

# Chicago



OCTOBER 25 - 27, 2015 • SOFITEL CHICAGO WATER TOWER

## 6<sup>th</sup> ANNUAL WOMEN *in* ECONOMIC DEVELOPMENT FORUM

**W**ith so much positive feedback from the more than 275 professionals who have attended the prior five Forums we will return to Chicago again this October. The Women in Economic



Development Forum is focused on the growing importance in the leadership roles women are bringing to the industry, and is intended to encourage and inspire both professional and personal growth. The Forum's unique program is designed to allow you to network with some of the most influential women currently working in the industry and learn more about today's best practices.

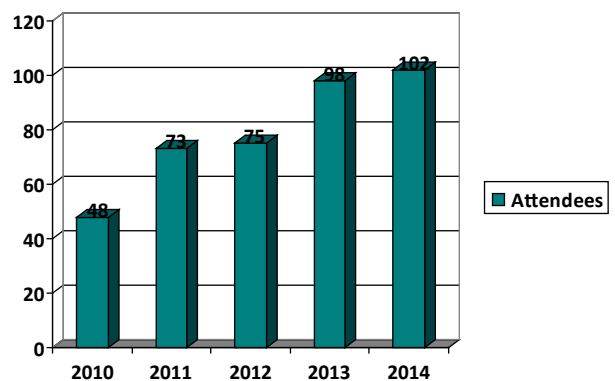
### Who Should Attend?

This Forum is designed for all women professionals working in the field of economic development at all levels. It is a one-of-a kind opportunity to interact with some of the most influential women Site Consultants, Site Selectors, Corporate Real Estate Executives and other Economic Developers.

### What Does the Forum Offer?

- General sessions which give insight into current site selection trends and best practices.
- Interactive professional development sessions focusing on leadership and career advancing skills.
- Peer Panel: Get the inside story as consultants, CRE's and senior economic developers share challenges and successes from their careers
- Roundtable Sessions: Small group discussions with site consultants
- Exceptional networking opportunities

WOMEN in ECONOMIC DEVELOPMENT FORUMS



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# SMART Content

**“Best Consultants Forum.  
Women in Economic  
Development serves as my  
mentoring group.”**

Development Authority of  
Fulton County, GA

## Ros Taylor, CEO, Ros Taylor Company



We are excited to welcome back Ros Taylor to the 2015 Women in Economic Development Forum. Constantly in demand as a coach, speaker and leadership expert internationally, Ros Taylor is a renowned writer, author and presenter. She frequently appears on television and radio as the voice of corporate coaching. Drawing on over 30 years' experience as one of the UK's leading psychologists, Ros devises programs, workshops and courses that get tangible results for senior executives, management teams and the companies that employ them. We look forward to another dynamic workshop session with Ros in Chicago!

## 2015 Speakers (additional speakers to be announced)



**Christine Bustamante**  
*Principal,  
Global Location &  
Expansion Services*  
KPMG



**Amy Gerber**  
*Executive Vice  
President*  
Jones Lang LaSalle



**Minah Hall**  
*Managing  
Director*  
True Partners  
Consulting LLC



**Ann Harts**  
*Principal,  
Global Site Selection*  
Cresa



**Sandy Heistand**  
*Sr. Director,  
Global Real Estate  
& Facilities*  
Advent Software



**Amy Holloway**  
*President & CEO*  
Avalanche Consulting



**Viniti Mahubani**  
*Manager*  
Deloitte Consulting



**Natalie Matwijiszyn**  
*Manager*  
True Partners  
Consulting



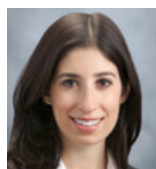
**Betty McIntosh**  
*Senior Managing  
Director,  
Global Consulting  
Group*  
Cushman & Wakefield



**Kathy Mussio**  
*Managing Partner*  
Atlas Insight, LLC



**Kelley Rendziperis**  
*Principal,  
Economic Incentive  
Services*  
Site Selection  
Group, LLC



**Erica Bubes Ruder**  
*Senior Consultant,  
Global Consulting  
Group*  
Cushman & Wakefield



**Tracy Sharp**  
*COO*  
Boyette Strategic  
Advisors



**Ros Taylor**  
*CEO*  
Ros Taylor Company

## 2014 Sessions (2015 sessions to be announced)

Building EDO Leadership • **Corporate Strategies: Understanding the Prospect's Expectations** • Making the Cut - Does your Website Have What It Takes? • **What it Takes to Land Today's Best Projects** • Know Your Broker: Economic Development through Relationship Leveraging • **RFI Response Development** • Site Selection Trends, Predictions and Future Projections • **Social Media Marketing: Best Practices for EDOs** • STEM Workforce Development, an Essential Part of a Competitive Economic Development Strategy • **The Art of Incentives** • The Ladder: What Is Required to Move up in Economic Development?

# JOIN US AGAIN IN **The Signature Room** AT THE 95th FLOOR...

For the third year in a row the Forum's Monday Evening Networking Reception will be held in The Signature Room at the 95th Floor of the famed John Hancock Building. In addition to our attendees and Forum Speakers we will be joined by key Chicago real estate brokers, developers and site consultants for a special networking opportunity.

Cocktails and hors d'oeuvres will be served while taking in the breathtaking views of the Chicago city skyline, Lake Michigan and southward towards Northwest Indiana. The reception is a short walk from the Sofitel on the Magnificent Mile of Michigan Avenue.



***“One of the best conferences I have been to – very informative and no fluff, timely, and great location.”***

Michigan EDC

***“The network of women and industry topics created the most value for me”***

Minot Area Development Corp.

***“The panels and presentation were all excellent. Extremely valuable to economic development practitioners in the field doing deals.”***

Minnesota DEED

***“Kudos for a great 2-day conference. Overall, it was a very positive experience and inspirational to be among such an open and professional group of women.”***

The Beacon Council

***“The presentations were great. Content was very relevant & will be helpful at my current position. Excellent flow – kept me engaged throughout entire forum.”***

Michigan EDC

# SPEAKER Comments

**“All the speakers were great. I especially like that the consultants were so open and welcoming. Refreshing!”**

Union County  
Development Board, SC



"The Women in Economic Development Forum is unique. The intimate atmosphere allows for a greater sense of camaraderie and there is a real desire to connect. Over the years as a speaker, I have formed some of my closest industry friendships from women I have met at this conference."

***Kathy Mussio, Managing Partner, Atlas Insight, LLC***



"As a previous speaker at the Area Development Women in Economic Development Forum, I found the event extremely worthwhile as it offered the attendees the chance to meet with numerous site selection consultants from across the country, and offered me the chance to meet a great group of economic development representatives. The forum topics are always very current and interesting so it is not only a great networking opportunity but is also a learning experience for all."

***Tracy Sharp, COO, Boyette Strategic Advisors***



"I am a big proponent of this event as I believe that it creates a unique forum in which women can explore issues that are unique to them in the field of economic development. There is a general interest in collaboration and networking that promotes sustainable relationships which in this industry, is critically important! There is a freedom to explore and delve deeper into topics that are critically important to women as economic developers. The quality of programming has been excellent and the comments that I have received from those that attended was very favorable. It is important that this programming be continued so please let me know how I can help. "

***Leslie Wagner, Director of Project Management and Development, Ginovus***



"The Women in Economic Development Forum is a wonderful networking opportunity for me to interact on a more personal level with some of the brightest and most talented women ED professionals from across the country. As a site selection professional in a field that is male dominated, having the chance to meet and interact at one event with so many amazing women economic developers is a very productive way to spend 2 business days!"

***Minah C. Hall, Managing Director, True Partners Consulting LLC***

## WHY Attend

- The Consultants Forum is a limited seat boutique style event. To preserve this atmosphere only 100 registrations are available.
- Outstanding speaker program featuring leading national site consultants and CREs.
- Valuable scheduled networking program each day.
- Mentoring opportunities



## WHY Sponsor

A sponsorship helps you and your organization gain maximum visibility with the Site Selectors and CREs participating on the program.

### Sponsor Benefits:

- Invited to the private “Meet The Speakers” reception
- Receive Program recognition and Podium introduction
- Sponsorship builds both your locations “brand” and your identity with our speakers
- Includes registrations

### Contact Us

The early bird rate is \$1,395 per delegate and is available for the first 50 paid registrations. The rate is \$1,595 thereafter. For program, registration, sponsorship or multiple attendee discount information please contact Annie Gregson, Conference Director, at [annie@areadevelopment.com](mailto:annie@areadevelopment.com) or call 212-579-4469.

REGISTER ►

BECOME A SPONSOR ►



Organized By AREADEVELOPMENT

## WHY Register

**“Applicable, realistic and useful information. I found each session to be highly informative.”**

Sacto, CA

**“I wanted to let you know how worthwhile the Forum was for me and other women to whom I spoke. I would encourage you to continue the Women's Forum next year.”**

Indiana Municipal Power Authority

**“Site Selection topics, networking and general relaxed conversations were great. Most valuable conference I have been to.”**

Duke Energy

**“Presentations were fantastic! – great energy, value, fast moving, concise, informational!”**

CEDC, OH

