



**Professional Developers of Iowa & Mid-America EDC
2018 Best Practices Conference | May 1 & 3, 2018
Hilton Des Moines Downtown Hotel**

SPEAKER SPOTLIGHTS:



Kim Lear
Founder & Content Director
Inlay Insights, Minneapolis, MN

Kim Lear is a speaker, writer, strategist, and researcher who explores how emerging trends impact the future of our workforce and marketplace. For the past four years, she has worked with a research and consulting firm studying Millennial trends and generational dynamics. Now, as the founder and content director of Inlay Insights, Kim is at the forefront of cutting edge research to uncover cultural shifts that revolutionize how organizations engage employees and consumers. She is known for her ability to use a mix of data, storytelling, humor, and actionable takeaways to discuss the trends that most impact the bottom line of organizations. Kim has keynoted for some of the most renowned companies in the world. She has received rave reviews from clients such as American Express, Best Buy, Cisco Systems, Disney, General Mills, Linked-In, MasterCard, Wells Fargo, and more. In addition to speaking, Kim has written whitepapers and articles on the topics of generational wealth transfer in the fiancé sector, retirement trends in the hospitality inducts, and emerging food trends. A researcher to the very core, Kim employs eye-opening statistics to accentuate her points and mixes them with stories and case studies to make her message come alive. She is a sought-after expert and has been featured on NPR as well as national publications such as *The Wall Street Journal*, *The Huffington Post*, *USA Today* and more. Kim lives and works in Minnesota where she is currently running a research initiative to identify how *The Experience Economy* and *The Sharing Economy* change our perspectives on work, consumption, and community.



Eric Burmeister
Executive Director
Polk County Housing Trust Fund, Des Moines, IA

Eric Burmeister is the Executive Director of the Polk County Housing Trust Fund. The PCHTF is the comprehensive planning, advocacy and funding organization for affordable housing in Polk County (greater Des Moines), Iowa. Burmeister joined the Housing Trust Fund in 2010 after a thirty-year career in real estate development and finance. A graduate of Drake University Law School, he has represented developers of notable commercial and residential redevelopment projects in the metro area including the historic Kirkwood Hotel and the Brown Camp Lofts. Burmeister has a long history of involvement in the Des Moines community, serving in leadership positions with the Polk-Des Moines Taxpayers' Association, the Greater Des Moines Leadership Institute and the Board of Trustees of Grand View University where he also teaches part-time. Eric serves on numerous community steering committees as a representative for affordable housing issues.



Tom Deimerly
Executive Director
Marshall Economic Development Impact Committee
Marshalltown, IA

Tom Deimerly is Executive Director of Marshall Economic Development (MED) in Marshalltown, Iowa. In his seven years in that role, he has had the opportunity to work on more than \$850 million of capital investment projects in the retail, commercial, industrial and residential sectors. Prior to taking the Marshalltown position, Deimerly was Executive Director of Iowa Falls Area Development Corporation and took leadership roles in the regional economic development efforts of the Mid Iowa Growth Partnership. He has worked in the economic and workforce development fields for more than 14 years. Deimerly and the MED Board of Directors made housing and residential development an organizational and community priority by commissioning a housing study in October of 2014 and ultimately identifying housing as a critical business retention priority of the organization. Since the study's completion, Deimerly along with local leaders have worked on over \$50 million of residential market rate development. This initiative is bringing more than 160 new residential units online in the Marshalltown area by utilizing best practices gleaned from throughout the Midwest. Deimerly is a graduate of Iowa State University where he studied natural resources management and economics, as well as the Oklahoma University Economic Development Institute (EDI).



Frank Liebl
Executive Director
Newton Development Corporation, Newton, IA

Frank Liebl is the Executive Director of the Newton Development Corporation, born and raised in South Dakota, and a veteran of the US Navy, Liebl spent most of his career in the broadcasting business in Oskaloosa, and Newton Iowa. After selling his radio stations KCOB AM, KCOB FM, and KRTI- FM in 2007 he went to work part-time as a consultant for the Newton Development Corporation and assumed the Executive Director position in 2009. Liebl has resided in Newton the past 28 years with his wife Karen. They have two children, Jennifer a teacher in the Newton Community School District and Jon, who is the owner of Liebl Marketing Group, an advertising agency in Des Moines.



Glenn Lyons, MCIP
Principal
571 Polson Developments LLC, Des Moines, IA

Glenn Lyons is a Principal with 571 Polson Developments LLC, a real estate planning and development consulting company that specializes in housing development in Iowa's towns and smaller cities. In the past year, Glenn has worked on housing projects in Grinnell, Knoxville, and Fairfield; and has undertaken housing feasibility studies in Golden, Humboldt, and Fayette. Glenn has forty-years in urban planning and economic development, having worked in Alberta, Arizona, and Iowa. He has Masters Degrees in Environmental Design and Business Administration, both from the University of Calgary. He is also a Member of the Canadian Institute of Planners and a founder of the Real Estate Development Institute in Canada.



James Hoelscher, CEcD
Senior Program Manager
University of Northern Iowa – Institute for Decision Making, Cedar Falls, IA

As a Senior Program Manager with IDM, James provides consultation to rural/urban community and economic development organizations. He develops and facilitates community planning sessions for short and long-term needs related to entrepreneurship, business retention, marketing, tourism, and organizational structure.



Emily Abbas
SVP, Chief Marketing and Communications Officer
Bankers Trust, Des Moines

A Des Moines native and community advocate, Emily Abbas joined Bankers Trust in 2014 as the Bank's first Chief of Staff. She currently serves as Senior Vice President, Chief Marketing and Communications Officer for the largest community bank in Iowa. Emily gives back to our community as Chair of Drake University's National Alumni Board and a member of the Drake University Board of Trustees, a member of the Governor's STEM Advisory Council, and on the Board of Directors at the Downtown Community Alliance and the Robert D. and Billie Ray Center at Drake University. She was named one of "14 People to Watch in 2014" by *The Des Moines Register*, and in 2016 she was honored as the "Emerging Woman of Influence" by the *Des Moines Business Record*.



Kelly Halsted
Economic Developer Director
Greater Fort Dodge Growth Alliance, Fort Dodge

Halsted was recruited to the Greater Fort Dodge Growth Alliance in December of 2011 from the State of Iowa's Economic Development Authority which she held the position of International Project Manager. At the Authority, she recruited companies from the European region to establish businesses in Iowa and prior assisted small to medium sized companies with export marketing, totaling 18 years of economic development experience. Prior to working for the State, Halsted worked for an advertising agency with responsibilities of business development as well as a small business in the capacity of International Sales Manager. She has an undergraduate degree in International Business from Northwest Missouri State University and returned to university to earn her Executive MBA at the University of Nebraska at Omaha in 2003.



Kristine Thompson
Director of Marketing
Greater Des Moines Partnership, Des Moines

Since November 2015, Kristine Thompson has served as Director of Marketing at the Greater Des Moines Partnership — the economic and community development organization serving Greater Des Moines (DSM). Thompson's role includes marketing, advertising, research and branding efforts for more than 40 Partnership-affiliated entities, initiatives, campaigns and events. In 2016, The Partnership won a Grand Award for its Brand Standards and Style Guide from the Association of Chamber of Commerce Executives (ACCE), through its Awards for Communication Excellence competition. A UNI grad, Thompson knows the Greater Des Moines market well having served in various marketing and communications roles at the Greater Des Moines Convention and Visitors Bureau for four years. Additionally, Thompson has a marketing agency background with prior experience at Two Rivers Marketing as well as Strategic Marketing Services and Amperage (formerly ME & V Advertising Agency) in Cedar Falls, Iowa. Thompson has been active in the community through involvement with the Des Moines Art Route, Des Moines 48 Hour Film Project, Young Professionals Connection (YPC), the Science Center of Iowa's Annual Event Committee and Principal Charity Classic's Networking on the Green Committee.



Aaron Brossoit
CEO
Golden Shovel Agency, Little Falls, MN

Aaron Brossoit is a founder and Chief Executive Officer at Golden Shovel Agency, a Minnesota based company specializing in web solutions for economic development. Brossoit has over 12-years experience in economic development markets. Brossoit has developed cutting edge interactive work for communities across the country. He has worked with hundreds of communities focusing on their business attraction, retention and workforce marketing and strategies. Brossoit is a board member for the Mid-America Economic Development Council and on the communications committee for the National Rural Economic Development Association (NREDA). His work has won local, state and national design awards and he is a frequent presenter at state and regional economic development conferences.



Matthew A. Anderson
Assistant City Manager
City of Des Moines, Des Moines, IA

Matt started his career with the City of Des Moines in the office of Economic Development in 2002. His responsibilities varied from downtown corporate expansions to neighborhood commercial development to the resurgence of downtown housing. Prior to that, Matt was the Senior Asset Manager at AmerUs Capital Management, with a portfolio of over 40 multi-family and commercial properties. After leaving the City for a short period as Vice President – Asset Management at Knapp Properties, he returned to the City in an expanded role as Assistant City Manager. Today, Matt still oversees the city's economic development efforts, as well as handling oversight responsibilities for the city's Engineering, Community Development, and Housing departments. When not working to transform Des Moines, Matt and his wife are busy settling in as a new downtown residents and training for Ironman triathlons and marathons.



Chris Costa
President & COO
Knapp Properties, Des Moines, IA

Chris Costa has been at Knapp Properties for over 20-years. He began his career with the company in 1997 and currently serves as its President & COO. Costa oversees all phases of the company, including land and building development, brokerage, property management, and commercial asset management. After earning his undergraduate degree from the University of Iowa in 1987, he joined the Des Moines office of Deloitte & Touche, where he also attained the designation of Certified Public Accountant. In 1993, he joined Knapp Construction, a residential construction company, and served as its Chief Financial Officer. In 1997, Chris joined Knapp Properties, Inc. In addition to his activities at Knapp Properties, Chris currently serves on the boards of the Animal Rescue League, DMACC Foundation, Greater Des Moines Partnership Regional Economic Development, West Des Moines Planning and Zoning, West Des Moines Chamber of Commerce, Dallas County Local Housing Trust and the Waukee YMCA. He also serves as co-chair of the Greater Des Moines Partnership Development Council. Chris was a member of the 2007-2008 Greater Des Moines Leadership Class.



Kris Saddoris
Vice President of Development
Hubbell Realty Company, Des Moines, IA

Kris Saddoris serves as Vice President of Development for Hubbell Realty Company, directing the development division of Hubbell. She provides strategic insight and planning for the division and works with developments ranging from multi-family housing, mixed use development, affordable housing, retail and industrial warehouses. Hubbell Realty currently has over one million square feet in approximately 1,000 units under development in Greater Des Moines, as well as

Des Moines' newest 75-acre urban neighborhood, Gray's Station. She serves as Vice President of the Board of Directors for HOME, Inc., a local non-profit affordable housing developer. She is a member of ULI Iowa, Downtown Economic Development Committee, CREW Iowa and a 2016 national CREW Impact Award nominee. Kris was named one of the "15 People to watch in 2016" by the *Des Moines Register* and recognized as the 2016 Citizen of the Year by the Downtown Des Moines Chamber. Ms. Sadoris holds both a BS and an MBA degree from Iowa State University.



Jake Christensen
President

Christensen Development, Des Moines, IA

Jake founded Christensen Development in 2003 with a passion for urban development. With more than 20-years of experience, Jake has made it his company's mission to transform not just individual sites but entire areas of the city into thriving community centerpieces. While the Christensen Development team may be small, it has accomplished big things, completing \$325 million in projects in Omaha and across the state of Iowa. In recent years, Jake has led projects for

Christensen Development that have helped transform areas of Des Moines into thriving community centers: Jackson Crossing, Des Moines Social Club, 215 East 3rd Street. Alongside his development work, Jake is passionate about volunteering and community involvement. He was a member of the 2005 Greater Des Moines Leadership Class, and was named the Des Moines Community Champion by the Greater Des Moines Partnership and the Des Moines Business Record in 2015. Currently, he serves as a member of the Des Moines Airport Authority, Greater Des Moines Convention & Business Bureau, Dowling Catholic High School Foundation Board, Urban Land Institute, Downtown Community Alliance Executive Committee, Lincoln savings Bank Advisory Board, and Des Moines Heritage Foundation Board.



Patty Huddle
President

Colunbus 2020, Columbus, OH

Patty Huddle joined the Columbus 2020 team in September 2011. As senior vice president, economic development, she works with communities, existing and new companies to support their success in the Columbus Region. Patty is a member of the 2020 leadership team. Previously, Patty worked in business development at TechSolve. Prior, she held positions at the Ohio Department of Development, the City of Upper Arlington, Allen Economic Development Group, Health-Newark-

Licking County Port Authority, Cigna Insurance and Stanley Steemer International. Patty graduated with a Bachelor of Science in international business from The Ohio State University. Patty sits on the Franklin County Infrastructure Bank Loan Advisory Board, The MidOhio Development Exchange (MODE) Board, and the Ohio Economic Development Association (OEDA) Board.



Tej Dhawan
Chief Data Officer

Principal Financial Group, Des Moines, IA

Tej Dhawan is Chief Data Officer for Principal Financial Group. In his role, he works with the technologies and teams working toward a customer-focused digital experience, develop and execute the strategic vision for enterprise data and applications. He works with the CIO and Chief Digital officer to help shape and drive the evolving digital experience. This experience, driven through a mix of data, analytics, user-experience, and augmented intelligence are possible only through a

sustained focus on the evolving needs of the global customer. He utilizes his background in small business ownership, startup advocacy, accelerator mentorship, and corpora of data utilization to influence and adopt innovation.



Brian Hemesath
Managing Director
Global Insurance Accelerator, Des Moines, IA

Brian Hemesath is the Managing Director of the Global Insurance Accelerator. He is responsible for the overall success of the program and ongoing support of the portfolio companies. He has built a career around technology startups, having been a founder and co-founder of several businesses. He successfully exited two of his own companies in 2010 (Diligent) and 2012 (Catchwind). Diligent was a boutique web development business that he ran with his brother, Eric, for just shy of a decade. The firm worked with local design talent and supported around 120 clients, mostly based in Central Iowa. In a pre-WordPress era, Diligent created its own content management system and built a business model around the platform. Brian was a co-founder of Catchwind, which helped retail and marketing agencies operate and manage SMS marketing campaigns. Catchwind had a proprietary technology platform and worked closely with mobile carriers and message aggregators to deliver solutions. In 2012, Brian helped get a ticketing startup off the ground while working out of Startup City (local incubator). The startup helped the Blue Ribbon Bacon Festival successfully sell over 8,000 tickets in 3 minutes and 22 seconds. This feat was acknowledged by the Governor of Iowa in comments made at the 2013 Pig Pardoning. He founded and still advises VolunteerLocal as it grows and continues to help events all over the world effectively manage volunteers. Brian has a Computer Engineering degree from Iowa State University.



Megan Vollstedt
Executive Director
Iowa AgriTech Accelerator, Des Moines, IA

Megan Vollstedt joined the Iowa AgriTech Accelerator as Executive Director in June of 2017, bringing with her more than six years of experience in the startup community. In her role, Megan is responsible for establishing and maintaining a collaborative environment for the startups who come to Des Moines to participate in the 100-day program. With her help, the startups obtain mentorship, collaboration and the on-site experience to advance their innovations and change the status quo.



Michael Colwell
Executive Director, Entrepreneurial Initiatives
Greater Des Moines Partnership, Des Moines, IA

As executive director of the entrepreneurial initiatives of the Greater Des Moines Partnership, Mike is directly responsible for Square One DSM and Plains Angels. Mike also has had a key role in the formation of the Global Insurance Accelerator and the Iowa AgriTech Accelerator. In his role Mike spends his days coaching, mentoring, consulting, networking and generally asking very tough questions, the kinds of questions most entrepreneurs would rather he did not ask. After spending more than 20 years in the mobile computing and wireless networking markets, Mike brings his knowledge and battle scars to bear with the goal expanding the central Iowa entrepreneur ecosystem. Focusing on high-growth-potential companies, he works with businesses ranging from a single person with an idea to \$10 million companies looking to grow to \$25 million. Mike assists with business strategy, business planning, business plan execution and business model development. Mike is the co-founder and co-manager of the Plains Angels, an angel investor group with 2 Iowa chapters and over 60 members. Mike is personally an angel investor and partner in startups. Growing up in the Cedar Falls-Waterloo area, Mike worked in several of his father's small businesses. He attended the University of Iowa where he majored in management information systems and minored in computer science.