



Mid-America Economic Development Council

2009 Mid-America Competitive Conference

**December 6 – 8
Intercontinental Hotel
Chicago, IL**

Program

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Schedule of Events

Sunday, December 6th

Noon – 5:00 p.m.

Conference Registration

Location: The Renaissance Foyer, 5th Floor, of the Intercontinental Hotel – unless indicated otherwise, all sessions are held on the 5th floor level.

1:00 – 2:30 p.m.

The Renewable Energy Market and Its Effect on the Future of Economic Development in the Mid-west

Presenter: Michael T. Eckhart, President,
American Council on Renewable Energy

Location: Renaissance Ballroom

Mr. Eckhart will discuss the mid-west's future in renewable energy. The wind, solar, and biomass industries will be analyzed based on their future economic impact to states in the midwest. Mr. Eckhart will look at how to capitalize on these growing industries specifically, the manufacturing sector. Current and future Federal and State energy policy initiatives that are promoting renewable energy growth will also be addressed.

2:45 – 4:00 p.m.

Site Selection Trends of Today's Thriving Industries

Presenter: Deane Foote, CECD, President,
Foote Consulting Group, LLC

Location: Renaissance Ballroom

This session will cover a number of timely topics for economic developers, including: Understanding location/expansion trends; the HOT growth sectors of today-including renewable energy, data centers, creative media, software development, healthcare/medical devices, biotech/life sciences, and warehouse distribution; Understanding site selection criteria for both solar and wind power projects; and The importance of doing proper due diligence.

5:00 – 6:30 p.m.

Competitiveness Conference Opening Reception

Location: Camelot Room – 3rd Floor Level

Bring your business card for your chance to win Chicago cash!

Thank You to Our Opening Reception Sponsors!



Monday, December 7th

7:00 a.m. – 5:30 p.m.

Conference Registration

Location: The Renaissance Foyer

7:00 – 8:00 a.m.

Continental Breakfast

Location: Toledo Room

8:00 – 8:15 a.m.

Competitiveness Conference Welcome & Opening Comments

Presenters: Pat Langan, 2009 MAEDC President
& Ed Sitar, Chairman, Illinois Development Council

Location: Renaissance Ballroom



8:15 – 9:15 a.m.

Winning the War for Talent: Lessons from Kalamazoo

Presenter: Ronald Kitchens, CEO, Southwest Michigan First

Location: Renaissance Ballroom

Ron Kitchens will highlight topics from his book, “Community Capitalism: Lessons from Kalamazoo and Beyond.” This book has been published to put in the national spotlight the groundbreaking economic development strategies employed by Kalamazoo, Michigan to revitalize its economy during recent years. The book and this session will overview the region’s long-term strategy for economic growth by focusing community resources into five key areas: place, capital, infrastructure, talent and education. Also, be sure to pick up your copy of Mr. Kitchens’ book on sale at the conference!

9:15 – 9:30 a.m.

Networking Break

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ZoomProspector

9:30 – 10:30 a.m.

CONCURRENT SESSIONS:

The Future of Economic Development: Compete, Collaborate, and Communicate

Presenter: Anatalio Ubalde, Co-Founder & CEO, GIS Planning Inc. & ZoomProspector.com

Location: Renaissance Ballroom

The Internet, competitiveness, networks, and marketing are transforming our profession. Learn how the industry is changing, where it is going and how you can be on the winning side of the future. Topics include marketing, lead-generation, regionalism, social media, business intelligence, benchmarking and more.

The Stimulus Package: What It Means To Communities

Presenter: Joan Herron, President, Herron Consulting

Location: Toledo Room

Although it is too soon to know and understand the full impact of the Federal Stimulus Package, Joan Herron will discuss what the stimulus package means to communities and how your area might benefit.

10:30 – 10:45 a.m.

Networking Break

Thank You to Our Networking Break Sponsor!

AEP OHIO®

A unit of American Electric Power

10:45 – 11:45 a.m.

CONCURRENT SESSIONS:

The Role of Incentives in a Renewable Energy Attraction Strategy: Understanding What is Right for your Community

Presenter: Don Schjeldahl, Vice President and Director, Austin Consulting

Location: Renaissance Ballroom

The green energy revolution is likely to produce many economic development opportunities in the coming years. Jobs in support of solar, wind and smart grid product manufacturing will help transform the economy in communities across the Midwest. Incentives will play a significant role, particularly in the near term, in picking winners and losers among competing locations. This presentation provides a timeline for the growth of these industrial sectors and the corresponding evolutionary path for the incentive landscape.

Continued >



Monday, December 7th **Continued**

10:45 – 11:45 a.m.

CONCURRENT SESSIONS Continued:

Green in Black & White: Why Sustainable Buildings Matter Everywhere

Presenter: Geoffrey Kasselmann, SIOR, LEED AP, President, Op2mize

Location: Toledo Room

Nearly everything "green" has hit a tipping point, both in the commercial real estate realm and beyond. Your community and your job are inevitably impacted by this new reality. You can LEED, follow, or get out of the way. In this session, you will learn about the ever-expanding impact of green and how to harness the vast array of green resources and opportunities to best position your community for economic development awareness and success!

12:00 – 1:00 p.m.

Lunch and 2009 Economic Development Awards Program

Location: King Arthur Court – 3rd floor level

Join us to congratulate the 2009 award winners and finalists! Winners will be announced during the luncheon.

Thank You to Our 2009 Economic Development Awards Partner!

SITE
Selection

1:15 – 4:15 p.m.

Site Selector Panel & Roundtable Discussions

Moderator: Ron Starnier, Executive VP and General Manager, Site Selection and Conway Data Inc.

Location: Renaissance Ballroom

After the site selector panel session from 1:15 to 2:45, which includes a question and answer segment, each of the 11 site selector panelists from all over the U.S. will be seated individually at audience tables from 3:00 to 4:15 to discuss specific important ED topics in small groups.

Site Selector Panelists & Small Group Topics:

- Bob Ady, Ady International Company – How Site Selectors Evaluate Websites
- Deane Foote, Foote Consulting Group, LLC – Community Preparedness
- Joan Herron, Herron Consulting – Business Retention
- Bob Hess, Newmark Knight Frank Consulting – Alternative Energy Manufacturing
- Tracey Hyatt-Bosman, Grubb & Ellis – Call Centers
- Gerald Norton, Binswanger - Distribution/Logistics
- Joe Pilewski, Duff & Phelps - A Comparison of Business Incentives
- Brent Pollina, Pollina Corporate Real Estate, Inc. - Manufacturing
- Don Schjeldahl, Austin Consulting - Renewable Energy
- Jerry Szatan, Szatan Associates - Locating Corporate Headquarters
- Chris Watts, Jones Lang LaSalle, Inc. - Supply Chain

4:15 – 4:30 p.m.

Networking Break

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 **ADY** INTERNATIONAL COMPANY
THE AUTHORITY IN SITE SELECTION



4:30 – 5:30 p.m.

Corporate Real Estate Panel – NEW THIS YEAR!!!

Panelists: Erica Chapman, Director of Corporate Real Estate, adidas Group; Scott Noteboom, Director of Data Center Operations, Yahoo!, Inc.; Doyle Shea, Real Estate Manager, 3M Corporation

Location: Renaissance Ballroom

You will not want to miss this opportunity to hear tips and insights from these Real Estate Executives from major corporations!

Tuesday, December 8th

7:00 – 10:30 a.m.

Conference Registration

Location: The Renaissance Foyer

7:00 – 8:00 a.m.

Continental Breakfast

Location: Toledo Room

8:00 to 9:00 a.m.

CONCURRENT SESSIONS:

A Baker's Dozen: A Step by Step Guide to Proven Economic Development Success

Presenter: Chris McGowan, VP, Souixland Initiative

Location: Renaissance Ballroom

Reeling from the loss of over 5,000 jobs at the Gateway computer corporation, the tri-state area of Iowa, Nebraska, and South Dakota, affectionately known as "Siouxland," developed a comprehensive strategy to assist with the region's economic recovery. With a sales and marketing based approach to economic development, they focused on business retention, recruitment, and entrepreneurship, while simultaneously investing in numerous quality of life initiatives. Within five years of embracing this strategy, Site Selection magazine named the Sioux City metro region the top economic development community in the United States for populations between 50,000 and 200,000 people. This presentation will address the overall strategy and specific tactics employed by this community which led to their #1 national ranking in both 2007 and 2008.

Virtual Buildings for your next RFP

Presenter: Mike Kalb, Business Development Manager, BD Construction Inc.

Location: Michigan Room, Upper 5th Floor

Do you ever find your community being eliminated from a possible project because you don't have an available building? If so you need to attend our session on the effectiveness and ease of use when competing against communities who have existing or speculative buildings. We will explain how to create the virtual building that the client is requesting in order for your community to be selected as the clients preferred expansion location.

9:00 – 9:15 a.m.

Networking Break

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Tuesday, December 8th Continued

9:15 – 10:00 a.m.

**The Impact of the Bioscience Industry on the
Mid-American Economy Over The Past Decade**

Presenter: Dr. Ernie Goss, Economist & Professor of
Economics, Creighton University

Location: Renaissance Ballroom

Dr. Goss will provide an overview of the bioscience industry in Mid-America over the past decade. Dr. Goss will estimate the annual direct, indirect and induced impact of bioscience research and spending on the overall economy and on specific industries in the state. He will also examine the importance of the industry on new business formation in the region.

10:00 – 10:15 a.m.

Networking Break

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Op2mize
Sustainable Intelligence™

10:15 – 11:30 a.m.

**The Economic Outlook for the Mid-American Economy:
Opportunities and Threats**

Presenter: Dr. Ernie Goss, Economist & Professor of
Economics, Creighton University

Location: Renaissance Ballroom

Dr. Goss will review findings from his most recent monthly surveys of supply managers in the nine-state Mid-American region. He will also identify opportunities and challenges for the region over the near and long term.

11:30 – 11:45 a.m.

Closing Remarks from MAEDC 2009 President Pat Langan

Location: Renaissance Ballroom
Be sure to stay for the Vendor and Closing Raffles –
you must be present to win!



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of certified economic developers (CECd).



Mid-America Economic Development Council

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