

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

DAY ONE - MONDAY, OCTOBER 1ST

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

8:45 am **Welcome to the Forum**
Paris Ballroom

Dennis Shea, President/Publisher
Area Development | Consultants Forum

8:50 am **Introduction By Forum Moderator**

Amy Gerber, Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

9:00 am **Investment Decisions in the Middle Market**
While “mega deals” attract national headlines, it is the smaller mid-market projects announced every day in cities and regions across the country where most economic developers spend their time. This session will examine the factors at play when a mid-market business makes a critical investment decision and we discuss strategies for economic developers to attract and serve these businesses.

Speaker: Kate Crowley, Principal
Baker Tilly Capital, LLC

9:40 am **Beyond Site Certification: Effective Preparedness Methods for Capturing Economic Development Opportunities**

In this session, we will discuss how evolving market trends are changing the preparedness methods for attracting primary development investment. Participants will learn how to effectively position their communities’ site and facilities assets by understanding the variety of preparedness data points desired by the site selection community, regardless of urban or rural location.

Speaker: Courtney Dunbar, Industrial Program and Economic Development Leader
Olsson Associates

10:20 am **Networking Refreshment Break**

10:40 am **Textile Industry Making a Comeback**
Changes in global economic, social, and political environments are having major impacts on the textile industry. In addition, manufacturing technology and consumer trends are transforming textiles and apparel. This session will discuss these changes and why the United States is finally seeing a resurgence in the textile industry.

Speaker: Beth Land, Vice President,
Industrial & Economic Development
Site Selection Group

11:20 am **Ways to Win at Foreign Direct Investment... Without a Big, Shiny, New Project**

As economic developers, it can be easy to spend your days chasing new and exciting projects from around the world for your community. After all, everyone wants to catch the big fish. This session dives into some of the alternative ways that communities can facilitate job creation and investment when doing business on a global scale.

Speaker: Morgan Crapps, Consultant
Parker Poe Consulting

12:00 pm **Networking Lunch**
Paris Ballroom Foyer

1:20 pm **Food Processing Attraction – How Your Region Can Benefit**
Leading trends are positively affecting the future of food manufacturing. The industry is experiencing change in processing, adding manufacturing staff, adding new lines, opening new plants while expanding capacity to others, and expansions outpacing consolidation to existing plants. Overall, food manufacturing is “generally in good shape” and growth can benefit locations throughout the country. Capital investment by foreign companies in the U.S. is also driving U.S. growth in the food and beverage industry. Our speaker will discuss how this market sector can benefit EDOs from rural to large regions .

Speaker: Amy Gerber, Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

2:00 pm **Workforce of the Future: Strategies to Attract & Retain Millennial and Gen Z Talent**
Today’s workforce population is in the midst of a dramatic shift – while baby-boomers begin to age out, millennials and Generation Z are becoming the largest demographic group in the workforce. In fact, by 2019, these younger generations will comprise 63.5% of the global population. As talent and workforce development are key drivers for economic growth, companies and communities are looking for ways to attract and retain these workforce populations. In this session we will identify who these generations are and what they’re looking for in their education, careers, and communities. We will also discuss how these groups factor into companies’ investment decisions and potential economic development strategies to attract and retain a younger workforce, including how to best leverage new and existing workforce development tools and incentives.

Speaker: Alex Bratsafolis, Director of Public Affairs
bmgzstrategies

2:40 pm **Networking Energy Break**

3:00 pm **Regional vs Local. What makes the most sense? Why? Who does it well? What are the challenges?**
How can you best present your location’s singular story to prospects and consultants if it is part of a larger regional area, particularly if your story is the strongest within the region ? What is the best way to present your location as a viable site by drawing on the data strengths of your regional partners? The speaker will illustrate what you can do to distinguish your location in either case as well as discuss the most important data you need to make a case for consideration as a single entity and/or as part of a larger area.

Speaker: Carol Henderson, Senior Director,
Business Incentives Practice
Cushman & Wakefield

3:40 pm **Roundtables**
Paris Ballroom

Enjoy a glass of wine or other beverage at these back-to-back speaker-moderated roundtable discussions with 7-8 of your colleagues.

3:45 pm *Roundtable One*

4:15 pm *Roundtable Two*

4:45 pm **Close of Day One**

5:15 pm **Speakers/Sponsor Reception (Private)**
La Bar
Lobby Level

5:45 pm **Baton Rouge Area Chamber/Speakers Reception (Private)**
Bordeaux Room/Paris Ballroom Foyer

DAY TWO – TUESDAY, OCTOBER 2ND

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

8:45 am **Welcome to Day Two**
Paris Ballroom

Dennis Shea, President/Publisher
Area Development | Consultants Forum

8:50 am Introduction By Forum Moderator

Amy Gerber, Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

9:00 am Creative Workforce Training & Development – Finding New and Unique Solutions

Across the country, skilled labor availability is the #1 issue facing businesses and communities. The low unemployment rate – a “good problem” – is taking its toll in virtually every market. Join us to discuss new and creative solutions being implemented to:

- Develop and fund new training programs
- Teaming to find unique solutions
- Filling the age gap
- Creating multigenerational strategies
- Tapping into the underutilized population sectors

Speakers:

Shannon O’Hare, Managing Director,
Business Incentives Practice
Cushman & Wakefield

Ann Petersen, Managing Director,
Business Incentives Practice
Cushman & Wakefield

9:40 am Artificial Intelligence: Competing for the Future

Advances in Artificial Intelligence, the theory and development of computer systems able to perform tasks that normally require human intelligence, will revolutionize society more than any previous technology, even the Internet. This session will explore the many ways AI will change our lives while learning about how nations and regions are competing for investment and talent. We’ll discuss how AI might impact the future of work. Will certain jobs and skill sets become obsolete? What are the implications of these developments for the practice of economic development? We’ll try to make sense of what AI means for our future.

Speaker: Michele Cammarata, Director,
Site Selection and Incentives
BDO

10:20 am Networking Refreshment Break

10:40 am Don’t Assume; Question Your Data

Our digital world gives us fast and easy access to vast amounts of data. Great analytics and valuable decision support systems begin with reliable information. Learn the questions to ask used by leading data scientists to distinguish good data from bad.

Speaker: Samantha Wriker

Location Economics Director
EMSI

11:20 am Firing Line Questions From the Floor

In this panel discussion we will hear from all our speakers on questions submitted by the Forum delegates

Panelists: All Speakers

Moderator:

Dennis Shea, President / Publisher
Area Development | Consultants Forum

12:00 pm Closing Remarks

Amy Gerber, Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

Dennis Shea, President/Publisher
Area Development | Consultants Forum

12:30 pm Getaway Networking Lunch

Paris Ballroom Foyer