



2021 Mid-America Competitiveness Conference

December 1-3, 2021

Chicago Marriott Downtown Magnificent Mile



Register today at www.midamericaedc.org!

Schedule of Events

Wednesday, December 1st

- 11:30 to 5:30 pm** **Conference Registration/Check-In**
Location: Chicago Ballroom Foyer, 5th Floor
- 9:00 to 11:00 am** **Mid-America EDC Board of Directors Meeting**
Location: Chicago Ballroom F-H
- 11:00 to 12:30 pm** **Mid-America EDC Board of Directors & 2021 Scholarship Recipient Luncheon**
Location: Chicago Ballroom F-H
- 11:30 to 5:00 pm** **Vendor Displays**
Location: Chicago Ballroom Foyer
- 1:00 to 2:00 pm** **What the Film and Television Industry Can Do for Your Community**
Presenter: Peter Hawley, Deputy Director, Illinois Film Office, Department of Commerce & Economic Opportunity
Lights, Camera, Action! Hear what the Illinois Film Office Director recommends for boosting and attracting the film industry in their portfolio. What does it take to build film attraction programs? A complete - need to know, on film industry tax credits, revenues, jobs attraction and retention to facility availability.
Location: Chicago Ballroom D-E
- 2:00 to 2:30 pm** **Networking Break/Visit Vendor Displays**
Location: Chicago Ballroom Foyer



The 2021 Mid-America Competitiveness Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEd).

2:30 to 3:30 pm

Successfully Navigating the Dual Demands of Business + Talent Growth and Diversification

Presenters: Janet Ady, President & CEO and Ashley Scray-Peterson, Director, Client Services – Ady Advantage

The biggest trend impacting economic development over the past ten years is the difficulty that companies have in being able to find qualified workforces. This long-term trend is rooted in basic demographics – declining birth rates, increasing retirements, and related factors – which Ady Advantage outlined in depth during the Midwest Talent Strategies research and publications that we developed for MAEDC members in 2019. Fast forward two years: despite COVID, qualified talent is still in short supply for many industrial, professional, scientific and technical companies.

In this session, you will learn:

- *What the implications are for midwestern EDOs*
- *How to position your community for continued success in a talent-gap world*
- *The eight critical guidelines for addressing talent smartly*
- *Insider perspectives of how the business development world is changing and what it means for EDOs*
- *Examples and best practices from your peers*

Location: Chicago Ballroom D-E

3:30 to 3:45 pm

Networking Break/Visit Vendor Displays

Location: Chicago Ballroom Foyer

3:45 to 4:45 pm

The Changing Landscape of Economic Incentives

Presenter: Bob Westover, Senior Vice President, US Economic Incentives Practice Leader, Colliers International

Even prior to Covid-19, there was a growing divergence among states regarding their approach to the use of economic incentives. The pandemic has amplified those opinions and accelerated changes in approach, especially as it relates to treatment of 'hybrid'-located employees. This discussion will examine the evolving state of incentives, with a focus on unique approaches being taken by the more progressive state leadership teams.

Location: Chicago Ballroom D-E

5:00 to 6:00 pm

Networking Reception

Join us for networking with all of your Mid-America region colleagues!

Location: TBA

Thursday, December 2nd

7:00 to 5:00 pm

Conference Registration/Check-In

Location: Chicago Ballroom Foyer, 5th Floor

7:00 to 5:00 pm

Vendor Displays

Location: Chicago Ballroom Foyer

8:00 to 9:00 am

Networking Breakfast

Network with your colleagues and visit our vendor displays!

Location: Chicago Ballroom D-E & Chicago Foyer

9:00 to 10:00 am

Welcome & Opening Session - A Coming Seismic Shift

Presenter: Dean Barber, Founding Principal, Barber Business Advisors, LLC

Electric cars currently account for less than 5 percent of global vehicle sales. But all the major carmakers are sending the combustion engine to the scrap heap and are pouring billions of dollars into electric motors and battery factories.

Location: Chicago Ballroom D-E

10:00 to 10:30 am

Networking Break/Visit Vendor Displays

Location: Chicago Ballroom Foyer

10:30 to 11:30 am

Food Insecurity and Sustainability Post-COVID

Presenters: Glenn Ford, Hollymead Capital; Sylvia Wulf, President & CEO, Aquabounty Technologies, Inc.; Joe Bute, President, Food 21

Moderator: Teresa Nortillo, Director, Public Sector Advisory/Economic Development, Baker Tilly

COVID-19 exposed serious inadequacies in our countries food industry which are fortunately now being brought to the forefront of economic development discussions. Unforeseen supply chain deficiencies coupled with staggering job losses contributed to an estimated 17 million people becoming food insecure. Additionally, how food is grown and produced and what types of foods are consumed have led to an increased focus on food sustainability and the overall food and agriculture ecosystem.

This panel will discuss new sustainable methods of growing and distributing food and ways to improve food insecurity and food deserts both rural and urban. All

panelists will address these issues through market-driven solutions and strategies that aim to improve regional and local economies.

Location: Chicago Ballroom D-E

11:30 to 1:15 pm

Networking Luncheon/Annual Awards Program

Join us to congratulate our 2021 Economic Development Award Winners!

Location: Chicago Ballroom D-E

1:30 to 2:30 pm

American Rescue Plan Act – What is it and how to leverage your allocation

Presenters: Jolena Presti, Managing Director, Baker Tilly; Federal EDA Representative

Moderator: Clarence Hulse, Executive Director, Economic Development Corporation Michigan City

The federal American Rescue Plan Act of 2021 (ARPA) provides \$350 billion in Coronavirus State and Local Fiscal Recovery Funds (FRF) to state and local governments for the purpose of responding “to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19) or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality.” FRF when deployed effectively can lay the foundation for a strong and equitable recovery.

This panel of experts will provide an overview of ARPA, the importance of strategic funding plans, the allowable uses of FRF, and examples of how the funds are being used to support community and economic development initiatives.

Location: Chicago Ballroom D-E

2:30 to 2:45 pm

Networking Break/Visit Vendor Displays

Location: Chicago Ballroom Foyer

2:45 to 3:45 pm

Supply Chains Under Siege – Is there a way through the maze?

Presenter: Anthony Burnett, Senior Vice President, Colliers Site Selection

Supply chain disruptions in the U.S. and across the globe, attributed to COVID-19, infused risks and costs that few predicted. In this webinar, we elevate what you can do to affect your company’s future. Can regionalization lower transportation costs and shorten delivery times? Is nearshoring or on-shoring worth it? What can companies focus on that will pay short and long-term dividends?

Location: Chicago Ballroom D-E

- 3:45 to 4:00 pm** **Networking Break/Visit Vendor Displays**
Location: Chicago Ballroom Foyer
- 4:00 to 5:00 pm** **Site Readiness in a Virtual World**
Presenters: Rob Cornwell & Tonya Crist, Owners, Insite Consulting
This session will cover the ten basic elements of marketing your site/industrial park in a virtual world.
Location: Chicago Ballroom D-E
- 5:30 to 8:30 pm** **Annual Site Selector Social/Networking Event (Invitation Only)**
An exclusive, invitation-only event for our 2021 gold and platinum sponsors and this year's conference site selector presenters!

Friday, December 3rd

- 7:00 to 11:00 am** **Conference Registration**
Location: Chicago Ballroom Foyer, 5th Floor
- 7:00 to 11:00 am** **Vendor Displays**
Location: Chicago Ballroom Foyer
- 8:00 to 8:45 am** **Networking Breakfast**
Network with your colleagues and visit our vendor displays!
Location: Chicago Ballroom D-E & Foyer
- 8:45 to 9:00 am** **2022 Best Practices Conference Overview**
Horton Hobbs from the Greater Springfield Partnership will provide an overview of next year's Best Practices Conference location – Springfield, Ohio - and why you want to mark your calendar now and plan to attend!
Location: Chicago Ballroom D-E
- 9:00 to 9:15 am** **Mid-America EDC Annual Business Meeting**
Presenters: Dean Dzedzic, Mid-America EDC President & Keith Gillenwater, Mid-America EDC 1st Vice President/President-Elect
Location: Chicago Ballroom D-E

9:15 to 10:15 am

Securing the Enterprise in a Post Pandemic World

Presenters: Tim Pospisil, Director of Corporate Security, Nebraska Public Power District; Marc Child, Information Security Program Manager, Great River Energy; TJ Houston, MBA, CSIE, Cyber Security Program Instructor, Ashland County-West Holmes (Ohio) Career Center; Isak Nti Asare, Director of Undergraduate Studies, Cyber Security and Global Policy Program, Indiana University

Moderator: Nicole Sedlacek, CECD, Economic Development Manager, Nebraska Public Power District

The global pandemic caused a global shift to remote and hybrid work, with most of that predicted to stay. More than 6 in 10 companies suffered a ransomware attack in 2020. Cybercriminals have changed the way they do business. During this session, you will hear from a panel of cybersecurity experts that will share their knowledge, experiences, and best practices when it comes to protecting businesses from cybercriminals, cybersecurity as a growing industry, and the growing workforce needs for this growing industry.

Location: Chicago Ballroom D-E

10:15 to 10:30 am

Networking Break/Visit Vendor Displays

Location: Chicago Ballroom Foyer

10:30 am to Noon

Inclusive Economic Development: Good for growth, good for workforce, good for communities

Panelists: Mike Grella, Founder, Grella Partnership Strategies; Ellen Heinz, Economic Development Representative, Federal Economic Development Administration; Brooklin Salemi, Manager, Credits & Incentives, BDO USA, LLP; Jonathan McGee, Director Economic Development, Illinois Department of Commerce; Willie Smith, EDFP, Executive Director, Northwest Side Community Development Corporation; Eric Swack, Executive Director, Wind River Development Fund; Rob Cleveland, President, Cornerstone Alliance

Moderator: Jennifer Ekey, Economic Development Director, Clinton County Port Authority

Recognizing the need for authentic collaboration to advance the economy, understand the impact of diversity in business, and improve opportunities for citizens, this panel will discuss how investments in community-driven strategies support diversity, equity and inclusion.

Location: Chicago Ballroom D-E

2021 Competitiveness Conference Registration

Register online via check OR credit card online by November 19th at <http://www.midamericaedc.org/midamericaedc/events-and-programs>

REGISTRATION FEES:

Mid-America EDC Member

Full Conference (Weds-Fri) - \$950
Two Days (Weds-Thurs or Thurs-Fri) - \$800
One Day (Weds or Fri) - \$300
Thursday Only - \$400

Non-Member

Full Conference (Weds-Fri) - \$1150
Two Days (Weds-Thurs or Thurs-Fri) - \$1000
One Day (Weds or Fri) - \$400
Thursday Only - \$500

Current Member Renewal Package – \$1250 – For your convenience!

Renew your Mid-America EDC membership now for 2022 now with your full conference registration (available with online registration only).

New Member Package – \$1200 (exclusive offer to NEW Mid-America EDC members)

New member package includes registration for the Full Conference and a discounted Mid-America EDC membership through 12/31/2022!

COVID-19 Protocols:

- Mid-America EDC will follow CDC, state, and local guidelines, as well as facility-specific COVID-19 policies, for any in-person events to ensure the safety of all participants. The association will continue to monitor and assess the COVID-19 situation and make adjustments to our protocols. Final guidance related to COVID-19 and attending the 2021 Competitiveness Conference will be issued to registrants closer to December 1st.

- Please note that attending an in-person event presents an inherent risk of exposure to communicable disease. By attending the 2021 Competitiveness Conference, you voluntarily accept all risks related to exposure from communicable disease and agree to not hold Mid-America EDC or its representatives liable for any illness or injury. You agree to follow all safety protocols issued by Mid-America EDC.
- Conference registrants will receive additional information regarding health and safety protocols closer to the event date.

Policies:

- Please register online by November 19th.
- Refund requests must be submitted by November 23rd.
- Registrations with payment pending will be responsible for full payment if cancellation is received after November 23rd.
- If you are feeling unwell and/or test positive for COVID-19 after November 23rd, please contact our office in writing at karla@assnoffices.com to explain the circumstances and request a refund. Refund requests after November 23rd will be issued only if the situation is health-related.
- Please be sure to indicate in your registration form any special dietary needs and/or ADA requirements.
- 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.
- Scholarship recipients will receive an email with information regarding registration.

Conference Hotel Information



This year's host site for the Mid-America Competitiveness Conference is The Marriott Chicago Downtown Magnificent Mile, located at 540 North Michigan Avenue Chicago IL 60611.

How to reserve your hotel room at the Marriott:

Visit <https://book.passkey.com/event/50158770/owner/1361/home> to reserve your hotel room online at Mid-America EDC's online reservation website. A block of rooms for the nights of November 30 and December 1, 2, 3 will be held **until November 10th**. The discounted room rate is \$226 per night for standard rooms.

Parking Information:

Onsite valet parking is available at the rate of \$71 per day. Offsite parking is available at the rate of \$51 per day. Please contact the hotel with questions/to request more information.