

VIRGINIA BEACH CONSULTANTS FORUM

Marriott Oceanfront Resort, June 10-12, 2024

Area Development would like to acknowledge our Host Sponsors:



OPENING — MONDAY, JUNE 10

5:30 – 8:30 pm **Registration**
Seaside Ballroom Prefunction (ballroom level)

6:00 – 7:00 pm **Sponsor and Speaker Private Reception**
Island Lawn

Sponsor:



7:00 – 9:30 pm **Welcome Reception and Dinner**
Ocean Lawn

Reception Sponsor:



Dinner Sponsor:



DAY ONE — TUESDAY, JUNE 11

7:00 – 8:00 am **Opening Breakfast**
Salon E

Sponsor:



8:15 – 8:45 am **Opening Remarks**
Seaside Ballroom

Dennis Shea
President & Publisher
Area Development

8:45 – 9:10 am **The Future of Commerce Is Underway: Meeting the Needs of What's to Come in the Supply Chain**
The session will provide insight into strategic investments and initiatives that are preparing for the future of shipping while also setting new nationwide standards for commerce at America's Most Modern Gateway.

Speaker:

Stephen A. Edwards
CEO & Executive Director
Virginia Port Authority

Conference Wi-Fi Sponsor:



9:15 – 9:40 am **Market Signals that May Influence the Future**
This session will take a quick look at the macroeconomic dynamics and the issues facing product development, the electric utility industry, and the influence these factors may have on what comes next.

Speaker:

Robert Boehringer
Managing Director, Deal Advisory & Strategy
KPMG LLP

9:45 – 10:10 am **Networking Refreshment Break**
Prefunction

Sponsor:



10:15 – 10:50 am **Updating Your Community Toolkit to Adapt to the Evolving Project Landscape**
Using diversification of industry and project size to build a recession proof community. What the future holds for job types, job counts, wages, and capex on the projects in your pipeline and how your recruitment strategy does (or does not) align with established goals.

Panelists:

Annie Baxter
Senior Vice President, Site Selection & Location Incentives
CBRE Advisory

Benton Blaine
Managing Director, Total Workplace
Cushman & Wakefield

Mac Farr
Principal
Strategic Development Group

Speaker Charging Sponsor:



10:55 – 11:30 am **It's Your Turn, We Want Your Feedback!**
Effective collaboration between economic development professionals and site selectors remains critical to our collective success. You've heard many site selector-led sessions that focus on best practices for economic development. Attendees have provided anonymous and candid feedback on how site selectors can support YOU! Let's discuss.

Panelists:

Brian Corde
Managing Partner
Atlas Insight

Scott Kupperman
Founder
Kupperman Location Solutions

Blair Westmoreland
Director, Credits & Incentives
DMA Inc.

11:45 am – 1:00 pm **Networking Lunch**
Salon E

Sponsor:



Powering Your Every Day.™

Speaker Memento Sponsor:



Speaker Travel Bag Sponsor:



AFTERNOON — BREAKOUT SESSIONS (2)

Please refer to the emails that were sent to you or the big board screen for your room assignments.

1:15 – Breakout Sessions #1
2:00 pm *Salon ABC, Salon D, and Goodman*

Amy Gerber – Cushman & Wakefield
Industrial Deal Activity and Growing Industries

Gabriel Dion and Carlos Sanchez – Newmark
FDI Trends, USMCA, and How to “Speak” Mexicanadian

Steve Tozier – EY
IRA, IJIA, and Beyond – Leveraging Federal Incentive Opportunities to Win the Local Project

Speaker Refreshment Sponsor:



2:15 – Breakout Sessions #2
3:00 pm *Salon ABC, Salon D, and Goodman*

Matt Hinshaw – Bradley
Five Global Trends and How to Capitalize on Them

Alan Reeves and Brooklin Salemi – Newmark
Not All Heroes Wear Capes: The Role of a Local Economic Developer

Mike McDermott – Cushman & Wakefield
How Companies are Examining Their Office Footprint in Response to Hybrid Work, Labor Competition, and more

Speaker Water Sponsor:



3:15 – Roundtable Discussions (3)
4:30 pm *Salon D and E*

The 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!

AN EVENING AT THE CAVALIER

Drinks + Appetizers



SPONSOR AND SPEAKER PRIVATE RECEPTION

Raleigh Room
5:30 – 6:30 pm

Sponsor



GENERAL NETWORKING RECEPTION

Great Lawn & Raleigh Loggia
6:30 – 8:30 pm

Sponsor



Please wear your badge!

DAY TWO — WEDNESDAY, JUNE 12TH

BREAKFAST 7:30 AM | BREAK 9:45 AM | LUNCH 11:30 AM

Breakfast Sponsor



Break Sponsor



Forum Sponsor



Lunch Sponsor



BREAKOUT SESSION ONE: 9:00-9:40 AM

PRESIDENTIAL BALLROOM - SALON A-B

Powering Prosperity Together

Deloitte will talk about the power needs of energy hungry projects, the common challenges they face addressing those needs during the site selection process, and how economic development teams can stand out relative to the competition in addressing those challenges.

Speaker: Chandler Greene

Manager, Enterprise Services and Location Strategy (ESLS) Practice
Deloitte Consulting LLP

PRESIDENTIAL BALLROOM - SALON C

Website to the RFI: How the Initial Look Can Get the Ball Rolling

A website that reflects your region's assets in an impactful way can begin to engage interested parties without you being in the room. Lets highlight information that can get you that RFI then discuss common obstacles we all deal with when providing and deciphering that data.

Speaker: Azad Khan

Principal
Parker Poe Consulting

PRESIDENTIAL BALLROOM - CALLOWAY

Looking at the Deal from Start to Finish

The session will examine a project's incentives timeline, agreement negotiation, and compliance reporting process, and how a community can create a competitive advantage at each benchmark along the way.

Speaker: Doug Heinz

Manager, Site Selection & Incentives Advisory
Kroll

BREAKOUT SESSION TWO: 10:00-10:40 AM

PRESIDENTIAL BALLROOM - SALON A-B

Not In My Backyard!

We will explore ways to mitigate the impact NIMBYism plays in negatively impacting economic development. We will seek to tackle the question, "How can my community proactively position controversial projects for success?"

Speaker: Steven Pearce

Vice President, Infrastructure & Economic Development
McGuireWoods Consulting LLC

PRESIDENTIAL BALLROOM - SALON C

Intentional Strategies for Industrial Land Development

How does an economic developer proactively identify and activate top potential sites to attract their community's targeted industries? This session provides an in-depth look into best practices and strategies around the complex process for activating industrial real estate.

Speaker: Devin Hillsdon-Smith

Director, Integrated Site Selection – Industrial
Cushman & Wakefield

PRESIDENTIAL BALLROOM - CALLOWAY

Financing Challenges and Using Credits and Incentives to Help Make the Deal Pencil

This session will touch on recent events driving capital markets and aims to address the financing challenges faced by corporate end-users while striving to make their ventures financially viable. By leveraging innovative financing strategies, attendees will gain insights into overcoming obstacles and ensuring successful project execution.

Speaker: Adam Glatz

Managing Director
Maxis Advisors