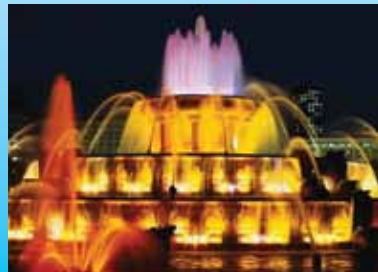




**“The Best of the Midwest”**

[www.maedc.net](http://www.maedc.net)

# **2011 Mid-America Competitiveness Conference & Site Selector Forum**



**December 4-6, 2011**

*Intercontinental Hotel*  
**Chicago, Illinois**

# Thank you to our 2011 Annual Sponsors

## Platinum Level



Illinois Dept. of Commerce and  
Economic Opportunity  
[www.illinoisbiz.biz](http://www.illinoisbiz.biz)



MidAmerican Energy  
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Nebraska Public Power District  
*Always there when you need us*

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[www.nppd.com](http://www.nppd.com)



South Dakota Governor's Office of  
Economic Development  
[www.SDreadytowork.com](http://www.SDreadytowork.com)

## Gold Level



*retain, expand, attract*

Ady Voltedge  
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[www.fremontecodev.org](http://www.fremontecodev.org)



Indiana Municipal  
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[www.impa.com](http://www.impa.com)



Iowa Lakes Corridor  
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Western Iowa Advantage  
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## Bronze Level



Indiana Michigan Power  
[www.indianamichiganed.com](http://www.indianamichiganed.com)



Iowa Area Development Group  
[www.iadg.com](http://www.iadg.com)



Omaha Public Power District  
[www.oppd.com](http://www.oppd.com)

# 2011 Mid-America Competitiveness Conference & Site Selector Forum

## Schedule of Events

### Sunday, December 4<sup>th</sup>

Noon - 4:00 p.m.

#### Conference Registration

Located in the Renaissance Foyer, 5<sup>th</sup> Floor, of the Intercontinental Hotel – unless indicated otherwise, all sessions are held on the 5<sup>th</sup> floor level.

1:00-4:00 p.m.

#### Advanced Seminar – Are You Competitive Ready?

Presenter: **Don Schjeldahl, Vice President, The Austin Company**

Location: **Renaissance Ballroom**

Site selection is an elimination process. Readiness keeps you in the game. At 50,000 feet, most cities look roughly the same. Great workforce? Check. Central location? Check. Quality of Life? Check. How will you stand out on the first pass? How will you stand out on each succeeding pass? The CompetitiveReady Seal is shorthand for "Site Selector Approved." It shows your community stands above the rest in facilitating business locations and sustaining a thriving business community—because companies select a community, not just a site. CompetitiveReady reduces your risk of elimination and raises your profile among target audiences. This interactive session will provide information on what it takes to earn the CompetitiveReady Seal and case studies and best practices of communities who are doing it right. Participants will walk away with answers to these questions and more: Is your community ready for today's economy? Are you doing the right things to attract industry to your community? How do I present my community in the best light for our target industries? Who is doing it right and why? What new factors do you need to be aware of today that influence site selection decisions? Participate in this session and learn how to move your community closer to recognition from the CompetitiveReady Seal.

2:30 - 2:45 p.m.

#### Networking Break

*Thank you to our  
networking break sponsor!*



[www.consumersenergy.com](http://www.consumersenergy.com)

5:00 - 6:30 p.m.

#### Competitiveness Conference Opening Reception

Location: **Camelot Room – 3<sup>rd</sup> Floor level**

Join us to network with your Midwest colleagues!

*Thank you to our  
Opening Reception sponsors!*



[www.hcedp.org](http://www.hcedp.org)



[www.vermillionedc.com](http://www.vermillionedc.com)

## Monday, December 5<sup>th</sup>

7:00 - 5:00

### Conference Registration

Located in the Renaissance Foyer of the Intercontinental Hotel

7:00 - 8:00 a.m.

### Continental Breakfast

Location: **Toledo Ballroom**

8:00 - 8:15 a.m.

### Competitiveness Conference Welcome & Opening Comments

Kathy Evert, 2011 MAEDC President & Kim Uhlig, Chairperson, Illinois Development Council

Location: **Renaissance Ballroom**

8:15 - 9:30 a.m.

### Infrastructure Investment: Is This What the Economy Needs?

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

Location: **Renaissance Ballroom**

As a component of his latest stimulus package, the President proposed a significant boost to infrastructure spending. In this session, Dr. Goss will determine the extent to which downturns in private and public infrastructure spending have contributed to the lack of a robust recovery. Additionally, Dr. Goss will identify how the increase in spending will affect regions of the nation and support a more vigorous economic recovery.

9:30 - 9:45 a.m.

### Networking Break

*Thank you to our  
networking break sponsor!*



9:45 - 10:45 a.m.

### CONCURRENT SESSIONS

#### State of the Supply Chain/Logistics Industry

Presenters: **Rich Thompson, Executive Vice President, Jones Lange LaSalle & Adam Roth, Vice President, NAI Hiffman**

Location: **Renaissance Ballroom**

The supply chain/logistics industry is poised for significant changes due to the ever evolving global economy. These changes can mean new networks for companies, and therefore necessitate new site selection models and methodology. Rich Thompson, Executive VP, Global Supply Chain Practice, Jones Lang LaSalle will discuss these global changes and what it means to the future of site selection process for the supply chain industry. Adam Roth, Vice President, Industrial Services Group at NAI Hiffman, specializes in real estate and supply chain solutions for distribution and warehouse companies. Mr. Roth will present the real estate side of the logistics and supply chain industry addressing topics such as the importance of intermodals, logistics cost issues and the importance of location, location location when it comes to landing a distribution project.

**9:45 to 10:45 a.m. State of Manufacturing in the Midwest**

**Presenter:** Karen Kurek, National Manufacturing Practice Leader, RSM McGladrey

**Location:** Toledo Ballroom

Thriving and growing manufacturers are leveraging exporting as an invaluable part of their growth strategies. Join us for a look at what industry professionals across the country have to say about the motivations and challenges associated with exporting, including examinations of emerging markets, compliance with local regulations, foreign competition and the resources available through various government entities.

**10:45 - 11:00 a.m. Networking Break**

*Thank you to our  
networking break sponsor!*



[www.midwestwind.com](http://www.midwestwind.com)

**11:00 - 12:00 p.m. CONCURRENT SESSIONS**

**A “How to” Case Study of Successful Economic Development Marketing: How Dubuque Won IBM**

**Presenters:** Rick Dickinson, Executive Director and COO, Greater Dubuque Development Corporation; Terry Hansen, Manager of Public Partnerships, IBM;

**Moderator:** Janet Ady, President, Ady Voldteged

**Location:** Renaissance Ballroom

IBM underwent a comprehensive, nationwide search to locate a new 1,300-employee Global Technology Center, ultimately choosing Dubuque, Iowa. Learn how an “underdog” community won out over other communities that were initially ranked more favorably. This is a story about how doing the unglamorous, but critical, foundation work of economic development marketing can result in big wins. Today, the IBM payroll in Dubuque is about \$60 million annually, which has jumpstarted other local businesses and helped the real estate market defy national trends. Moodys.com pegs Dubuque 9<sup>th</sup> nationally of all metro for job growth through 2012. In this session, you’ll gain a behind-the-scenes perspective of the process from both IBM’s and Greater Dubuque’s perspectives, and learn techniques to improve your own economic development marketing program.

**11:00 - 12:00 p.m. Statewide Industry-Focused Efforts to Attract Business: A Success Story in Wisconsin Dairy**

**Presenters:** Ron Brisbois, Executive Director, Grant County (WI) Economic Development Corporation and James D. Gage, Dairy Business Innovation Center (DBIC) consultant and relocation project manager.

**Moderator:** Paul D. Hampton, Managing Director, Newmark Knight Frank

**Location:** Toledo Ballroom

How did a Canadian company decide to build a 30,000 square foot goat cheese manufacturing in rural Lancaster, Wisconsin (population 4,070), in a county whose entire population is just under 50,000 people? And who would have guessed that this single plant would grow from 5 employees in 2007 to 46 employees today, during an economic downturn? Find out how a state that’s known for agriculture, combined with a specialized program focused on developing the dairy industry intersected with small-town smarts to land a state-of-the-art goat cheese manufacturing plant from the largest goat cheese manufacturer in Canada. Site selector Paul D. Hampton, who has worked with the DBIC on another relocation project in the state, will share the process that Woolwich Dairy went through, and why they ultimately chose Wisconsin. Ron Brisbois will share his perspective as the lead economic development contact, and Jim Gage will describe how DBIC worked with many different parties to bring the plant to Wisconsin.

## Monday, December 5<sup>th</sup>

### 12:00 - 1:30 p.m. **2011 Economic Development Awards Luncheon Program**

Location: **King Arthur Court – 3<sup>rd</sup> floor level**

Join us to congratulate the 2011 award winners and finalists! Winners will be announced during the luncheon.

*Thank you to our 2011 Economic Development Awards Partner!*

# SITE Selection

[www.siteselection.com](http://www.siteselection.com)

### 1:45 - 3:00 p.m. **Site Selector Panel, Moderated by Ron Starnier, Executive VP and General Manager, Site Selection and Conway Data Inc.**

Location: **Renaissance Ballroom**

Attend this session for a question and answer segment, including learning about the findings from MAEDC's first annual site selector marketing survey.

### 3:00 - 3:45 p.m. & **Site Selector Roundtables**

4:00 - 4:45 p.m. Location: **Renaissance Ballroom**

Site Selector Panelists will be seated individually at audience tables for two roundtable rotations to discuss specific important ED topics in small groups!

#### **Site Selector Panelists & Small Group Topics:**

- Bob Ady, Ady International Company ..... Corporate Headquarters
- Tracey Bosman, Grubb & Ellis ..... Data Centers
- Courtney Dunbar, Olsson Associates ..... Industrial Site Preparedness
- Deane Foote, Foote Consulting Group LLP ..... Distribution
- Paul Hampton, Newmark Knight Frank ..... Foreign Direct Investment Trends and Strategies
- Joan Herron, Herron Consulting ..... Advanced Manufacturing
- Jason Hickey, Hickey and Associates ..... Advanced and High Technology
- Joe Pilewski, Duff & Phelps ..... State/Local Incentives
- Brent Pollina, Pollina Corporate Real Estate, Inc. .... Auto Industry/ Manufacturing
- Adam Roth – NAI Hiffman ..... Logistics/Supply Chain
- Don Schjeldahl, The Austin Company ..... Renewable Energy
- Raj Vohra, Deloitte Consulting ..... Life Sciences

### 3:45 - 4:00 p.m. **Networking Break**

*Thank you to our networking break sponsor!*



[www.centergy.net](http://www.centergy.net)

## Tuesday, December 6<sup>th</sup>

**7:00 - 10:30 a.m. Conference Registration**  
*Located in the Renaissance Foyer*

**7:00 - 8:00 a.m. Continental Breakfast**  
*Location: Toledo Ballroom*

**8:00 - 8:15 a.m. MAEDC Annual Business Meeting**  
**Kathy Evert, 2011 MAEDC President & Cinda Kelley-Hutchings, 2012 MAEDC President**

**8:15 - 9:15 a.m. State of the Life Sciences Industry**  
**Presenter: Raj Vohra, Global Operations Strategy Manager, Deloitte Consulting**  
*Location: Renaissance Ballroom*  
*Raj Vohra, Deloitte Consulting, is considered an expert in the life sciences industry. He has assisted in over 20 life science locations or expansion in the U.S. and throughout Asia totaling over \$1.5B in capital investment. Mr. Vohra will discuss the future of the life science industry; what segments are growing and what ones to watch out for. He will also discuss the various site selection factors that life science companies look at when making a location or expansion decision.*

**9:15 - 9:30 a.m. Networking Break**

*Thank you to our  
networking break sponsor!*



[www.oaconsulting.com](http://www.oaconsulting.com)

**9:30 - 10:30 a.m. Disaster Recovery – How Communities Economically Recover from Natural Disasters**  
**Presenters:** Mayor Bob Dixon, Greensburg, Kansas; Julia Henley, Recovery and Development Director, Village of Gays Mills, Wisconsin; and Dennis Foldenauer, Economic Development Specialist and Point of Contact for MI and WI, US. Economic Development Association

*Location: Renaissance Ballroom*  
*The Midwest has been recently rocked with several devastating natural disasters. Learn through actual case studies how communities can rebuild and rebound through the efforts of local economic development professionals utilizing local, state, and federal resources.*

**10:30 - 10:45 a.m. Networking Break**

*Thank you to our  
networking break sponsor!*



[www.southwestmichiganfirst.com](http://www.southwestmichiganfirst.com)

**10:45 - 11:45 a.m. Corporate Real Estate Panel**  
**Panelists:** Roger Nesti, Director International Real Estate, Kellogg Company; Todd Clark, Director of Global Facilities, WMS Don Hansen, Director of Real Estate, W.W. Grainger, Inc.

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

**11:45 a.m. - Noon Closing Remarks from Conference Co-Chairs, Brian Vasa and Teresa Nortillo**  
*Location: Renaissance Ballroom*

**Be sure to stay for our closing raffle – you must be present to win!**



The 2011 Mid-America Competitiveness Conference and Site Selector Forum is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEcD).



**“The Best of the Midwest”**

[www.maedc.net](http://www.maedc.net)

**Mid-America Economic Development Council**

17 S. High Street, Suite 200

Columbus, OH 43215

866-439-9172

614-221-1989 (fax)

[tracey@assnoffices.com](mailto:tracey@assnoffices.com)

