

# Chicago



OCTOBER 26 - 28, 2014 • HOTEL SOFTEL WATER TOWER

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

**W**ith so much positive feedback from the professionals who attended the prior four 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

**REGISTER ►**

# SMART Content

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

Development Authority of  
Fulton County, GA

## Selected Past Sessions (2010 - 2013) (2014 sessions to be announced in coming weeks)

Building a Great Sales Team • **Building Visibility & Reputation through Effective Media Relations** • Corporate Strategies: Understanding the Prospect's Expectations • **FDI - When Do Cultural Differences Impact Women in Economic Development?** • Harnessing Your Team's Creativity • **Improv for Economic Developers - The Power of Presence** • Innovative Incentive Strategies • **Site Selection Trends, Predictions and Future Projections** • STEM Workforce Development, an Essential Part of a Competitive Economic Development Strategy • **Taking the Pulse of Corporate America – Economic Update** • The Ladder: What's Required to Move up in Economic Development? • **The Leadership Masterclass** • The Power of Balance: Moving Beyond the Myth of “Work-Life Balance” • **The Role of Universities and Colleges in ED** • Understanding Social Media Marketing: Best Practices for EDOs • **What it Takes to Land Today's Best Projects** • Why “Smart Cities” May be More Attractive to Corporations • **Women & Leadership: Strategies for Success** \*Partial List

## 2014 Speakers (more speakers to be announced in coming weeks)



**Allyson  
Stewart Allen**  
CEO  
International  
Marketing  
Partners (UK)



**Deborah Boucher**  
Vice President,  
Principal  
Cassidy Turley



**Erica Bubes**  
Senior  
Consultant  
Global Business  
Consulting  
Cushman &  
Wakefield



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



**Jennifer Carroll**  
Manager  
True Partners  
Consulting LLC



**Beth Choulas**  
Vice President,  
Portfolio Strategy,  
Planning &  
Research  
Fidelity Real  
Estate Co.



**Ann Collett**  
Senior  
Consultant  
Avalanche  
Consulting, Inc.



**Minah Hall**  
Managing Dir.  
True Partners  
Consulting



**Stacy Hofinger**  
Vice President  
Jones Lang  
LaSalle



**Kathy Mussio**  
Managing  
Partner  
Atlas Insight



**Rebecca Truelove**  
Principal &  
Tax Partner  
Ernst & Young



**Ann Marie Woessner**  
Managing Dir.,  
Business/Economic  
Incentives  
Jones Lang LaSalle

## Selected Past Speakers (2010 - 2013)

**Becky Blalock** – Managing Partner, Advisory Capital  
**Tracey Hyatt Bosman** – Director, Grubb & Ellis Company  
**Rose Burden** – Business Incentives Group, Ernst & Young  
**Jennifer Buscher** – Business Development, Compendium Blogware  
**Michelle Cammarata** – Manager, KPMG  
**Laura Clise** – Dir., External Communications & Corporate Citizenship, AREVA  
**Patricia Crumley** – Director of Real Estate, MillerCoors LLC  
**Shannon Curley** – Vice President, Business Consulting, Jones Lang LaSalle  
**Julie Dow** – Manager, Economic Development, Lockheed Martin Aeronautics  
**Gail Edgar** – VP, Corporate Facilities Services, W.W. Grainger  
**Maureen Ehrenberg** – Global Corporate Services, CBRE  
**Jeanette Goldsmith** – Principal, McCallum Sweeney  
**Ann Harts** – Principal, Hickey & Associates, LLC  
**Amy Holloway** – President, Avalanche Consulting  
**Carol Jungman** – Associate Consultant, Aperian Global  
**Soraya Kim** – CEO, Quantum Innovation  
**Robin Roberts Krieger** – VP, Business & Industry Training & ED, OK State University  
**Betty Macintosh** – Business Incentives Practice, Cushman & Wakefield  
**Melissa Mayer** – Director, Analytics, Gensler  
**Elizabeth Narehood** – Managing Director, Future Focus Foundation  
**Melissa Nebelsick** – Senior Manager, Tax Credits & Incentives, Deloitte, LLP  
**Kay M. Palan** – Dean, Haworth College of Business – Western Michigan University  
**Tracy Sharp** – COO, Boyette Strategic Advisors  
**Susan Griffin Shows** – Senior VP, Georgia Research Alliance  
**MaryAnn Sinwell** – Operations Planning Mgr., Mitsubishi Electric Power Products  
**Ros Taylor** – CEO, The Ros Taylor Group  
**Jovana Trkuljia** – Manager, Deloitte Consulting, Strategy & Operations  
**Leslie Wagner** – Dir., Project Management & Development, Ginovus  
**Maureen Welch** – Senior Manager and National CRE Leader, Ernst & Young  
**Kimberly Williams** – Consultant, McCallum Sweeney Consulting  
**Tiffany Winne** – Senior Managing Director, Studley

\*Partial List

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

For the second year in a row the Forum's Monday Evening Networking Reception, hosted by Northwest Indiana Forum, 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

**For program, registration, sponsorship or multiple attendee discount information please contact Annie Gregson, Program Director, at [annie@areadevelopment.com](mailto:annie@areadevelopment.com) or call 212-579-4469.**

BECOME A SPONSOR ►

REGISTER ►



Organized By **AREA** DEVELOPMENT

## 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

Registration must be received to reserve a seat and guaranteed only with receipt of payment. The rate per delegate is \$1,495.