



2022 Mid-America Competitiveness Conference

**November 30th – December 2nd
Chicago Marriott Downtown Magnificent Mile**



Don't miss this tremendous opportunity to learn from experts who touch projects! You are sure to gain tips and knowledge from this year's presenters and panelists in the areas of site selection, development, engineering, utilities, marketing, workforce, community leadership, and more! Register today at www.midamericaedc.org!

Schedule of Events

Wednesday, November 30th

11:30 to 5:00 pm **Conference Registration/Check-In**
Location: Salon Foyer, 7th Floor

9:30 to 11:00 am **Mid-America EDC Board of Directors Meeting**
Location: Salon I, 7th Floor

11:00 to 12:30 pm **Mid-America EDC Board of Directors & 2022 Scholarship Recipient Luncheon**
Location: Salon I, 7th Floor

11:30 to 4:00 pm **Vendor Displays**
Location: Salon Foyer, 7th Floor

1:00 to 2:30 pm **Economic Development and the Metaverse**
Presenter: Aaron Brossoit, CEO and Founder, Golden Shovel Agency
The metaverse promises to revolutionize our communication. It will certainly affect the economic development industry, but how? Aaron Brossoit, CEO of Golden Shovel Agency, and his team has pioneered the use of virtual reality for economic development and he is a regular presenter at both metaverse and economic development conferences. In this presentation you will learn about what the metaverse is, the companies and technologies behind it and how economic developers will use it to promote their communities. Through multiple examples, see how familiarization tours, site tours and talent attraction will be done through virtual reality and the metaverse and how you can prepare your community now to take advantage of this brave new world.

Aaron Brossoit is CEO and a founder at Golden Shovel Agency, a firm specializing in communications for economic development. He has led the creation of communication tools and services currently supporting over 270 economic development organizations across North America and Internationally. Aaron and his team pioneered the use of virtual reality tools for the economic development industry in 2017 and recently developed the first virtual meetings app designed for promoting places to site consultants and talent.

Location: Salon II-III, 7th Floor

2:30 to 3:00 pm **Networking Break/Visit Vendor Displays**
Location: Salon Foyer, 7th Floor

3:00 to 4:00 pm **Resources for the Rural Economy**
Presenter: Jamie Beier Grant, Director, Economic Development Planning, The Montrose Group
Rural communities offer tremendous economic development and talent attraction opportunities. As workplace dynamics shift and talent lives where it wants to versus where it needs to, site selection methods also shift. For rural communities to improve site readiness, livability, and overall attractiveness they must be equipped with the right tools to attract and support new investment and capitalize on placemaking. This session will present findings and recommendations from the Mid-America EDC's Rural Initiatives Committee research, conducted together with The Montrose Group, a Midwest-based economic development and site selection firm.
Location: Salon II-III, 7th Floor

4:30 to 6:00 pm **Networking Reception**
Join us for networking with all of your Mid-America region colleagues!
Location: Salon II-III, 7th Floor

Thursday, December 1st

8:00 to 5:00 pm **Conference Registration/Check-In**
Location: Salon Foyer, 7th Floor

8:00 to 5:00 pm **Vendor Displays**
Location: Salon Foyer, 7th Floor

8:00 to 9:00 am **Networking Breakfast**
Network with your colleagues and visit our vendor displays!
Location: Salon II-III, 7th Floor

9:00 to 10:15 am

Electrifying Site Selection: An Inside Look at the Electrical Provider's Role in Site Selection

Panelists:

- **Sam Wagner, Business and Community Development Manager, MidAmerican Energy**
- **Tom Lambrecht, Manager, Economic Development Services, Great River Energy**
- **Matt Marshall, Economic Development Administrator, Minnkota Power**
- **Brook Aken, Economic Development Coordinator, Omaha Public Power District**

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

Power companies play an important role in providing utility service for any site. As electrification reshapes many industries and access to energy remains a critical component to a site, it is important to understand the role the utility provider can play to help find a suitable site for the energy needs a client has. Power companies are engaged early in the stages of site development to ensure the area has the adequate capacity to serve the project. This session will provide attendees with a better understanding of how energy/electricity works, the changing and expanding energy landscape, and how utilities prepare and partner with economic development to win projects.

Location: Salon II-III, 7th Floor

10:15 to 10:30 am

Networking Break/Visit Vendor Displays

Location: Salon Foyer

10:30 to 11:30 am

Winning a Mega Project

Panelists:

- **Jim Hill, Executive Director, Sidney-Shelby Partnership**
- **Hank Evans, Director, Project Implementation and Corporate Development, Global Commerce, Georgia Department of Economic Development**
- **Ashley Savieo, Director of Economic and Business Development, American Electric Power**

Moderator: **Bob Westover, Senior Vice President, Colliers**

From site and workforce development to cumbersome RFIs and media coverage much of the discussion, and work, in economic development is focusing on mega projects. This session includes a local economic development director who guided his community to the SEMCORP battery plant win, a utility economic development specialist that help secure Intel's investment in Ohio, and the state project manager for the Rivian project in Georgia. The panelists will share their experiences as a peer on how to win these large-scale, highly complex, projects.

Location: Salon II-III, 7th Floor

11:30 to 1:15 pm **Networking Luncheon/Annual Awards Program**
Join us to congratulate our 2022 Economic Development Award Winners!
Location: Salon II-III, 7th Floor

1:30 to 2:30 pm **The Logistics Analysis the Drives Industrial Site Selection**
Presenter: Joe Dunlap, Managing Director, CBRE
In this session you'll learn how occupiers evaluate their supply chain location requirements before going through the incentives process or site selection. You'll take away from this session an understanding of the drivers of Industrial site selection to enable you to ask prospect companies why they want to be in your community and what their business justifications are for doing so. This understanding should help the EDO to incentivize the desired occupier businesses to complement goals in their state or market.
Location: Salon II-III, 7th Floor

2:30 to 2:45 pm **Networking Break/Visit Vendor Displays**
Location: Salon Foyer

2:45 to 3:45 pm **Industrial Development Market Report**
Panelists:

- **Edward Piscopo, Director of Economic Development, CLAYCO**
- **Jason Kester, Ohio Valley Regional Development Director, Agracel, Inc.**
- **Leila Miles, P.E., Sr. Development Associate, Stonemont Financial Group**
- **Brandon Mendoza, Executive Director, NAIOP-Pittsburgh**

As the demand for more warehousing and larger spaces intersect with higher interest rates and market uncertainty the road ahead for industrial speculative and build-to-suit development is uncertain. The speakers, with perspectives ranging from large metro warehouses to specialized manufacturing in rural communities, will provide insight into what they see in the coming months (and years) for industrial development. The session will offer attendees the critical insight needed to address the demand for space in their community.
Location: Salon II-III, 7th Floor

3:45 to 4:00 pm **Networking Break/Visit Vendor Displays**
Location: Salon Foyer

4:00 to 5:00 pm

How Many Fingers in the Pie?

Panelists:

- Shannon, O'Hare, Senior Managing Director, Business Incentives Practice, Cushman & Wakefield
- Todd Steffen, Vice President, Supply Chain & Real Estate Advisory Services, Colliers
- Daniel Benassi, SIOR, Principal, Entre Commercial Realty LLC
- Paige Webster, Owner, Webster Global Site Selectors

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

In today's ever-changing economy, projects are being guided by an expanding assortment of site selectors, brokers, supply chain consultants, and workforce analysts. This session will provide economic developers with a better understanding of the various actors involved in a project. The panel will share real-world lessons from a leading site selector, a supply chain expert, and an industrial broker who will provide insight on the current trends that drive today's projects.

Location: Salon II-III, 7th Floor

6:00 to 9:00 p.m.

Annual Consultant Social/Networking Event (Invitation Only)

An exclusive, invitation-only event for our 2022 gold and platinum sponsors and this year's consultants and presenters!

Location: Eataly Chicago

Friday, December 2nd

8:00 to 11:00 am

Conference Registration

Location: Salon Foyer, 7th Floor

8:00 to 11:00 am

Vendor Displays

Location: Salon Foyer, 7th Floor

8:00 to 9:00 am

Networking Breakfast

Network with your colleagues and visit our vendor displays!

Location: Salon II-III, 7th Floor

9:00 to 9:15 am

Mid-America EDC Annual Business Meeting

Presenters: Keith Gillenwater, Mid-America EDC President & Horton Hobbs, Mid-America EDC 1st Vice President/President-Elect

Location: Salon II-III, 7th Floor

9:15 to 10:15 am

Spilling the Tea on FDI

Panelists:

- Adam Solomon, VP, Business Development, Research FDI
- Jeffrey Garza Walker, Senior Vice President, Cresa
- Knut Bentin, VP Americas, Nemark

Moderator: Barbara Koldos, Vice President, Business Development, New North, Inc.

In the last 5 years, 69% of all new manufacturing jobs in the US were created by internationally owned companies. International companies also spend more than \$71 billion (with a “B”) on US R&D activities. It’s no wonder Foreign Direct Investment (FDI) is an essential part of economic prosperity for every community. Join a panel of experts as they spill the tea on trends and share their perspective from research to site selection to existing company needs. Whether your community has a robust FDI strategy or just getting started, this session will fill your cup on all things FDI.

Location: Salon II-III, 7th Floor

10:15 to 10:30 am

Networking Break/Visit Vendor Displays

Location: Salon Foyer

10:30 to 11:30 am

Barriers to Work

Panelists:

- Ashanti Bryant, Director, Early Childhood Services, IFF
- Tricia Rathermel, President & Chief Executive Officer, Greater Oshkosh Economic Development Corporation
- Candice Alder, Economic Developer, City of Norfolk, NE
- Jolena Presti, Managing Director, Baker Tilly

Moderator: Jennifer Klus, Economic Development Director, City of Dublin, OH

Every community has them, every employer is talking about them. The pandemic related impacts of tens of thousands of workers leaving the labor force has only heightened this conversation. Panel experts on this session will discuss the barriers of workforce housing, childcare, and transportation - and how they are breaking those barriers and creating new opportunities for their residents and employers.

Location: Salon II-III, 7th Floor



The 2022 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).

2022 Competitiveness Conference Registration

Register online via check OR credit card online by November 18th at
<https://maedc5.wildapricot.org/event-4968490>

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 2023 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 12/31/2023!

Policies:

- Please register online by November 18th.
- Refund requests must be submitted by November 28th.
- Registrations with payment pending will be responsible for full payment if cancellation is received after November 28th.
- If you are feeling unwell after November 28th, please contact our office in writing at karla@assnoffices.com to explain the circumstances and request a refund. Refund requests after November 28th 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/50276458/owner/1361/home> to reserve your hotel room online at Mid-America EDC's online reservation website. A block of hotel rooms for the nights of November 29 & 30 and December 1 & 2 will be held **until November 9th**. The discounted room rate is \$233 per night for standard rooms.

Parking Information:

Onsite valet parking is available at the rate of \$70 per day. Offsite parking is also available. Please contact the hotel with questions/to request more information.