

## THE PUBLIC POWER CONSULTANTS FORUM

*Hutton Hotel, Nashville, Tennessee • March 30 – April 1, 2015*

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### MONDAY, MARCH 30TH

- 6:00 - 7:00 pm** **Speaker/Sponsor Reception (Private)**  
*Bordeaux Room – Lobby Restaurant, Hutton Hotel*
- 7:00 - 9:00 pm** **Opening Networking Reception & Dinner**  
*Vista D Ballroom, Conference Level*

### DAY ONE — TUESDAY, MARCH 31ST

- 7:30 - 8:30 am** **Opening Networking Breakfast**  
*Vista D Ballroom, Conference Level*
- 8:30 - 8:45 am** **Opening Remarks**  
*Vista A&C Ballrooms, Conference Level*

**Dennis Shea**, President and Publisher,  
**Area Development Magazine,**  
**& The Consultants Forum**

- 8:45 - 9:30 am** **Current Landscape of Industrial Site Selection**  
During this session we take a look at what corporate users are in search of and how the market is responding. Using a recent industrial site selection project as a case study, our expert will discuss how the new critical location factors of today's economy are changing the industrial site selection process and the real estate market, including:

- Who has the right product for the company?
- What markets are aligning corporate users' needs and how they got there?
- How communities can better prepare to respond to the changing industrial landscape?

**Speaker: Brad Migdal**, Executive Managing Director,  
Business Incentives Advisory, **Transwestern**

- 9:30 - 10:15 am** **Miracle-Gro for U.S. Manufacturers – Successful Retention and Attraction Strategies in the Most Active Sectors**

In this session we examine the trends currently driving activity in U.S. manufacturing projects. We will discuss the most active sectors in this field and discuss the reasons behind the robust U.S. manufacturing growth, both in place and in new locations through several case studies. Lastly we look at the role of the economic developer in forging partnerships that can help to raise a community's profile and win projects.

**Speaker: Mike McDermott**, Consulting Manager,  
**Cushman & Wakefield**

- 10:15 - 10:40 am** **Networking Break**  
*Ballroom Foyer*

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**10:40 - 11:20 am**     **Incentives and Closing the Deal – Your Role in Making It Happen**  
In this session we focus on what companies expect in the incentives process, trends in projects and deals, and how utility professionals can help drive the process.

**Speaker: Tom Stringer**, Principal, Ryan

**11:20 - 12:00 pm**     **Top Utility Strategies For Successful Attraction, Retention & Expansion**  
Public power plays a major role in the attraction, retention, and expansion efforts of communities across the U.S. Historically, the role of public power in economic development was to provide reliable power at competitive rates. It's not that simple anymore. In the current environment, utilities have to do far more in order to foster successful economic development. How should utilities do that? This session will explain the essential elements of a practical and effective utility economic development strategy – one that capitalizes on the utility's strengths, removes self-imposed barriers, and encourages the utility to assist new enterprises in creative, genuine, and unlimited ways. In this session we will examine the following:

- The proper context for utility economic development
- Basic elements of utility economic development strategy
- The political domain
- A seat at the table
- More than just reliable service at reasonable rates
- Alignment with strategic plan and financial forecast
- Analytics, partnership, and promotion
- Features of incentive rates
- Don't let them get away – Load retention rates
- Do more with more – Leveraging the utility strengths
- What they do – The best of the best

**Speaker: John Wolfram**,  
Founder & Principal, **Catalyst Consulting, LLC**

**12:00 - 1:15 pm**     **Networking Lunch**  
*Vista D Ballroom, Conference Level*

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**1:15 - 2:00 pm**     **Opportunities for Economic Development in Today's Automotive Industry**  
Since the recent Great Recession the entire auto industry – from OEMs to the supply base – has restructured and is now profitable and growing. Virtually every automaker has expanded or announced new plants, creating new economic development opportunities, especially in the supplier sector. This presentation will examine how and where the industry will continue to expand, as well as:

- New technologies driving the industry
- Foreign direct investment
- The implications of the UAW situation at VW and the impact on other nonunion plants
- Recommendations for communities that want to attract new auto-related investment

**Speaker: Dennis Cuneo**,  
Partner, **Fisher & Phillips LLP**, and former  
Senior Vice President, **Toyota Motor North America**

**2:00 - 2:45 pm**     **Critical Mission: the Data Center Location Decision**  
Siting and building a data center is a unique and challenging endeavor. For data center location decision-makers, the process of risk mitigation underlies every step of the site selection journey, and the "removal of unknowns" reveals the destination site. In this session we look at critical factors affecting data center location decisions and how a utility can enhance its impact on the data center site selection process.

**Speakers: Neale Rath**,  
Manager, Strategy & Operations, **Deloitte Consulting LLP**; **Spencer Sessions**, Target Market Specialist - Data Centers, **TVA Economic Development**

**2:45 - 3:00 pm**      **Networking Break**  
*Ballroom Foyer*

**3:00 - 3:45 pm**      **How Food Companies View the Real Estate Inventory and How to Attract Them to Your Region**  
We all have learned the basic site selection factors that guide general projects. Food companies, however, require a different set of criteria to gain their investment. Many buy existing facilities and adapt them to their specific uses. The end result is an expensive facility that is highly specialized, is heavy on utility use, and tends to bring good jobs to the region. In this session, we examine some real-world case histories that attracted food manufacturers or distributors to a region, learn how to recognize the factors important to these users, and discuss the drivers that can help make available buildings in your location attractive to food company prospects.

**Speaker: David Sours**, Senior Vice President, Brokerage Services – Food Facilities Group, CBRE

**3:45 - 4:30 pm**      **Roundtable Discussions**  
*Vista D Ballroom & Midtown, Conference Level*

**6:00 - 7:00 pm**      **Networking Reception**  
Delegates and speakers are invited to enjoy an “end of day” cocktail, networking, and hospitality.  
*Ballroom Foyer, Conference Level*

**7:00 pm**      **“On the Town” Dining**  
Delegates can enjoy a free evening to explore the many dining options offered in Nashville or at the highly rated Hutton Hotel lobby restaurant “1808 Grille.”

**7:00 - 8:30 pm**      **Speaker/Sponsor Dinner (Private)**  
*Vista D Ballroom, Conference Level*

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**DAY TWO — WEDNESDAY, APRIL 1ST**

**7:30 - 8:30 am**      **Networking Breakfast**  
*Vista D Ballroom, Conference Level*

**8:30 - 8:45 am**      **Opening Remarks**  
*Vista A&C Ballrooms, Conference Level*

**8:45 - 9:30 am**      **Rural Outsourcing - Swapping Mumbai for Mobile**  
With 50 percent or more of major corporations dissatisfied with their offshore providers, Rural Sourcing Inc. is providing an alternative that is both good for its clients and for America’s Tier 3 cities and rural areas. During this discussion, you’ll hear what is driving the growth of this industry and how to capitalize on it.

*Specifically, we will focus on:*

- Rural outsourcing — a billion dollar industry that is growing at 30 percent annually
- Shovels vs. keyboards — attracting the techies
- Partnering for success

**Speaker: Monty Hamilton**, CEO, Rural Sourcing, Inc.

**9:30 - 10:15 am**      **How Can My Community Best Position Itself To Meet Company Needs?**

Site selection involves measuring the needs of a new project against the merits of potential locations. In this session we look at the key factors of site selection and how the process of minimizing risk on a business’ profit and loss statement helps determine which location will win the capital investment and headcount.

**Speaker: Ann Petersen**, Senior Vice President, Business and Economic Incentives, JLL

**10:15 - 10:30 am**      **Networking Break**  
*Ballroom Foyer*

**10:30 - 11:15 am**      **Anatomy of the Deal-How it Gets Done Right - Panel Discussion**  
In this session our panel of speakers will explore the best methods and approaches for a location to successfully “site” a new facility and discuss how to avoid some of the hurdles and errors that can weigh in on a final decision.

**Moderator: Brad Migdal**, Transwestern

**11:15 - 11:45 am**      **Q&A – Final Burning Questions**  
Here's your opportunity to ask your questions of all our speakers on the topics covered or other issues.

**11:45- 12:30 pm**      **Roundtable Discussions**  
*Vista C & Midtown*

**12:30 pm**      **Closing Remarks**  
*Vista A&C Ballroom*

**12:30 - 1:30 pm**      **Networking Lunch**  
*Vista D Ballroom*

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**1:30 pm**      **Conference Adjourns**

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