



November 19, 2014

MEMORANDUM

TO: Public Power Executives and Economic Development Professionals

FROM: Ursula Schryver, Vice President of Education & Customer Programs and Heidi Lambert, Director of Education, APPA

SUBJECT: New Economic Development Conference Opportunity

The American Public Power Association is pleased to partner with Area Development to host the first annual [Public Power Consultants Forum](#), **March 30 – April 1, 2015**, at the Hutton Hotel in **Nashville, Tennessee**.

Area Development has been a leader in site selection/relocation information and education since 1965. APPA and Area Development have partnered for decades to bring the best in economic development education and resources to public power utilities. Area Development has led sessions at APPA's annual Customer Connections Conference and we're proud to expand our offerings through the new Public Power Consultants Forum.

The forum is designed to educate public power utility economic developers, CEOs and executive leadership—as well as the policymakers, community officials and state/regional economic developers they work with—on success strategies and best practices in economic development. This new annual event features expert presentations and roundtable discussions on drivers of the site selection process, business retention and attraction strategies, growth industries, and guidance on how utilities can work with economic developers and businesses. Nationally recognized site selectors, top real-estate professionals, and industry executives offer insights on business trends and tools for success. Visit the [event web site](#) for the latest program and registration information.

In addition to the Public Power Consultants Forum, APPA offers the following resources on economic development:

- **Customer Connections Conference** (*Oct. 18-21, 2015, Austin, Texas*): Benefit from a dedicated track on utility economic development, including roundtable discussions and networking opportunities. [Click here](#) for more information.
- **Economic Development Listserv** (*free for APPA members*): Connect with over 250 public power peers to share ideas and ask questions on economic development issues. [Email APPA to join](#).
- **APPA/Area Development Magazine Public Power Supplement**: *Area Development* magazine features an annual supplement on the advantages of doing business with public power communities. View [previous editions](#).

If you have questions, please contact Heidi Lambert (202/467-2921; HLambert@PublicPower.org).

Ursula Schryver
Vice President of Education and Customer Programs

Heidi Lambert
Director of Education