



**2020 Mid-America
VIRTUAL Competitiveness
Conference & Site Selector Forum**

December 2-3, 2020

Register today at www.midamericaedc.org!

This year's Mid-America Competitiveness Conference & Site Selector Forum will be presented using the innovative Whova virtual conference platform - available digitally on a computer or mobile device near you!

While we all wish we could be together live and in-person, the conference committee is pleased to present this economical, comprehensive virtual option that we are sure will be a great educational opportunity to assist you in navigating economic development in today's environment!

The virtual conference agenda is planned to accommodate the various time zones in the Mid-America EDC region, while also allowing time for attendees to visit our virtual exhibitors and connect with sponsors, presenters, and other attendees through the Whova platform. **Please note that ALL sessions will be recorded and available on-demand in the Whova platform after each session if you register but are unable to attend a session live.**

We are thrilled to have EIGHT site consultants joining us for three rounds of small group discussions on targeted, relevant topics! And, be sure to grab a drink and a snack and join us for the "I Beat COVID Happy Hour" the evening of December 2nd. This virtual networking/happy hour session will be interactive, while we hear your inspiring stories from this year! Sign up with your registration to tell your uplifting story for your chance to win prizes!

We look forward to "seeing" you in December!



Schedule of Events

Please note that all times listed are Eastern Standard Time.

Wednesday, December 2nd

1:00 to 2:00 p.m.

Welcome and General Session

Goodbye COVID-19 Depression; Hello COVID-19 Recession. Learn How Your Community Can Be Prepared to Respond

Ned Hill, Professor of Economic Development at The Ohio State University's John Glenn College of Public Affairs and Senior Faculty Associate at the Ohio Manufacturing Institute, will discuss the state of the national economy in light of the Covid-19 pandemic. In addition to reviewing current macroeconomic forecast, he will review the damage the virus has done by industry sector.

2:30 to 3:30 p.m.

Concurrent sessions

1. Craft Beer Breweries and Economic Development Success - How Your Community Can Be Part of the Craft Beer Movement

Presenter: Don Schjeldahl, Principal, DSG Advisors

Microbreweries have become a banner of arrival for small cities across the country. If done right, microbreweries can be a catalyst for positive change. If the craft brewing movement has passed your community, there is an alternative – harness local resources and start your own.

This workshop provides a concept-to-operation blueprint for starting a micro-brewery. The workshop will immerse attendees in the details of visioning the right opportunity for your community and the challenges and strategies of start-up and sustainable operations.

2. Retooling in the Response to COVID

Presenters: Mark Schmit, Division Chief for Regional and State Partnerships, US Commerce NIST MEP; Jeffrey Taylor, President & CEO, Crafts Technology; Ethan Karp, President & CEO of MAGNET (Manufacturing Advocacy and Growth Network); Mark Marquis, CEO, Marquis Energy; Carrie Zethmayr, President & Partner, Zethmayr LLC. Moderator: Agnes Masnik, Northern Stateline Regional Manager & FDI Office of Regional Economic Development, Illinois Department of Commerce & Economic Opportunity

This session will include an overview of companies expanding their production and services to address the pandemic challenges, as well as explore company stories of resiliency and forecasting emerging industry clusters. Learn how some manufacturers are pivoting from their traditional lines of products to meet the

needs and demands of dramatic increases in production of medical equipment, pharmaceuticals, personal protective equipment and food. Hear from industry experts, a site selection consultant and company executives on how economic development professions best position our states to be competitive when companies are evaluating their investment into equipment, workforce and pivoting supply chains.

3. Refilling the Business Pipeline: Expanding Economic Development Opportunity with Innovative Rural Business Models

Presenter: Becky McCray, small-town entrepreneur and co-founder of *Save Your.Town*

The old way of going into business doesn't fit today's economic realities. Entrepreneurs need new, more accessible business formats and new ways of doing business, including pop-ups, shared buildings, businesses inside of other businesses and more. Find out how entrepreneurs are already using these smaller scale market tests to learn what works before making a huge investment. Learn how you can adapt them for any size of community and pull down the barriers to entry.

4:00 to 5:00 p.m.

The Post-Coronavirus Mid-America & Rural Mainstreet Economies: Opportunities and Threats

Presenter: Ernie Goss, PhD, Director, Institute for Economic Inquiry & Professor of Economics, Creighton University Heider College of Business

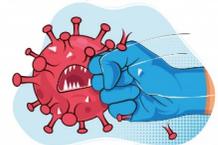
Creighton's monthly surveys of manufacturers in nine Mid-America states, and of Bank CEOs in 10 Rural Mainstreet states, indicate that the economy of the mid-section of the nation is improving, but economic activity and employment remain below pre-Covid-19 levels. Surveys point to a return to pre-Covid-19 economic levels in the second half of 2021. What will the post-Covid-19 economy look like in terms of jobs, trade, inflation, interest rates, and economic growth? Will the economic downturn and bounce back resemble a V, W, or a check mark?

6:00 to 7:00 p.m.

I Beat COVID Virtual Happy Hour!

Are you ready to send off 2020, too?! Grab a drink and join us!

*The only way we felt this could possibly be a "happy" hour is to join our Mid-America region colleagues and hear uplifting stories of how we actually beat COVID this year! Tell your story, hear stories from others, and vote for the winners! Sign up when you register for the conference if you would like to tell your story of overcoming a COVID-related challenge (personal or professional) for your chance to win prizes! Attendees will vote live via zoom polling to choose their favorites. We will also hold drawings throughout the happy hour for ALL attendees to have a chance to win prizes. We hope you can join us to hear inspiring stories from the year as we put 2020 behind us! **(Please note that access to this session will require a zoom link external to whova – so be sure to register if you plan to attend so that you receive the zoom link information.)***



Thursday, December 3rd

12:00 to 1:00 p.m. Welcome and General Session
Food Processing and Distribution in a COVID World. Today, Tomorrow and Beyond

Presenters:

- **Glenn Ford, CEO/Founder, InCity Farms**
- **Scott Kupperman, Founder, Kupperman Location Solutions**
- **Chris Lloyd, Senior Vice President and Director, Infrastructure and Economic Development, McGuireWoods Consulting**

From COVID outbreaks in food processing facilities to quantity limits in the grocery stores, COVID has affected virtually every aspect of our daily lives. The models for regional food processing and distribution are shifting as a result and may be here to stay. We will hear from a terrific panel of industry experts deeply involved in our food ecosystem's delivery and sustainability. Two site consultants will discuss the current site selection factors and real estate solutions that positively influence food processing related locations. A prominent entrepreneur will discuss how he is delivering sustainable agriculture solutions to food deserts and under-resourced communities. From new safety protocols to establishing warehousing closer to population centers to opportunity zone funding, this session will provide insights from industry experts who are actively engaged in addressing the ever-changing landscape of the food processing industry. Join us for this session to learn more about how your community can be prepared for food industry project opportunities in the future.

1:15 to 3:15 p.m. Site Consultant Discussion Sessions
Site Consultants will lead three rotations of 30-minute discussion sessions, specific to their topics below. (Please choose one per timeframe.)

Session rotations/timelines: 1:15-1:45 p.m., 2:00-2:30 p.m., and 2:45-3:15 p.m.

1. **Bob Westover, Colliers International**
 - **Topic: Incentives**
2. **Don Schjeldahl, DSG Advisors**
 - **Topic: Selling Your Community's Quality of Place – Understand the Longlist of Metrics**
3. **Scott Kupperman, Kupperman Location Solutions**
 - **Topic: Food Processing**
4. **Bryan Farlow, The Arrowhead Group**
 - **Topic: The Myth of Reshoring & the Do's and Don'ts of FDI Visits**
5. **Chris Lloyd, McGuireWoods Consulting**
 - **Topic: Aviation**
6. **Michelle Comerford, Biggins Lacy Shapiro & Co.**
 - **Topic: Supply Chain and Logistics**
7. **Ann Petersen, Atlas Insight**
 - **Topic: Corporate Sustainability**
8. **Nati Israel, Deloitte Consulting**
 - **Topic: Office Space Needs During and Post-COVID**

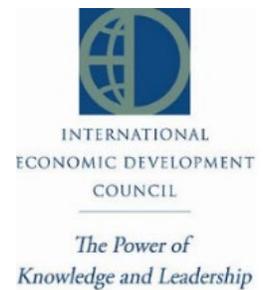
3:30 to 4:30 p.m. Post-COVID Recovery Strategies/Tips

Presenters:

- **Aaron Brossoit, CEO, Golden Shovel Agency**
- **Nathan Foss, Labor Market Data Specialist, Emsi**
- **David Robinson, Principal, Montrose Group**
- **Bob Westover, Senior Vice President, Colliers International**

Economic development as we know it has been temporarily disrupted by a global pandemic for most of 2020. What is your community doing to plan for the recovery afterward? This closing session will feature a panel of speakers to help provide post COVID recovery strategies and tips.

The 2020 Mid-America Competitiveness Virtual Conference & 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 (CEd).



2020 Competitiveness Conference Registration

Register online via check OR credit card by November 30th at
<http://www.midamericaedc.org/midamericaedc/events-and-programs>

REGISTRATION FEES:

Virtual Conference – Dec. 2-3

- Mid-America EDC Member - \$99
- Non-Member - \$149

Current Member Renewal Package – \$399

For your convenience! Renew your Mid-America EDC membership now for 2021 now with your virtual conference registration!

New Member Package – \$349 (exclusive offer to NEW Mid-America EDC members)

New member package includes registration for the 2020 Virtual Conference and a discounted individual Mid-America EDC membership valid NOW through 12/31/2021!

Policies:

If you are an established **Platinum or Gold Sponsor** receiving a complimentary registration as a sponsorship benefit, you may register online. Your main sponsorship contact will be sent an email with a Registration Code. Once you have the code you can register online by selecting one of the registration options listed as “SPONSOR”. After you have selected your desired “SPONSOR” registration option, you will then be asked for the registration code. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select “Confirm” and your registration will be submitted without any payment due.

With written cancellation notice, received by November 30th, you will receive a full refund. Cancellations after November 30th are nonrefundable. Notices of cancellation must be emailed to the Mid-America EDC office at karla@assnoffices.com. Sorry, cancellations after November 30th and no-shows are not eligible for refunds.