

WOMEN IN ECONOMIC DEVELOPMENT FORUM

Sofitel Chicago Magnificent Mile, October 10-12, 2023

Area Development would like to acknowledge this year's Host Sponsor:



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

OPENING — TUESDAY OCTOBER 10

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

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

Sponsor:



7:00 – 9:00 pm **Welcome Reception and Dinner**
Grand Ballroom (3rd Floor)

Reception Sponsor:



Dinner Sponsor:



DAY ONE — WEDNESDAY OCTOBER 11

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

Sponsor:

VIRGINIA

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

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

8:45 – 9:10 am **Making a YOU-Turn**
In life, we often find ourselves at a crossroads, faced with choices that can lead us down different paths. How much of that drive can we control? Let's talk about how you can navigate a full plate and embrace change as a catalyst for personal and professional growth. It is time to make a YOU-turn and create a more balanced life unlocking your fullest potential. Let's go!

Speaker:

Managing Director, Business and Economic Incentives
JLL

9:15 – 9:45 am **Chicken or the Egg: What Comes First - Site Selection or Incentives?**

There are a lot of variables within the site selection process driven by key factors such as real estate availability, utilities, workforce, regulatory and tax environment, etc. Inevitably, the question becomes when should site selection eventually blend with economic incentives? This session will discuss best practices to implement early in the RFI process and initial site visits to support a well-organized, comprehensive, and swift decision-making process.

Speakers:

Director
Site Selection Group

Senior Partner
Site Selection Group

9:50 – 10:10 am **Networking Refreshment Break**
Ballroom Foyer

Sponsor:



10:15 – 10:40 am **The Changing Landscape of Energy in the Site Selection Process**

While electric power access and reliability have traditionally served as critical factors in the site selection process, the demands on power capacities, sourcing, and composition have changed dramatically in recent years. In this session, we will discuss the nuanced expectations of power delivery to end-users and how to effectively prepare site assets and power infrastructure.

Speaker:

Director, Site Selection
Burns & McDonnell

Conference Wi-Fi Sponsor:



10:45 – 11:15 am **AI vs. the Site Selector: You Decide**

Will AI be a powerful tool in the site selector's kit, or is it poised to displace the role? In a test of wits and willpower your submitted questions will be presented to both the Site Selector and AI to answer.

Speakers:

Managing Director
Compass Key Site Solutions

Managing Partner
Atlas Insight

11:20 – 11:55 am **Competing for Projects in 2024**

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.

Panelists:

Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

Executive Managing Director, Business Incentives Practice
Cushman & Wakefield

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

12:00 – 1:00 pm **Networking Lunch**
Ballroom Foyer

Sponsor:



1:15 – 1:40 pm **Exploring the “S” in ESG**
In this session, the speaker will explore the social elements of ESG that matter to site selectors, corporations, and executives making location decisions using case studies from recent site selection projects. The session will also include strategies that some communities are using to address community challenges such as transparency, diversity, affordable housing, community engagement.

Speaker:

Principal
Baker Tilly

1:45 – 2:20 pm **Switching Sides: From Economic Developer to Site Location Consultant**
When economic developers turn in their public servant cards and switch teams the view changes. This panel of former economic development professionals turned site location consultants will share what it’s like working the other side of the deal, what we thought we knew as economic developers when it came to communicating with consultants, interacting with former colleagues and how you can leverage that knowledge to strengthen your economic development efforts.

Panelists:

Senior Vice President, Site Selection and Incentives
Cresa

Manager, Site Selection and Incentives
Cresa

Senior Consultant
Global Location Strategies

2:25 – 2:45 pm **Networking Refreshment Break**
Ballroom Foyer

Speaker Charging Stations Sponsor:



3:00 – 4:15 pm **Roundtable Discussions (3)**
Grand Ballroom
The three Roundtables are meant for casual discussion and to provide an additional platform for speakers and attendees to connect. Please be ready to introduce yourself and help drive the 25-minute conversations!

4:15 pm **Day-One Close**

ATTENDEE “ON THE TOWN” DINING

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

SPEAKER AND SPONSOR PRIVATE DINNER

6:00 – 8:00 pm



*18 E Bellevue Place
(6-7 minute walk or shuttle service provided)*

Sponsor

CLAYCO

THE ART & SCIENCE OF BUILDING

NIGHTCAP AT THE SOFITEL

8:00 – 9:30 pm

Attendees, sponsors, and speakers are invited to end the evening and enjoy a drink and dessert in the Cigale Private Room (lobby level).

Please wear your badge and feel free to dress casual for the above events!

DAY TWO — THURSDAY, OCTOBER 12TH

BREAKFAST 7:30 AM | CLOSING LUNCH 11:45 AM

Speaker Travel Bag Sponsor



Speaker Memento Sponsor



Closing Lunch Sponsor



SESSION ONE: 8:45-9:20 AM

PARIS SALON

I Cooked, I Decorated, I Made It Nice!

When it comes to hosting a productive and memorable site visit, the little things are the big things. This session will cover practical ideas on how to prepare for a visit, how to run a visit, and how to follow up after a visit to make sure you stay on the shortlist.

Speaker:

Senior Manager, Location Analysis and Incentives
Maxis Advisors

CHICAGO SALON

Impact Is the New ROI, Profit Is Now Tablestakes

In today's rapidly evolving business world, the pursuit of profit alone is no longer enough. During this session we will discover how companies are shifting their focus from traditional ROI to measuring and maximizing impact, both as a moral imperative and strategic advantage. Explore real-world case studies, practical strategies, and the reasons why impact is the new driver of corporate investment.

Speaker:

Senior Director, Client Strategy
Transwestern

SESSION TWO: 9:45-10:20 AM

PARIS SALON

Rising Global Trends and Their Effects on Industry

Between anti-globalization and populist sentiment, to the lingering fallout of the Covid-19 pandemic, worldwide issues continue to dominate headlines and impact how and where corporations are investing. In this session, we will explore current global trends and their increasing impact on the corporate decision-making process.

Speaker:

Senior Consultant, Location Advisory Services
McGuire Sponsel

CHICAGO SALON

Legal and Real Estate Due Diligence

What is the due diligence period? Why is it important? What inspections and studies need to be completed? We will discuss the importance of the due diligence period, which eliminates unknown risks and allows you to take the necessary precautions to protect yourself and your project.

Speaker:

Partner
K&L Gates

SESSION THREE: 10:45-11:20 AM

PARIS SALON

The Progression of a Deal and a Discussion About Your Experiences

In this collaborative session, you will discuss "better practices" of the site selection process that range from "getting on the list" through "closing the deal." You will work with your facilitator to discuss real-life examples and share and trouble shoot your on-the-ground experience to enhance your approach with site investors on a go-forward basis.

Speaker:

Director, Site Selection and Project Development
KPMG

CHICAGO SALON

Inflation Reduction Act: Driving Development

The session will cover basics of the Inflation Reduction Act of 2022 related to sustainability, tax credits and grant funding. Discussion on how states and economic developers are capitalizing on these opportunities in support of business expansions and investments.

Speaker:

Manager, Global Location Investment Services, Credits & Incentives
EY